

### Subscribers by Business Type

Business Type	Total	Percent
High School/District	9,983	27.92%
College/University	14,840	41.51%
Parks & Recreation	3,330	9.31%
Health Club	1,605	4.49%
YMCA/YWCA, JCC	865	2.42%
Architectural/Specialty Design Firm	1,091	3.05%
Private Sports/Recreation Center	1,411	3.95%
Business/Program Management Consulting Firm	668	1.87%
Medical Fitness/Wellness Center	433	1.21%
Dealer/Distributor	275	0.77%
Military/Government	791	2.21%
Pro Sports	200	0.56%
Other	258	0.72%
<b>Total</b>	<b>35,750</b>	<b>100%</b>

### Job Title

Job Title	Total	Percent
Athletic Director	9,883	27.64%
Associate/Assistant Athletic Director	2,419	6.77%
Program & Facilities Director/Manager/Coordinator	11,483	32.12%
Recreation/Wellness Director	5,371	15.02%
Owner/Executive Dir./CEO/Pres./V.P.	3,762	10.52%
Athletic Trainer	1,329	3.72%
Architect/Consultant/Facilities Planner	760	2.13%
Other Industry Titles	743	2.08%
<b>Total</b>	<b>35,750</b>	<b>100%</b>

### Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	633	1.77%	Indiana	901	2.52%	Nevada	131	0.37%	Tennessee	674	1.89%
Alaska	45	0.13%	Iowa	526	1.47%	New Hampshire	185	0.52%	Texas	1,930	5.40%
Arizona	519	1.45%	Kansas	521	1.46%	New Jersey	749	2.10%	Utah	329	0.92%
Arkansas	304	0.85%	Kentucky	545	1.52%	New Mexico	162	0.45%	Vermont	107	0.30%
California	2,939	8.22%	Louisiana	444	1.24%	New York	1,632	4.57%	Virginia	1,197	3.35%
Colorado	711	1.99%	Maine	179	0.50%	North Carolina	1,197	3.35%	Washington	615	1.72%
Connecticut	471	1.32%	Maryland	786	2.20%	North Dakota	185	0.52%	West Virginia	179	0.50%
Delaware	116	0.32%	Massachusetts	954	2.67%	Ohio	1,740	4.87%	Wisconsin	976	2.73%
District of Columbia	139	0.39%	Michigan	1,189	3.33%	Oklahoma	409	1.14%	Wyoming	86	0.24%
Florida	2,214	6.19%	Minnesota	676	1.89%	Oregon	491	1.37%	US Territories	66	0.18%
Georgia	965	2.70%	Mississippi	373	1.04%	Pennsylvania	1,548	4.33%	Location Not Provided	0	0.00%
Hawaii	83	0.23%	Missouri	838	2.34%	Rhode Island	127	0.36%	United States	34,755	97.22%
Idaho	147	0.41%	Montana	120	0.34%	South Carolina	572	1.60%	Canada	994	2.78%
Illinois	1,688	4.72%	Nebraska	331	0.93%	South Dakota	111	0.31%	Int. (Non-Canada)	1	0.00%
									<b>Total</b>	<b>35,750</b>	<b>100%</b>

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

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

### GET STARTED



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