

## Subscribers by Business Type

Business Type	Total	Percent
College/University	9,669	37.78%
High School/School District/Private School	5,103	19.94%
Parks & Rec. Community/Municipal Recreation	2,461	9.62%
Health Club	1,037	4.05%
Private Sports/Recreation Center	2,089	8.16%
Architectural/Specialty Design Firms	712	2.78%
YMCA/YWCA, JCC	342	1.34%
Business/Program Management Consulting Firm	643	2.51%
Dealer/Distributor	457	1.79%
Police/Fire Dept/Law Enforcement	223	0.87%
Pro Sports	214	0.84%
Corporate Rec/Fitness Center	256	1.00%
Manufacturer	566	2.21%
Wellness Center/Hospital/Clinic	231	0.90%
Amateur/Governmental Sports Organization	298	1.16%
Military	569	2.22%
Hotel/Resort	36	0.14%
Stadium/Arena	38	0.15%
Church	42	0.16%
Commercial Sportsplex	17	0.07%
Other/Business Not Provided	590	2.31%
<b>Total</b>	<b>25,593</b>	<b>100%</b>

## Job Title

Job Title	Total	Percent
Athletic Director	4,819	18.83%
Director	3,528	13.79%
Executive Dir./CEO/Pres./Owner/V.P.	3,567	13.94%
Associate/Assistant Athletic Director	1,479	5.78%
Manager	5,123	20.02%
Coordinator	2,520	9.85%
Recreation/Intramural Dir./Assoc. Dir.	1,452	5.67%
Athletic Trainer	985	3.85%
Parks & Rec. Director/Commissioner/Supt.	396	1.55%
Architect/Consultant/Facilities Planner	562	2.20%
Sergeant/Lieutenant/Captain/Chief	255	1.00%
Other/Job Title Not Provided	907	3.54%
<b>Total</b>	<b>25,593</b>	<b>100%</b>

## Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	362	1.41%	Indiana	536	2.09%	Nevada	86	0.34%	Tennessee	444	1.73%
Alaska	31	0.12%	Iowa	291	1.14%	New Hampshire	113	0.44%	Texas	1,252	4.89%
Arizona	291	1.14%	Kansas	270	1.05%	New Jersey	578	2.26%	Utah	203	0.79%
Arkansas	175	0.68%	Kentucky	310	1.21%	New Mexico	101	0.39%	Vermont	80	0.31%
California	1,910	7.46%	Louisiana	260	1.02%	New York	1,020	3.99%	Virginia	786	3.07%
Colorado	433	1.69%	Maine	96	0.38%	North Carolina	722	2.82%	Washington	424	1.66%
Connecticut	311	1.22%	Maryland	558	2.18%	North Dakota	75	0.29%	West Virginia	99	0.39%
Delaware	87	0.34%	Massachusetts	601	2.35%	Ohio	1,132	4.42%	Wisconsin	511	2.00%
District of Columbia	110	0.43%	Michigan	698	2.73%	Oklahoma	243	0.95%	Wyoming	50	0.20%
Florida	1,382	5.40%	Minnesota	403	1.57%	Oregon	251	0.98%	US Territories	18	0.07%
Georgia	643	2.51%	Mississippi	214	0.84%	Pennsylvania	1,006	3.93%	Location Not Provided	3,320	12.97%
Hawaii	76	0.30%	Missouri	444	1.73%	Rhode Island	83	0.32%	United States	21,547	84.19%
Idaho	79	0.31%	Montana	84	0.33%	South Carolina	393	1.54%	Canada	640	2.50%
Illinois	977	3.82%	Nebraska	168	0.66%	South Dakota	77	0.30%	Int. (Non-Canada)	86	0.34%
									Total	25,593	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



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