

Subscribers by Business Type

Business Type	Total	Percent
College/University	11,964	37.60%
High School/School District/Private School	6,069	19.07%
Parks & Rec. Community/Municipal Recreation	3,308	10.40%
Health Club	1,356	4.26%
Private Sports/Recreation Center	680	2.14%
Architectural/Specialty Design Firms	813	2.55%
YMCA/YWCA	431	1.35%
Business/Program Management Consulting Firm	763	2.40%
Dealer/Distributor	521	1.64%
Police/Fire Dept/Law Enforcement	304	0.96%
Pro Sports	297	0.93%
Corporate Rec/Fitness Center	280	0.88%
Manufacturer	766	2.41%
Wellness Center/Hospital/Clinic	303	0.95%
Amateur/Governmental Sports Organization	339	1.07%
Military	698	2.19%
Hotel/Resort	41	0.13%
Jewish Community Center	47	0.15%
Church	56	0.18%
Commercial Sportsplex	48	0.15%
Other/Business Not Provided	2,737	8.60%
Total	31,821	100%

Job Title

Job Title	Total	Percent
Athletic Director	5,682	17.86%
Director	4,375	13.75%
Executive Dir./CEO/Pres./Owner/V.P.	4,671	14.68%
Associate/Assistant Athletic Director	1,739	5.46%
Manager	3,360	10.56%
Coordinator	3,571	11.22%
Recreation/Intramural Dir./Assoc. Dir.	1,586	4.98%
Athletic Trainer	1,182	3.71%
Parks & Rec. Director/Commissioner/Supt.	487	1.53%
Architect/Consultant/Facilities Planner	605	1.90%
Sergeant/Lieutenant/Captain/Chief	317	1.00%
Other/Job Title Not Provided	4,246	13.34%
Total	31,821	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	492	1.55%	Indiana	660	2.07%	Nevada	118	0.37%
Alaska	44	0.14%	Iowa	367	1.15%	New Hampshire	145	0.46%
Arizona	393	1.24%	Kansas	352	1.11%	New Jersey	716	2.25%
Arkansas	221	0.69%	Kentucky	415	1.30%	New Mexico	142	0.45%
California	2,471	7.77%	Louisiana	352	1.11%	New York	1,322	4.15%
Colorado	585	1.84%	Maine	135	0.42%	North Carolina	900	2.83%
Connecticut	393	1.24%	Maryland	546	1.72%	North Dakota	98	0.31%
Delaware	88	0.28%	Massachusetts	746	2.34%	Ohio	1,340	4.21%
District of Columbia	107	0.34%	Michigan	854	2.68%	Oklahoma	304	0.96%
Florida	1,856	5.83%	Minnesota	507	1.59%	Oregon	310	0.97%
Georgia	734	2.31%	Mississippi	271	0.85%	Pennsylvania	1,232	3.87%
Hawaii	86	0.27%	Missouri	568	1.78%	Rhode Island	105	0.33%
Idaho	97	0.30%	Montana	93	0.29%	South Carolina	454	1.43%
Illinois	1,270	3.99%	Nebraska	241	0.76%	South Dakota	93	0.29%
						Tennessee	572	1.80%
						Texas	1,697	5.33%
						Utah	251	0.79%
						Vermont	89	0.28%
						Virginia	946	2.97%
						Washington	531	1.67%
						West Virginia	125	0.39%
						Wisconsin	666	2.09%
						Wyoming	57	0.18%
						US Territories	19	0.06%
						Location Not Provided	3,872	12.17%
						United States	27,176	85.40%
						Canada	741	2.33%
						Int. (Non-Canada)	32	0.10%
						Total	31,821	100%

Athletic Business

35,750+

MAGAZINE
SUBSCRIBERS

158,530+

MONTHLY WEBSITE
PAGEVIEWS

17,470+

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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