

MAGAZINE CIRCULATION

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	13,352	33.38%
High School/School District/Private School	12,632	31.58%
Parks & Rec. Community/Municipal Recreation	4,451	11.13%
Health Club	1,684	4.21%
YMCA/YWCA	1,639	4.10%
Architectural/Specialty Design Firms	1,384	3.46%
Private Sports/Recreation Center	1,096	2.74%
Corporate Rec/Fitness Center	911	2.28%
Business/Program Management Consulting Firm	597	1.49%
Wellness Center/Hospital/Clinic	580	1.45%
Dealer/Distributor	528	1.32%
Military	308	0.77%
Amateur/Governmental Sports Organization	260	0.65%
Pro Sports	254	0.64%
Jewish Community Center	118	0.30%
Church	82	0.21%
Hotel/Resort	77	0.19%
Police/Fire Dept/Law Enforcement	47	0.12%
Other	0	0.00%
Total	40,000	100.0%

Job Title	Total	Percent
Athletic Director	13,670	34.18%
Director	4,754	11.89%
Executive Dir./CEO/Pres./Owner/V.P.	4,511	11.28%
Manager	4,232	10.58%
Associate/Assistant Athletic Director	4,170	10.43%
Coordinator	2,680	6.70%
Recreation/Intramural Dir./Assoc. Dir.	2,203	5.51%
Athletic Trainer	1,316	3.29%
Parks & Rec. Director/Commissioner/Supt.	1,312	3.28%
Architect/Consultant/Facilities Planner	972	2.43%
Sergeant/Lieutenant/Captain/Chief	75	0.19%
Other/Title Not Provided	105	0.26%
Total	40,000	100%

Subscribers by Location

Location	Total	Percent
Alabama	565	1.41%
Alaska	40	0.10%
Arizona	602	1.51%
Arkansas	362	0.91%
California	3,039	7.60%
Colorado	805	2.01%
Connecticut	580	1.45%
Delaware	130	0.33%
District of Columbia	136	0.34%
Florida	2,091	5.23%
Georgia	987	2.47%
Hawaii	76	0.19%
Idaho	244	0.61%
Illinois	2,396	5.99%
Indiana	959	2.40%
Iowa	619	1.55%
Kansas	619	1.55%
Kentucky	569	1.42%
Louisiana	306	0.77%

Location	Total	Percent
Maine	252	0.63%
Maryland	708	1.77%
Massachusetts	1,110	2.78%
Michigan	1,208	3.02%
Minnesota	789	1.97%
Mississippi	371	0.93%
Missouri	1,050	2.63%
Montana	193	0.48%
Nebraska	424	1.06%
Nevada	140	0.35%
New Hampshire	249	0.62%
New Jersey	944	2.36%
New Mexico	191	0.48%
New York	2,124	5.31%
North Carolina	1,266	3.17%
North Dakota	156	0.39%
Ohio	1,772	4.43%
Oklahoma	539	1.35%
Oregon	567	1.42%

Location	Total	Percent
Pennsylvania	1,854	4.64%
Rhode Island	182	0.46%
South Carolina	667	1.67%
South Dakota	161	0.40%
Tennessee	703	1.76%
Texas	2,594	6.49%
Utah	292	0.73%
Vermont	140	0.35%
Virginia	1,169	2.92%
Washington	766	1.92%
West Virginia	221	0.55%
Wisconsin	992	2.48%
Wyoming	111	0.28%
US Territories	34	0.09%
Location Not Provided	0	0.00%
United States	38,928	97.66%
Canada	936	2.34%
Total	40,000	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



AB TODAY
29% 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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