

Subscribers by Business Type

Business Type	Total	Percent
College/University	10,656	37.08%
High School/School District/Private School	5,198	18.09%
Parks & Rec. Community/Municipal Recreation	2,687	9.35%
Health Club	1,002	3.49%
Private Sports/Recreation Center	2,653	9.23%
Architectural/Specialty Design Firms	786	2.74%
YMCA/YWCA, JCC	880	3.06%
Business/Program Management Consulting Firm	678	2.36%
Dealer/Distributor	477	1.66%
Police/Fire Dept/Law Enforcement	209	0.73%
Pro Sports	240	0.84%
Corporate Rec/Fitness Center	260	0.90%
Manufacturer	543	1.89%
Wellness Center/Hospital/Clinic	261	0.91%
Amateur/Governmental Sports Organization	372	1.29%
Military	625	2.17%
Hotel/Resort	39	0.14%
Stadium/Arena	71	0.25%
Church	61	0.21%
Commercial Sportsplex	37	0.13%
Other/Business Not Provided	1,002	3.49%
Total	28,737	100%

Job Title

Job Title	Total	Percent
Athletic Director	4,748	16.52%
Director	4,677	16.28%
Executive Dir./CEO/Pres./Owner/V.P.	3,822	13.30%
Associate/Assistant Athletic Director	2,128	7.41%
Manager	4,758	16.56%
Coordinator	2,254	7.84%
Recreation/Intramural Dir./Assoc. Dir.	2,465	8.58%
Athletic Trainer	1,023	3.56%
Parks & Rec. Director/Commissioner/Supt.	435	1.51%
Architect/Consultant/Facilities Planner	684	2.38%
Sergeant/Lieutenant/Captain/Chief	265	0.92%
Other/Job Title Not Provided	1,478	5.14%
Total	28,737	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	387	1.35%	Indiana	623	2.17%	Nevada	87	0.30%
Alaska	37	0.13%	Iowa	367	1.28%	New Hampshire	136	0.47%
Arizona	315	1.10%	Kansas	302	1.05%	New Jersey	644	2.24%
Arkansas	214	0.74%	Kentucky	312	1.09%	New Mexico	100	0.35%
California	2,045	7.12%	Louisiana	288	1.00%	New York	1,088	3.79%
Colorado	493	1.72%	Maine	109	0.38%	North Carolina	795	2.77%
Connecticut	355	1.24%	Maryland	634	2.21%	North Dakota	83	0.29%
Delaware	125	0.43%	Massachusetts	689	2.40%	Ohio	1,123	3.91%
District of Columbia	116	0.40%	Michigan	709	2.47%	Oklahoma	254	0.88%
Florida	1,478	5.14%	Minnesota	437	1.52%	Oregon	271	0.94%
Georgia	623	2.17%	Mississippi	209	0.73%	Pennsylvania	1,095	3.81%
Hawaii	89	0.31%	Missouri	459	1.60%	Rhode Island	97	0.34%
Idaho	98	0.34%	Montana	84	0.29%	South Carolina	447	1.56%
Illinois	1,088	3.79%	Nebraska	159	0.55%	South Dakota	78	0.27%
						Tennessee	458	1.59%
						Texas	1,448	5.04%
						Utah	222	0.77%
						Vermont	80	0.28%
						Virginia	858	2.99%
						Washington	457	1.59%
						West Virginia	105	0.37%
						Wisconsin	561	1.95%
						Wyoming	52	0.18%
						US Territories	18	0.06%
						Location Not Provided	4,526	15.75%
						United States	23,401	81.43%
						Canada	698	2.43%
						Int. (Non-Canada)	112	0.39%
						Total	28,737	100%

Athletic Business

35,750+

MAGAZINE
SUBSCRIBERS

130,000+

MONTHLY WEBSITE
PAGEVIEWS

18,220+

SOCIAL MEDIA
CONNECTIONS

2,000+

ANNUAL AB SHOW
ATTENDEES

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

GET STARTED X



CHARLI MUCHOW

East Sales | (608) 729-4216
charli@athleticbusiness.com



DIANE EBNER

West Sales | (608) 729-4189
diane@athleticbusiness.com