

Subscribers by Business Type

| Business Type | Total | Percent |
|---|---------------|-------------|
| College/University | 13,549 | 38.68% |
| High School/District | 6,326 | 18.06% |
| Parks & Recreation | 2,867 | 8.18% |
| Health Club | 1,022 | 2.92% |
| YMCA/YWCA, JCC | 771 | 2.20% |
| Architectural/Specialty Design Firm | 1,045 | 2.98% |
| Private Sports/Recreation Center | 1,575 | 4.50% |
| Business/Program Management Consulting Firm | 1,014 | 2.89% |
| Medical Fitness/Wellness Center | 442 | 1.26% |
| Dealer/Distributor | 633 | 1.81% |
| Military/Government | 1,011 | 2.89% |
| Pro Sports | 399 | 1.14% |
| Other Industry Businesses | 4,378 | 12.50% |
| Total | 35,032 | 100% |

Job Title

| Job Title | Total | Percent |
|---|---------------|-------------|
| Athletic Director | 5,915 | 16.88% |
| Associate/Assistant Athletic Director | 2,409 | 6.88% |
| Program & Facilities Director/Manager/Coordinator | 11,729 | 33.48% |
| Recreation/Wellness Director | 2,835 | 8.09% |
| Owner/Executive Dir./CEO/Pres./V.P. | 3,551 | 10.14% |
| Athletic Trainer | 1,361 | 3.89% |
| Architect/Consultant/Facilities Planner | 1,082 | 3.09% |
| Other Industry Titles | 6,150 | 17.56% |
| Total | 35,032 | 100% |

Subscribers by Location

| Location | Total | Percent | Location | Total | Percent | Location | Total | Percent |
|----------------------|-------|---------|---------------|-------|---------|------------------------------|---------------|-------------|
| Alabama | 401 | 1.14% | Indiana | 658 | 1.88% | Nevada | 97 | 0.28% |
| Alaska | 38 | 0.11% | Iowa | 345 | 0.98% | New Hampshire | 124 | 0.35% |
| Arizona | 376 | 1.07% | Kansas | 317 | 0.90% | New Jersey | 595 | 1.70% |
| Arkansas | 206 | 0.59% | Kentucky | 375 | 1.07% | New Mexico | 121 | 0.35% |
| California | 2,237 | 6.39% | Louisiana | 338 | 0.96% | New York | 1,100 | 3.14% |
| Colorado | 566 | 1.62% | Maine | 130 | 0.37% | North Carolina | 814 | 2.32% |
| Connecticut | 383 | 1.09% | Maryland | 630 | 1.80% | North Dakota | 96 | 0.27% |
| Delaware | 83 | 0.24% | Massachusetts | 701 | 2.00% | Ohio | 1,134 | 3.24% |
| District of Columbia | 129 | 0.37% | Michigan | 751 | 2.14% | Oklahoma | 252 | 0.72% |
| Florida | 1,601 | 4.57% | Minnesota | 433 | 1.24% | Oregon | 381 | 1.09% |
| Georgia | 695 | 1.98% | Mississippi | 239 | 0.68% | Pennsylvania | 1,087 | 3.10% |
| Hawaii | 98 | 0.28% | Missouri | 487 | 1.39% | Rhode Island | 77 | 0.22% |
| Idaho | 95 | 0.27% | Montana | 186 | 0.53% | South Carolina | 430 | 1.23% |
| Illinois | 1,077 | 3.07% | Nebraska | 199 | 0.57% | South Dakota | 70 | 0.20% |
| | | | | | | Tennessee | 626 | 1.79% |
| | | | | | | Texas | 1,443 | 4.12% |
| | | | | | | Utah | 228 | 0.65% |
| | | | | | | Vermont | 84 | 0.24% |
| | | | | | | Virginia | 844 | 2.41% |
| | | | | | | Washington | 446 | 1.27% |
| | | | | | | West Virginia | 107 | 0.31% |
| | | | | | | Wisconsin | 854 | 2.44% |
| | | | | | | Wyoming | 43 | 0.12% |
| | | | | | | US Territories | 47 | 0.13% |
| | | | | | | Location Not Provided | 9,388 | 26.80% |
| | | | | | | United States | 24,874 | 71.00% |
| | | | | | | Canada | 680 | 1.94% |
| | | | | | | Int. (Non-Canada) | 90 | 0.26% |
| | | | | | | Total | 35,032 | 100% |

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|  <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.