

Subscribers by Business Type

Business Type	Total	Percent
College/University	12,295	37.31%
High School/District	5,316	16.13%
Parks & Recreation	2,783	8.44%
Health Club	1,104	3.35%
YMCA/YWCA, JCC	764	2.32%
Architectural/Specialty Design Firm	914	2.77%
Private Sports/Recreation Center	2,153	6.53%
Business/Program Management Consulting Firm	928	2.82%
Medical Fitness/Wellness Center	418	1.27%
Dealer/Distributor	576	1.75%
Military/Government	1,033	3.13%
Pro Sports	360	1.09%
Other/Business Not Provided	4,314	13.09%
Total	32,958	100%

Job Title

Job Title	Total	Percent
Athletic Director	4,957	15.04%
Associate/Assistant Athletic Director	1,864	5.66%
Program & Facilities Director/Manager/Coordinator	12,376	37.55%
Recreation/Wellness Director	2,787	8.46%
Owner/Executive Dir./CEO/Pres./V.P.	3,959	12.01%
Athletic Trainer	1,237	3.75%
Architect/Consultant/Facilities Planner	948	2.88%
Other Industry Titles	4,830	14.66%
Total	32,958	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	458	1.39%	Indiana	650	1.97%	Nevada	118	0.36%	Tennessee	488	1.48%
Alaska	52	0.16%	Iowa	412	1.25%	New Hampshire	148	0.45%	Texas	1,543	4.68%
Arizona	388	1.18%	Kansas	318	0.96%	New Jersey	619	1.88%	Utah	271	0.82%
Arkansas	228	0.69%	Kentucky	370	1.12%	New Mexico	124	0.38%	Vermont	92	0.28%
California	2,431	7.38%	Louisiana	390	1.18%	New York	1,171	3.55%	Virginia	888	2.69%
Colorado	574	1.74%	Maine	133	0.40%	North Carolina	811	2.46%	Washington	476	1.44%
Connecticut	408	1.24%	Maryland	670	2.03%	North Dakota	108	0.33%	West Virginia	120	0.36%
Delaware	159	0.48%	Massachusetts	756	2.29%	Ohio	1,221	3.70%	Wisconsin	598	1.81%
District of Columbia	143	0.43%	Michigan	753	2.28%	Oklahoma	271	0.82%	Wyoming	55	0.17%
Florida	1,694	5.14%	Minnesota	454	1.38%	Oregon	320	0.97%	US Territories	19	0.06%
Georgia	702	2.13%	Mississippi	268	0.81%	Pennsylvania	1,140	3.46%	Location Not Provided	6,224	18.88%
Hawaii	93	0.28%	Missouri	483	1.47%	Rhode Island	102	0.31%	United States	25,813	78.32%
Idaho	108	0.33%	Montana	76	0.23%	South Carolina	500	1.52%	Canada	770	2.34%
Illinois	1,175	3.57%	Nebraska	192	0.58%	South Dakota	72	0.22%	Int. (Non-Canada)	151	0.46%
									Total	32,958	100%

 <p>145,000+ Web pageviews per month</p>	 <p>35,750+ Print subscribers</p>
 <p>100,000+ Email subscribers</p>	 <p>19,175+ Social media followers</p>

GET STARTED



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