

Subscribers by Business Type

Business Type	Total	Percent
College/University	14,056	37.85%
High School/School District/Private School	7,893	21.26%
Parks & Rec. Community/Municipal Recreation	3,535	9.52%
Health Club	1,501	4.04%
Private Sports/Recreation Center	839	2.26%
Architectural/Specialty Design Firms	973	2.62%
YMCA/YWCA	764	2.06%
Business/Program Management Consulting Firm	827	2.23%
Dealer/Distributor	573	1.54%
Police/Fire Dept/Law Enforcement	342	0.92%
Pro Sports	349	0.94%
Corporate Rec/Fitness Center	317	0.85%
Manufacturer	503	1.35%
Wellness Center/Hospital/Clinic	392	1.06%
Amateur/Governmental Sports Organization	351	0.95%
Military	805	2.17%
Hotel/Resort	56	0.15%
Jewish Community Center	92	0.25%
Church	58	0.16%
Commercial Sportsplex	16	0.04%
Other/Business Not Provided	2,892	7.79%
Total	37,134	100%

Job Title

Job Title	Total	Percent
Athletic Director	7,263	19.56%
Director	5,044	13.58%
Executive Dir./CEO/Pres./Owner/V.P.	4,058	10.93%
Associate/Assistant Athletic Director	2,126	5.73%
Manager	3,597	9.69%
Coordinator	3,868	10.42%
Recreation/Intramural Dir./Assoc. Dir.	1,664	4.48%
Athletic Trainer	1,373	3.70%
Parks & Rec. Director/Commissioner/Supt.	590	1.59%
Architect/Consultant/Facilities Planner	699	1.88%
Sergeant/Lieutenant/Captain/Chief	351	0.94%
Other/Title Not Provided	6,501	17.51%
Total	37,134	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	566	1.52%	Indiana	768	2.07%	Nevada	124	0.33%
Alaska	45	0.12%	Iowa	465	1.25%	New Hampshire	162	0.44%
Arizona	451	1.21%	Kansas	447	1.20%	New Jersey	791	2.13%
Arkansas	246	0.66%	Kentucky	532	1.43%	New Mexico	161	0.43%
California	2,670	7.19%	Louisiana	405	1.09%	New York	1,536	4.14%
Colorado	722	1.94%	Maine	163	0.44%	North Carolina	1,100	2.96%
Connecticut	507	1.37%	Maryland	592	1.59%	North Dakota	123	0.33%
Delaware	120	0.32%	Massachusetts	891	2.40%	Ohio	1,594	4.29%
District of Columbia	133	0.36%	Michigan	1,041	2.80%	Oklahoma	347	0.93%
Florida	1,903	5.12%	Minnesota	577	1.55%	Oregon	357	0.96%
Georgia	816	2.20%	Mississippi	322	0.87%	Pennsylvania	1,400	3.77%
Hawaii	103	0.28%	Missouri	659	1.77%	Rhode Island	123	0.33%
Idaho	128	0.34%	Montana	102	0.27%	South Carolina	516	1.39%
Illinois	1,420	3.82%	Nebraska	288	0.78%	South Dakota	104	0.28%
						Tennessee	649	1.75%
						Texas	1,860	5.01%
						Utah	267	0.72%
						Vermont	106	0.29%
						Virginia	1,112	2.99%
						Washington	588	1.58%
						West Virginia	140	0.38%
						Wisconsin	815	2.19%
						Wyoming	65	0.18%
						US Territories	20	0.05%
						Location Not Provided	5,108	13.76%
						United States	31,142	83.86%
						Canada	797	2.15%
						International	87	0.23%
						Total	37,134	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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