

Subscribers by Business Type

| Business Type | Total | Percent |
|---|---------------|-------------|
| College/University | 17,743 | 46.69% |
| High School/School District/Private School | 11,576 | 30.46% |
| Parks & Rec. Community/Municipal Recreation | 2,546 | 6.70% |
| Health Club | 1,408 | 3.71% |
| YMCA/YWCA | 806 | 2.12% |
| Architectural/Specialty Design Firms | 843 | 2.22% |
| Private Sports/Recreation Center | 592 | 1.56% |
| Corporate Rec/Fitness Center | 248 | 0.65% |
| Business/Program Management Consulting Firm | 437 | 1.15% |
| Wellness Center/Hospital/Clinic | 283 | 0.74% |
| Dealer/Distributor | 412 | 1.08% |
| Military | 161 | 0.42% |
| Amateur/Governmental Sports Organization | 265 | 0.70% |
| Pro Sports | 102 | 0.27% |
| Jewish Community Center | 69 | 0.18% |
| Church | 42 | 0.11% |
| Hotel/Resort | 29 | 0.08% |
| Police/Fire Dept/Law Enforcement | 23 | 0.06% |
| Manufacturers | 18 | 0.05% |
| Commercial Sportsplex | 5 | 0.01% |
| Other | 415 | 1.09% |
| Total | 38,000 | 100% |

Job Title

| Job Title | Total | Percent |
|--|---------------|-------------|
| Athletic Director | 13,203 | 34.74% |
| Director | 5,375 | 14.14% |
| Executive Dir./CEO/Pres./Owner/V.P. | 3,432 | 9.03% |
| Manager | 2,890 | 7.61% |
| Associate/Assistant Athletic Director | 2,512 | 6.61% |
| Coordinator | 4,371 | 11.50% |
| Recreation/Intramural Dir./Assoc. Dir. | 2,796 | 7.36% |
| Athletic Trainer | 1,230 | 3.24% |
| Parks & Rec. Director/Commissioner/Supt. | 793 | 2.09% |
| Architect/Consultant/Facilities Planner | 514 | 1.35% |
| Sergeant/Lieutenant/Captain/Chief | 29 | 0.08% |
| Other/Title Not Provided | 855 | 2.25% |
| Total | 38,000 | 100% |

Subscribers by Location

| Location | Total | Percent | Location | Total | Percent | Location | Total | Percent |
|----------------------|-------|---------|---------------|-------|---------|-----------------------|---------------|---------------|
| Alabama | 642 | 1.69% | Indiana | 975 | 2.57% | Nevada | 122 | 0.32% |
| Alaska | 31 | 0.08% | Iowa | 580 | 1.53% | New Hampshire | 247 | 0.65% |
| Arizona | 534 | 1.41% | Kansas | 602 | 1.58% | New Jersey | 918 | 2.42% |
| Arkansas | 327 | 0.86% | Kentucky | 565 | 1.49% | New Mexico | 175 | 0.46% |
| California | 2,991 | 7.87% | Louisiana | 395 | 1.04% | New York | 1,893 | 4.98% |
| Colorado | 669 | 1.76% | Maine | 235 | 0.62% | North Carolina | 1,294 | 3.41% |
| Connecticut | 552 | 1.45% | Maryland | 713 | 1.88% | North Dakota | 177 | 0.47% |
| Delaware | 145 | 0.38% | Massachusetts | 1,050 | 2.76% | Ohio | 1,797 | 4.73% |
| District of Columbia | 123 | 0.32% | Michigan | 1,260 | 3.32% | Oklahoma | 416 | 1.09% |
| Florida | 1,905 | 5.01% | Minnesota | 781 | 2.06% | Oregon | 492 | 1.29% |
| Georgia | 1,033 | 2.72% | Mississippi | 462 | 1.22% | Pennsylvania | 1,725 | 4.54% |
| Hawaii | 75 | 0.20% | Missouri | 960 | 2.53% | Rhode Island | 161 | 0.42% |
| Idaho | 176 | 0.46% | Montana | 159 | 0.42% | South Carolina | 616 | 1.62% |
| Illinois | 1,791 | 4.71% | Nebraska | 419 | 1.10% | South Dakota | 103 | 0.27% |
| | | | | | | Tennessee | 676 | 1.78% |
| | | | | | | Texas | 2,439 | 6.42% |
| | | | | | | Utah | 331 | 0.87% |
| | | | | | | Vermont | 109 | 0.29% |
| | | | | | | Virginia | 1,278 | 3.36% |
| | | | | | | Washington | 648 | 1.71% |
| | | | | | | West Virginia | 233 | 0.61% |
| | | | | | | Wisconsin | 995 | 2.62% |
| | | | | | | Wyoming | 87 | 0.23% |
| | | | | | | US Territories | 22 | 0.06% |
| | | | | | | Location Not Provided | 22 | 0.06% |
| | | | | | | United States | 37,082 | 97.58% |
| | | | | | | Canada | 882 | 2.32% |
| | | | | | | International | 14 | 0.04% |
| | | | | | | Total | 38,000 | 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 X



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