

Subscribers by Business Type

Business Type	Total	Percent
College/University	15,410	43.10%
High School/School District/Private School	11,613	32.48%
Parks & Rec. Community/Municipal Recreation	2,613	7.31%
Health Club	1,282	3.59%
YMCA/YWCA	806	2.25%
Architectural/Specialty Design Firms	840	2.35%
Private Sports/Recreation Center	594	1.66%
Corporate Rec/Fitness Center	270	0.76%
Business/Program Management Consulting Firm	426	1.19%
Wellness Center/Hospital/Clinic	285	0.80%
Dealer/Distributor	385	1.08%
Military	154	0.43%
Amateur/Governmental Sports Organization	307	0.86%
Pro Sports	107	0.30%
Jewish Community Center	75	0.21%
Church	51	0.14%
Hotel/Resort	27	0.08%
Police/Fire Dept/Law Enforcement	22	0.06%
Manufacturers	14	0.04%
Commercial Sportsplex	4	0.01%
Other	483	1.35%
Total	35,750	100%

Job Title

Job Title	Total	Percent
Athletic Director	13,200	36.92%
Director	4,621	12.93%
Executive Dir./CEO/Pres./Owner/V.P.	3,296	9.22%
Manager	2,560	7.16%
Associate/Assistant Athletic Director	2,364	6.61%
Coordinator	3,854	10.78%
Recreation/Intramural Dir./Assoc. Dir.	2,420	6.77%
Athletic Trainer	987	2.76%
Parks & Rec. Director/Commissioner/Supt.	841	2.35%
Architect/Consultant/Facilities Planner	522	1.46%
Sergeant/Lieutenant/Captain/Chief	29	0.08%
Other/Title Not Provided	1,056	2.95%
Total	35,750	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	608	1.70%	Indiana	919	2.57%	Nevada	112	0.31%
Alaska	33	0.09%	Iowa	558	1.56%	New Hampshire	231	0.65%
Arizona	505	1.41%	Kansas	579	1.62%	New Jersey	854	2.39%
Arkansas	290	0.81%	Kentucky	518	1.45%	New Mexico	163	0.46%
California	2,800	7.83%	Louisiana	360	1.01%	New York	1,727	4.83%
Colorado	641	1.79%	Maine	218	0.61%	North Carolina	1,214	3.40%
Connecticut	513	1.43%	Maryland	658	1.84%	North Dakota	165	0.46%
Delaware	136	0.38%	Massachusetts	973	2.72%	Ohio	1,746	4.88%
District of Columbia	104	0.29%	Michigan	1,202	3.36%	Oklahoma	393	1.10%
Florida	1,809	5.06%	Minnesota	727	2.03%	Oregon	481	1.35%
Georgia	971	2.72%	Mississippi	442	1.24%	Pennsylvania	1,607	4.50%
Hawaii	72	0.20%	Missouri	912	2.55%	Rhode Island	142	0.40%
Idaho	149	0.42%	Montana	152	0.43%	South Carolina	551	1.54%
Illinois	1,744	4.88%	Nebraska	394	1.10%	South Dakota	100	0.28%
						Tennessee	618	1.73%
						Texas	2,314	6.47%
						Utah	302	0.84%
						Vermont	95	0.27%
						Virginia	1,223	3.42%
						Washington	594	1.66%
						West Virginia	221	0.62%
						Wisconsin	959	2.68%
						Wyoming	82	0.23%
						US Territories	19	0.05%
						Location Not Provided	20	0.06%
						United States	34,881	97.57%
						Canada	839	2.35%
						International	10	0.03%
						Total	35,750	100%

Athletic Business

35,750

MAGAZINE
SUBSCRIBERS

17,050+

SOCIAL MEDIA
CONNECTIONS

2,300+

ANNUAL AB SHOW
ATTENDEES

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

GET STARTED X



CHARLI MUCHOW

East Sales | (608) 729-4216
charli@athleticbusiness.com



DIANE EBNER

West Sales | (608) 729-4189
diane@athleticbusiness.com