Athletic Business

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MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF JULY 2022

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
Alabama	608	1.70%
Alaska	33	0.09%
Arizona	505	1.41%
Arkansas	290	0.81%
California	2,800	7.83%
Colorado	641	1.79%
Connecticut	513	1.43%
Delaware	136	0.38%
District of Columbia	104	0.29%
Florida	1,809	5.06%
Georgia	971	2.72%
Hawaii	72	0.20%
Idaho	149	0.42%
Illinois	1,744	4.88%

Location	Total	Percent
Indiana	919	2.57%
Iowa	558	1.56%
Kansas	579	1.62%
Kentucky	518	1.45%
Louisiana	360	1.01%
Maine	218	0.61%
Maryland	658	1.84%
Massachusetts	973	2.72%
Michigan	1,202	3.36%
Minnesota	727	2.03%
Mississippi	442	1.24%
Missouri	912	2.55%
Montana	152	0.43%
Nebraska	394	1.10%

Location	Total	Percent
Nevada	112	0.31%
New Hampshire	231	0.65%
New Jersey	854	2.39%
New Mexico	163	0.46%
New York	1,727	4.83%
North Carolina	1,214	3.40%
North Dakota	165	0.46%
Ohio	1,746	4.88%
Oklahoma	393	1.10%
Oregon	481	1.35%
Pennsylvania	1,607	4.50%
Rhode Island	142	0.40%
South Carolina	551	1.54%
South Dakota	100	0.28%

Location	Total	Percent
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

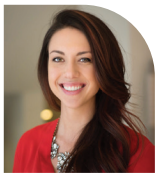
35,000+
MAGAZINE SUBSCRIBERS

17,050+
SOCIAL MEDIA CONNECTIONS

2,300+
ANNUAL AB SHOW ATTENDEES

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

GET STARTED



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