

Subscribers by Business Type

Business Type	Total	Percent
High School/District	6,764	18.15%
College/University	14,437	38.74%
Parks & Recreation	2,941	7.89%
Health Club	1,154	3.10%
YMCA/YWCA, JCC	997	2.68%
Architectural/Specialty Design Firm	1,042	2.80%
Private Sports/Recreation Center	1,892	5.08%
Business/Program Management Consulting Firm	890	2.39%
Medical Fitness/Wellness Center	341	0.92%
Dealer/Distributor	568	1.52%
Military/Government	1,205	3.23%
Pro Sports	446	1.20%
Other Industry Businesses	1,260	3.38%
Business Not Provided	3,329	8.93%
Total	37,266	100%

Job Title

Job Title	Total	Percent
Athletic Director	6,117	16.41%
Associate/Assistant Athletic Director	2,598	6.97%
Program & Facilities Director/Manager/Coordinator	11,878	31.87%
Recreation/Wellness Director	3,653	9.80%
Owner/Executive Dir./CEO/Pres./V.P.	3,816	10.24%
Athletic Trainer	1,352	3.63%
Architect/Consultant/Facilities Planner	838	2.25%
Other Industry Titles	1,881	5.05%
Title Not Provided	5,133	13.77%
Total	37,266	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	444	1.19%	Indiana	748	2.01%	Nevada	100	0.27%	Tennessee	604	1.62%
Alaska	37	0.10%	Iowa	386	1.04%	New Hampshire	145	0.39%	Texas	1,599	4.29%
Arizona	400	1.07%	Kansas	361	0.97%	New Jersey	678	1.82%	Utah	238	0.64%
Arkansas	194	0.52%	Kentucky	430	1.15%	New Mexico	134	0.36%	Vermont	89	0.24%
California	2,299	6.17%	Louisiana	344	0.92%	New York	1,287	3.45%	Virginia	954	2.56%
Colorado	617	1.66%	Maine	136	0.36%	North Carolina	964	2.59%	Washington	541	1.45%
Connecticut	437	1.17%	Maryland	660	1.77%	North Dakota	101	0.27%	West Virginia	129	0.35%
Delaware	103	0.28%	Massachusetts	776	2.08%	Ohio	1,260	3.38%	Wisconsin	639	1.71%
District of Columbia	130	0.35%	Michigan	898	2.41%	Oklahoma	289	0.78%	Wyoming	50	0.13%
Florida	1,709	4.59%	Minnesota	489	1.31%	Oregon	398	1.07%	US Territories	42	0.11%
Georgia	756	2.03%	Mississippi	270	0.72%	Pennsylvania	1,224	3.28%	Location Not Provided	9,371	25.15%
Hawaii	101	0.27%	Missouri	586	1.57%	Rhode Island	100	0.27%	United States	27,053	72.59%
Idaho	114	0.31%	Montana	96	0.26%	South Carolina	457	1.23%	Canada	739	1.98%
Illinois	1,214	3.26%	Nebraska	206	0.55%	South Dakota	90	0.24%	Int. (Non-Canadal	103	0.28%
									Total	37,266	100%

 <p>130,000+ Web pageviews per month</p>	 <p>35,750+ Print subscribers</p>
 <p>124,000+ Email subscribers</p>	 <p>19,900+ Social media followers</p>

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

GET STARTED



CHARLI MUCHOW

EAST SALES | (608) 729-4216
charli@athleticbusiness.com



DIANE EBNER

WEST SALES | (608) 729-4189
diane@athleticbusiness.com