

### Subscribers by Business Type

Business Type	Total	Percent
College/University	15,596	43.63%
High School/School District/Private School	10,328	28.89%
Parks & Rec. Community/Municipal Recreation	3,106	8.69%
Health Club	1,663	4.65%
YMCA/YWCA	910	2.55%
Architectural/Specialty Design Firms	1,005	2.81%
Private Sports/Recreation Center	765	2.14%
Corporate Rec/Fitness Center	343	0.96%
Business/Program Management Consulting Firm	575	1.61%
Wellness Center/Hospital/Clinic	329	0.92%
Dealer/Distributor	55	0.15%
Military	211	0.59%
Amateur/Governmental Sports Organization	361	1.01%
Pro Sports	128	0.36%
Jewish Community Center	99	0.28%
Church	63	0.18%
Stadium/Arena	60	0.17%
Hotel/Resort	3	0.01%
Police/Fire Dept/Law Enforcement	51	0.14%
Manufacturers	16	0.04%
Commercial Sportsplex	3	0.01%
Other	80	0.22%
<b>Total</b>	<b>35,750</b>	<b>100%</b>

### Job Title

Job Title	Total	Percent
Athletic Director	10,503	29.38%
Director	5,278	14.76%
Executive Dir./CEO/Pres./Owner/V.P.	3,859	10.79%
Manager	2,736	7.65%
Associate/Assistant Athletic Director	2,516	7.04%
Coordinator	4,019	11.24%
Recreation/Intramural Dir./Assoc. Dir.	2,802	7.84%
Athletic Trainer	1,212	3.39%
Parks & Rec. Director/Commissioner/Supt.	954	2.67%
Architect/Consultant/Facilities Planner	620	1.73%
Sergeant/Lieutenant/Captain/Chief	63	0.18%
Fitness Director	166	0.46%
Aquatics Director/Coordinator	106	0.30%
Other Industry Titles	916	2.56%
<b>Total</b>	<b>35,750</b>	<b>100%</b>

### Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	610	1.71%	Indiana	873	2.44%	Nevada	134	0.37%
Alaska	45	0.13%	Iowa	536	1.50%	New Hampshire	210	0.59%
Arizona	526	1.47%	Kansas	543	1.52%	New Jersey	782	2.19%
Arkansas	324	0.91%	Kentucky	544	1.52%	New Mexico	167	0.47%
California	2,968	8.30%	Louisiana	402	1.12%	New York	1,658	4.64%
Colorado	680	1.90%	Maine	197	0.55%	North Carolina	1,222	3.42%
Connecticut	500	1.40%	Maryland	660	1.85%	North Dakota	164	0.46%
Delaware	107	0.30%	Massachusetts	949	2.65%	Ohio	1,690	4.73%
District of Columbia	139	0.39%	Michigan	1,158	3.24%	Oklahoma	395	1.10%
Florida	2,048	5.73%	Minnesota	676	1.89%	Oregon	479	1.34%
Georgia	991	2.77%	Mississippi	415	1.16%	Pennsylvania	1,527	4.27%
Hawaii	69	0.19%	Missouri	845	2.36%	Rhode Island	136	0.38%
Idaho	156	0.44%	Montana	134	0.37%	South Carolina	536	1.50%
Illinois	1,701	4.76%	Nebraska	364	1.02%	South Dakota	101	0.28%
						Tennessee	639	1.79%
						Texas	2,237	6.26%
						Utah	325	0.91%
						Vermont	104	0.29%
						Virginia	1,248	3.49%
						Washington	590	1.65%
						West Virginia	217	0.61%
						Wisconsin	979	2.74%
						Wyoming	85	0.24%
						US Territories	25	0.07%
						Location Not Provided	0	0.00%
						United States	34,810	97.37%
						Canada	934	2.61%
						International	6	0.02%
						<b>Total</b>	<b>35,750</b>	<b>100%</b>

# Athletic Business

**35,750+** MAGAZINE SUBSCRIBERS  
**167,190+** MONTHLY WEBSITE PAGEVIEWS  
**17,690+** 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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