Athletic Business

Learn more at athleticbusiness.info

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2022

Subscribers by Business Type

Business Type	Total	Percent
College/University	12,501	37.41%
High School/School District/Private School	6,574	19.68%
Parks & Rec. Community/Municipal Recreation	3,586	10.73%
Health Club	1,455	4.35%
Private Sports/Recreation Center	743	2.22%
Architectural/Specialty Design Firms	879	2.63%
YMCA/YWCA	469	1.40%
Business/Program Management Consulting Firm	800	2.39%
Dealer/Distributor	555	1.66%
Police/Fire Dept/Law Enforcement	336	1.01%
Pro Sports	316	0.95%
Corporate Rec/Fitness Center	287	0.86%
Manufacturer	421	1.26%
Wellness Center/Hospital/Clinic	322	0.96%
Amateur/Governmental Sports Organization	296	0.89%
Military	728	2.18%
Hotel/Resort	47	0.14%
Jewish Community Center	49	0.15%
Church	55	0.16%
Commercial Sportsplex	11	0.03%
Other/Business Not Provided	2,982	8.92%
Total	**33,412**	**100%**

Job Title

Job Title	Total	Percent
Athletic Director	6,243	18.68%
Director	4,663	13.96%
Executive Dir./CEO/Pres./Owner/V.P.	4,987	14.93%
Associate/Assistant Athletic Director	1,870	5.60%
Manager	3,484	10.43%
Coordinator	3,715	11.12%
Recreation/Intramural Dir./Assoc. Dir.	1,604	4.80%
Athletic Trainer	1,261	3.77%
Parks & Rec. Director/Commissioner/Supt.	522	1.56%
Architect/Consultant/Facilities Planner	636	1.90%
Sergeant/Lieutenant/Captain/Chief	342	1.02%
Other/Job Title Not Provided	4,085	12.23%
Total	**33,412**	**100%**

Subscribers by Location

Location	Total	Percent
Alabama	581	1.74%
Alaska	52	0.16%
Arizona	455	1.36%
Arkansas	253	0.76%
California	2,803	8.39%
Colorado	671	2.01%
Connecticut	459	1.37%
Delaware	108	0.32%
District of Columbia	107	0.32%
Florida	2,099	6.28%
Georgia	869	2.60%
Hawaii	99	0.30%
Idaho	119	0.36%
Illinois	1,453	4.35%

Location	Total	Percent
Indiana	760	2.27%
Iowa	425	1.27%
Kansas	399	1.19%
Kentucky	466	1.39%
Louisiana	427	1.28%
Maine	155	0.46%
Maryland	622	1.86%
Massachusetts	863	2.58%
Michigan	981	2.94%
Minnesota	561	1.68%
Mississippi	313	0.94%
Missouri	666	1.99%
Montana	107	0.32%
Nebraska	282	0.84%

Location	Total	Percent
Nevada	144	0.43%
New Hampshire	153	0.46%
New Jersey	802	2.40%
New Mexico	162	0.48%
New York	1,490	4.46%
North Carolina	1,079	3.23%
North Dakota	112	0.34%
Ohio	1,500	4.49%
Oklahoma	328	0.98%
Oregon	382	1.14%
Pennsylvania	1,431	4.28%
Rhode Island	117	0.35%
South Carolina	516	1.54%
South Dakota	110	0.33%

Location	Total	Percent
Tennessee	615	1.84%
Texas	2,001	5.99%
Utah	316	0.95%
Vermont	100	0.30%
Virginia	1,151	3.44%
Washington	615	1.84%
West Virginia	151	0.45%
Wisconsin	786	2.35%
Wyoming	70	0.21%
US Territories	25	0.07%
Location Not Provided	1,249	3.74%
United States	**31,311**	**93.71%**
Canada	**773**	**2.31%**
Int. (Non-Canada)	**79**	**0.24%**
Total	**33,412**	**100%**

Athletic Business

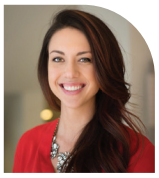
38,000+
MAGAZINE SUBSCRIBERS

16,975+
SOCIAL MEDIA CONNECTIONS

2,300+
ANNUAL AB SHOW ATTENDEES

*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