

Subscribers by Business Type

Business Type	Total	Percent
College/University	12,718	36.77%
High School/School District/Private School	6,915	19.99%
Parks & Rec. Community/Municipal Recreation	3,836	11.09%
Health Club	1,527	4.41%
Private Sports/Recreation Center	774	2.24%
Architectural/Specialty Design Firms	904	2.61%
YMCA/YWCA	512	1.48%
Business/Program Management Consulting Firm	866	2.50%
Dealer/Distributor	583	1.69%
Police/Fire Dept./Law Enforcement	351	1.01%
Pro Sports	327	0.95%
Corporate Rec./Fitness Center	313	0.90%
Manufacturer	459	1.33%
Wellness Center/Hospital/Clinic	333	0.96%
Amateur/Governmental Sports Organization	286	0.83%
Military	751	2.17%
Hotel/Resort	53	0.15%
Jewish Community Center	52	0.15%
Church	57	0.16%
Commercial Sportsplex	12	0.03%
Other/Business Not Provided	2,961	8.56%
Total	34,590	100%

Job Title

Job Title	Total	Percent
Athletic Director	6,556	18.95%
Director	4,764	13.77%
Executive Dir./CEO/Pres./Owner/V.P.	5,226	15.11%
Associate/Assistant Athletic Director	1,941	5.61%
Manager	3,634	10.51%
Coordinator	3,746	10.83%
Recreation/Intramural Dir./Assoc. Dir.	1,669	4.83%
Athletic Trainer	1,317	3.81%
Parks & Rec. Director/Commissioner/Supt.	539	1.56%
Architect/Consultant/Facilities Planner	642	1.86%
Sergeant/Lieutenant/Captain/Chief	354	1.02%
Other/Job Title Not Provided	4,202	12.15%
Total	34,590	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	566	1.64%	Indiana	746	2.16%	Nevada	141	0.41%
Alaska	53	0.15%	Iowa	415	1.20%	New Hampshire	147	0.42%
Arizona	466	1.35%	Kansas	389	1.12%	New Jersey	806	2.33%
Arkansas	244	0.71%	Kentucky	474	1.37%	New Mexico	163	0.47%
California	2,769	8.01%	Louisiana	397	1.15%	New York	1,484	4.29%
Colorado	645	1.86%	Maine	155	0.45%	North Carolina	1,036	3.00%
Connecticut	434	1.25%	Maryland	598	1.73%	North Dakota	111	0.32%
Delaware	101	0.29%	Massachusetts	839	2.43%	Ohio	1,460	4.22%
District of Columbia	118	0.34%	Michigan	980	2.83%	Oklahoma	327	0.95%
Florida	2,067	5.98%	Minnesota	557	1.61%	Oregon	357	1.03%
Georgia	836	2.42%	Mississippi	303	0.88%	Pennsylvania	1,396	4.04%
Hawaii	103	0.30%	Missouri	653	1.89%	Rhode Island	110	0.32%
Idaho	118	0.34%	Montana	107	0.31%	South Carolina	503	1.45%
Illinois	1,445	4.18%	Nebraska	249	0.72%	South Dakota	102	0.29%
						Tennessee	613	1.77%
						Texas	1,853	5.36%
						Utah	282	0.82%
						Vermont	99	0.29%
						Virginia	1,105	3.19%
						Washington	594	1.72%
						West Virginia	139	0.40%
						Wisconsin	771	2.23%
						Wyoming	63	0.18%
						US Territories	25	0.07%
						Location Not Provided	3,197	9.24%
						United States	30,514	88.22%
						Canada	800	2.31%
						Intl. (Non-Canada)	79	0.23%
						Total	34,590	100%

Athletic Business

38,000+

MAGAZINE
SUBSCRIBERS

130,000+

MONTHLY UNIQUE
WEBSITE VISITORS

213,000+

MONTHLY WEBSITE
PAGEVIEWS

16,500+

SOCIAL MEDIA
CONNECTIONS

2,300+

ANNUAL AB SHOW
ATTENDEES

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

GET STARTED ✕



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