

Subscribers by Business Type

Business Type	Total	Percent
College/University	14,221	37.42%
High School/School District/Private School	12,331	32.45%
Parks & Rec. Community/Municipal Recreation	3,629	9.55%
Health Club	1,607	4.23%
YMCA/YWCA	1,092	2.87%
Architectural/Specialty Design Firms	1,097	2.89%
Private Sports/Recreation Center	846	2.23%
Corporate Rec/Fitness Center	507	1.33%
Business/Program Management Consulting Firm	422	1.11%
Wellness Center/Hospital/Clinic	405	1.07%
Dealer/Distributor	450	1.18%
Military	246	0.65%
Amateur/Governmental Sports Organization	362	0.95%
Pro Sports	181	0.48%
Jewish Community Center	89	0.23%
Church	54	0.14%
Hotel/Resort	45	0.12%
Police/Fire Dept./Law Enforcement	37	0.10%
Manufacturers	19	0.05%
Commercial Sportsplex	2	0.01%
Other	379	1.00%
Total	38,000	100%

Job Title

Job Title	Total	Percent
Athletic Director	13,152	34.61%
Director	4,436	11.67%
Executive Dir./CEO/Pres./Owner/V.P.	3,991	10.50%
Manager	3,637	9.57%
Associate/Assistant Athletic Director	2,945	7.75%
Coordinator	3,691	9.71%
Recreation/Intramural Dir./Assoc. Dir.	2,188	5.76%
Athletic Trainer	1,047	2.76%
Parks & Rec. Director/Commissioner/Supt.	1,117	2.94%
Architect/Consultant/Facilities Planner	768	2.02%
Sergeant/Lieutenant/Captain/Chief	52	0.14%
Other/Title Not Provided	976	2.57%
Total	38,000	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	526	1.38%	Indiana	927	2.44%	Nevada	117	0.31%
Alaska	26	0.07%	Iowa	558	1.47%	New Hampshire	242	0.64%
Arizona	567	1.49%	Kansas	620	1.63%	New Jersey	999	2.63%
Arkansas	322	0.85%	Kentucky	572	1.51%	New Mexico	166	0.44%
California	2,838	7.47%	Louisiana	340	0.89%	New York	1,923	5.06%
Colorado	755	1.99%	Maine	246	0.65%	North Carolina	1,208	3.18%
Connecticut	540	1.42%	Maryland	705	1.86%	North Dakota	170	0.45%
Delaware	128	0.34%	Massachusetts	1,013	2.67%	Ohio	1,626	4.28%
District of Columbia	119	0.31%	Michigan	1,113	2.93%	Oklahoma	463	1.22%
Florida	2,103	5.53%	Minnesota	751	1.98%	Oregon	492	1.29%
Georgia	1,100	2.89%	Mississippi	388	1.02%	Pennsylvania	1,838	4.84%
Hawaii	72	0.19%	Missouri	986	2.59%	Rhode Island	164	0.43%
Idaho	224	0.59%	Montana	168	0.44%	South Carolina	585	1.54%
Illinois	2,037	5.36%	Nebraska	419	1.10%	South Dakota	95	0.25%
						Tennessee	642	1.69%
						Texas	2,516	6.62%
						Utah	286	0.75%
						Vermont	124	0.33%
						Virginia	1,250	3.29%
						Washington	644	1.69%
						West Virginia	221	0.58%
						Wisconsin	931	2.45%
						Wyoming	97	0.26%
						US Territories	29	0.08%
						Location Not Provided	29	0.08%
						United States	36,962	97.27%
						Canada	984	2.59%
						International	25	0.07%
						Total	38,000	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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