

Subscribers by Business Type

Business Type	Total	Percent
College/University	15,148	42.37%
High School/District	8,904	24.91%
Parks & Recreation	3,783	10.58%
Health Club	1,572	4.40%
YMCA/YWCA, JCC	677	1.89%
Architectural/Specialty Design Firm	1,019	2.85%
Private Sports/Recreation Center	1,994	5.58%
Business/Program Management Consulting Firm	786	2.20%
Medical Fitness/Wellness Center	480	1.34%
Dealer/Distributor	289	0.81%
Military/Government	872	2.44%
Pro Sports	182	0.51%
Other	44	0.12%
Total	35,750	100%

Job Title

Job Title	Total	Percent
Athletic Director	8,936	25.00%
Associate/Assistant Athletic Director	2,125	5.94%
Program & Facilities Director/Manager/Coordinator	13,842	38.72%
Recreation/Wellness Director	4,894	13.69%
Owner/Executive Dir./CEO/Pres./V.P.	3,972	11.11%
Athletic Trainer	1,147	3.21%
Architect/Consultant/Facilities Planner	820	2.29%
Other Industry Titles	14	0.04%
Total	35,750	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	483	1.35%	Indiana	973	2.72%	Nevada	160	0.45%	Tennessee	712	1.99%
Alaska	36	0.10%	Iowa	556	1.56%	New Hampshire	120	0.34%	Texas	2,269	6.35%
Arizona	374	1.05%	Kansas	525	1.47%	New Jersey	473	1.32%	Utah	387	1.08%
Arkansas	347	0.97%	Kentucky	542	1.52%	New Mexico	141	0.39%	Vermont	88	0.25%
California	3,375	9.44%	Louisiana	582	1.63%	New York	1,550	4.34%	Virginia	901	2.52%
Colorado	755	2.11%	Maine	119	0.33%	North Carolina	879	2.46%	Washington	431	1.21%
Connecticut	362	1.01%	Maryland	877	2.45%	North Dakota	175	0.49%	West Virginia	177	0.50%
Delaware	108	0.30%	Massachusetts	672	1.88%	Ohio	1,778	4.97%	Wisconsin	1,382	3.87%
District of Columbia	159	0.44%	Michigan	1,219	3.41%	Oklahoma	387	1.08%	Wyoming	109	0.30%
Florida	2,340	6.55%	Minnesota	716	2.00%	Oregon	371	1.04%	US Territories	90	0.25%
Georgia	957	2.68%	Mississippi	271	0.76%	Pennsylvania	1,573	4.40%	Location Not Provided	0	0.00%
Hawaii	66	0.18%	Missouri	827	2.31%	Rhode Island	87	0.24%	United States	34,672	96.98%
Idaho	154	0.43%	Montana	289	0.81%	South Carolina	423	1.18%	Canada	1,075	3.01%
Illinois	1,796	5.02%	Nebraska	409	1.14%	South Dakota	120	0.34%	Int. (Non-Canada)	3	0.01%
									Total	35,750	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.