

Subscribers by Business Type

Business Type	Total	Percent
College/University	11,496	36.18%
High School/School District/Private School	5,991	18.85%
Parks & Rec. Community/Municipal Recreation	2,584	8.13%
Health Club	1,021	3.21%
Private Sports/Recreation Center	1,386	4.36%
Architectural/Specialty Design Firms	941	2.96%
YMCA/YWCA, JCC	481	1.51%
Business/Program Management Consulting Firm	795	2.50%
Dealer/Distributor	524	1.65%
Police/Fire Dept/Law Enforcement	207	0.65%
Pro Sports	305	0.96%
Corporate Rec/Fitness Center	352	1.11%
Manufacturer	461	1.45%
Wellness Center/Hospital/Clinic	289	0.91%
Amateur/Governmental Sports Organization	476	1.50%
Military	663	2.09%
Hotel/Resort	40	0.13%
Church	70	0.22%
Commercial Sportsplex	31	0.10%
Other Industry Businesses	886	2.79%
Business Not Provided	2,779	8.75%
Total	31,778	100%

Job Title

Job Title	Total	Percent
Athletic Director	5,618	17.68%
Director	3,886	12.23%
Executive Dir./CEO/Pres./Owner/V.P.	3,330	10.48%
Associate/Assistant Athletic Director	1,795	5.65%
Manager	4,491	14.13%
Coordinator	2,736	8.61%
Recreation/Intramural Dir./Assoc. Dir.	1,523	4.79%
Athletic Trainer	1,121	3.53%
Parks & Rec. Director/Commissioner/Supt.	544	1.71%
Architect/Consultant/Facilities Planner	773	2.43%
Sergeant/Lieutenant/Captain/Chief	255	0.80%
Other Industry Titles	2,897	9.12%
Title Not Provided	2,809	8.84%
Total	31,778	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	400	1.26%	Indiana	579	1.82%	Nevada	88	0.28%
Alaska	31	0.10%	Iowa	336	1.06%	New Hampshire	119	0.37%
Arizona	352	1.11%	Kansas	359	1.13%	New Jersey	580	1.83%
Arkansas	174	0.55%	Kentucky	382	1.20%	New Mexico	113	0.36%
California	1,994	6.27%	Louisiana	278	0.87%	New York	1,138	3.58%
Colorado	504	1.59%	Maine	118	0.37%	North Carolina	834	2.62%
Connecticut	384	1.21%	Maryland	571	1.80%	North Dakota	65	0.20%
Delaware	89	0.28%	Massachusetts	664	2.09%	Ohio	1,161	3.65%
District of Columbia	114	0.36%	Michigan	786	2.47%	Oklahoma	251	0.79%
Florida	1,514	4.76%	Minnesota	431	1.36%	Oregon	328	1.03%
Georgia	618	1.94%	Mississippi	229	0.72%	Pennsylvania	1,121	3.53%
Hawaii	92	0.29%	Missouri	489	1.54%	Rhode Island	80	0.25%
Idaho	96	0.30%	Montana	89	0.28%	South Carolina	418	1.32%
Illinois	1,134	3.57%	Nebraska	207	0.65%	South Dakota	84	0.26%
						Tennessee	491	1.55%
						Texas	1,412	4.44%
						Utah	191	0.60%
						Vermont	82	0.26%
						Virginia	817	2.57%
						Washington	469	1.48%
						West Virginia	112	0.35%
						Wisconsin	626	1.97%
						Wyoming	51	0.16%
						US Territories	31	0.10%
						Location Not Provided	7,292	22.95%
						United States	23,676	74.50%
						Canada	719	2.26%
						International	91	0.29%
						Total	31,778	100%

Athletic Business

35,750+

MAGAZINE
SUBSCRIBERS

151,000+

MONTHLY WEBSITE
PAGEVIEWS

18,020+

SOCIAL MEDIA
CONNECTIONS

2,000+

ANNUAL AB SHOW
ATTENDEES

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

GET STARTED X



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