

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF AUGUST 2018

Athletic Business

Learn more at athleticbusiness.info

Subscribers by Business Type & Job Title

Business Type	Total	Percent
College/University	14,654	36.35%
High School/School District/Private School	10,096	25.04%
Parks & Rec. Community/Municipal Recreation	4,703	11.66%
Health Club	2,158	5.35%
Private Sports/Recreation Center	976	2.42%
Architectural/Specialty Design Firms	971	2.41%
YMCA/YWCA	688	1.71%
Business/Program Management Consulting Firm	659	1.63%
Dealer/Distributor	590	1.46%
Police/Fire Dept/Law Enforcement	539	1.34%
Manufacturer	448	1.11%
Pro Sports	439	1.09%
Corporate Rec/Fitness Center	431	1.07%
Wellness Center/Hospital/Clinic	379	0.94%
Amateur/Governmental Sports Organization	338	0.84%
Military	197	0.49%
Association	126	0.31%
Hotel/Resort	68	0.17%
Jewish Community Center	65	0.16%
Church	54	0.13%
Other/Business Not Provided	1,740	4.32%
Total	40,319	100%

Job Title	Total	Percent
Athletic Director	10,306	25.56%
Director	4,924	12.21%
Executive Dir./CEO/Pres./Owner/V.P.	4,303	10.67%
Associate/Assistant Athletic Director	3,130	7.76%
Manager	2,454	6.09%
Coordinator	1,934	4.80%
Recreation/Intramural Dir./Assoc. Dir.	1,617	4.01%
Athletic Trainer	1,240	3.08%
Parks & Rec. Director/Commissioner/Supt.	857	2.13%
Architect/Consultant/Facilities Planner	750	1.86%
Sergeant/Lieutenant/Captain/Chief	420	1.04%
Title Not Provided	6,739	16.71%
Other	1,645	4.08%
Total	40,319	100%

Subscribers by Location

Location	Total	Percent
Alabama	676	1.68%
Alaska	44	0.11%
Arizona	523	1.30%
Arkansas	355	0.88%
California	3,067	7.61%
Colorado	790	1.96%
Connecticut	545	1.35%
Delaware	136	0.34%
District of Columbia	150	0.37%
Florida	2,292	5.68%
Georgia	939	2.33%
Hawaii	123	0.31%
Idaho	169	0.42%
Illinois	1,825	4.53%
Indiana	945	2.34%
Iowa	531	1.32%
Kansas	511	1.27%
Kentucky	617	1.53%
Louisiana	456	1.13%

Location	Total	Percent
Maine	189	0.47%
Maryland	696	1.73%
Massachusetts	1,039	2.58%
Michigan	1,283	3.18%
Minnesota	766	1.90%
Mississippi	380	0.94%
Missouri	813	2.02%
Montana	135	0.33%
Nebraska	298	0.74%
Nevada	169	0.42%
New Hampshire	181	0.45%
New Jersey	900	2.23%
New Mexico	207	0.51%
New York	1,887	4.68%
North Carolina	1,261	3.13%
North Dakota	145	0.36%
Ohio	1,950	4.84%
Oklahoma	427	1.06%
Oregon	417	1.03%

Location	Total	Percent
Pennsylvania	1,733	4.30%
Rhode Island	155	0.38%
South Carolina	599	1.49%
South Dakota	130	0.32%
Tennessee	803	1.99%
Texas	2,149	5.33%
Utah	315	0.78%
Vermont	157	0.39%
Virginia	1,293	3.21%
Washington	718	1.78%
West Virginia	163	0.40%
Wisconsin	1,031	2.56%
Wyoming	76	0.19%
US Territories	30	0.07%
Location Not Provided	833	2.07%
United States	38,646	95.85%
Canada	727	1.80%
International	113	0.28%
Total	40,319	100%

Athletic Business



AB MAGAZINE
40,000
AUDITED
SUBSCRIBERS



DIGITAL SOLUTIONS
30% INCREASE
IN UNIQUE WEBSITE
VISITORS SINCE 2017



AB SHOW
WHERE THE
INDUSTRY
UNITES



E-MAIL SOLUTIONS
24% AVERAGE
OPEN RATE



SOCIAL MEDIA
12,350+
FOLLOWERS

*Exact numbers may fluctuate as subscriber list grows over time.

READY TO GET STARTED? CONTACT:



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