Athletic Business

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MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DECEMBER 2023 DATA

Subscribers by Business Type

Business Type	Total	Percent
College/University	15,387	43.04%
High School/School District/Private School	9,798	27.41%
Parks & Rec. Community/Municipal Recreation	3,128	8.75%
Health Club	1,821	5.09%
YMCA/YWCA, JCC	969	2.71%
Architectural/Specialty Design Firms	1,083	3.03%
Private Sports/Recreation Center	873	2.44%
Corporate Rec/Fitness Center	373	1.04%
Business/Program Management Consulting Firm	616	1.72%
Wellness Center/Hospital/Clinic	385	1.08%
Dealer/Distributor	197	0.55%
Military	297	0.83%
Amateur/Governmental Sports Organization	370	1.03%
Pro Sports	138	0.39%
Church	59	0.17%
Stadium/Arena	60	0.17%
Hotel/Resort	10	0.03%
Police/Fire Dept/Law Enforcement	58	0.16%
Manufacturers	5	0.01%
Commercial Sportsplex	13	0.04%
Other	110	0.31%
Total	35,750	100%

Job Title

Job Title	Total	Percent
Athletic Director	9,764	27.31%
Director	5,428	15.18%
Executive Dir./CEO/Pres./Owner/V.P.	3,846	10.76%
Manager	3,052	8.54%
Associate/Assistant Athletic Director	2,482	6.94%
Coordinator	3,515	9.83%
Recreation/Intramural Dir./Assoc. Dir.	2,435	6.81%
Athletic Trainer	1,316	3.68%
Parks & Rec. Director/Commissioner/Supt.	896	2.51%
Architect/Consultant/Facilities Planner	733	2.05%
Sergeant/Lieutenant/Captain/Chief	79	0.22%
Fitness Director	169	0.47%
Aquatics Director/Coordinator	126	0.35%
Facilities Manager	173	0.48%
Other Industry Titles	1,736	4.86%
Total	35,750	100%

Subscribers by Location

Location	Total	Percent
Alabama	632	1.77%
Alaska	43	0.12%
Arizona	470	1.31%
Arkansas	289	0.81%
California	2,843	7.95%
Colorado	717	2.01%
Connecticut	446	1.25%
Delaware	113	0.32%
District of Columbia	139	0.39%
Florida	2,438	6.82%
Georgia	1,017	2.84%
Hawaii	73	0.20%
Idaho	132	0.37%
Illinois	1,719	4.81%

Location	Total	Percent
Indiana	816	2.28%
lowa	577	1.61%
Kansas	558	1.56%
Kentucky	671	1.88%
Louisiana	455	1.27%
Maine	173	0.48%
Maryland	821	2.30%
Massachusetts	864	2.42%
Michigan	1,253	3.50%
Minnesota	749	2.10%
Mississippi	348	0.97%
Missouri	842	2.36%
Montana	115	0.32%
Nebraska	371	1.04%

Location	Total	Percent
Nevada	120	0.34%
New Hampshire	174	0.49%
New Jersey	710	1.99%
New Mexico	154	0.43%
New York	1,631	4.56%
North Carolina	1,130	3.16%
North Dakota	185	0.52%
Ohio	1,797	5.03%
Oklahoma	420	1.17%
Oregon	430	1.20%
Pennsylvania	1,614	4.51%
Rhode Island	118	0.33%
South Carolina	607	1.70%
South Dakota	118	0.33%
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Location	Total	Percent
Tennessee	703	1.97%
Texas	1,806	5.05%
Utah	309	0.86%
Vermont	99	0.28%
Virginia	1,172	3.28%
Washington	538	1.50%
West Virginia	194	0.54%
Wisconsin	1030	2.88%
Wyoming	75	0.21%
US Territories	25	0.07%
ocation Not Provided	0	0.00%
United States	34,843	97.46%
Canada	901	2.52%
International	6	0.02%
Takal	25.750	4000/

Total | 35,750 | 100%

Athletic Business

35,750+

MAGAZINE

151,000+

18,020+

2,000+

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