

### Subscribers by Business Type

Business Type	Total	Percent
College/University	13,171	38.66%
High School/School District/Private School	6,754	19.82%
Parks & Rec. Community/Municipal Recreation	2,994	8.79%
Health Club	1,273	3.74%
Private Sports/Recreation Center	743	2.18%
Architectural/Specialty Design Firms	918	2.69%
YMCA/YWCA	622	1.83%
Business/Program Management Consulting Firm	779	2.29%
Dealer/Distributor	509	1.49%
Police/Fire Dept/Law Enforcement	286	0.84%
Pro Sports	324	0.95%
Corporate Rec/Fitness Center	300	0.88%
Manufacturer	709	2.08%
Wellness Center/Hospital/Clinic	352	1.03%
Amateur/Governmental Sports Organization	431	1.27%
Military	742	2.18%
Hotel/Resort	47	0.14%
Jewish Community Center	81	0.24%
Church	62	0.18%
Commercial Sportsplex	15	0.04%
Other/Business Not Provided	2,957	8.68%
<b>Total</b>	<b>34,069</b>	<b>100%</b>

### Job Title

Job Title	Total	Percent
Athletic Director	6,227	18.28%
Director	4,523	13.28%
Executive Dir./CEO/Pres./Owner/V.P.	3,670	10.77%
Associate/Assistant Athletic Director	1,858	5.45%
Manager	3,292	9.66%
Coordinator	3,545	10.41%
Recreation/Intramural Dir./Assoc. Dir.	1,534	4.50%
Athletic Trainer	1,243	3.65%
Parks & Rec. Director/Commissioner/Supt.	513	1.51%
Architect/Consultant/Facilities Planner	680	2.00%
Sergeant/Lieutenant/Captain/Chief	318	4.77%
Other/Title Not Provided	6,666	19.57%
<b>Total</b>	<b>34,069</b>	<b>100%</b>

### Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	494	1.45%	Indiana	687	2.02%	Nevada	114	0.33%
Alaska	47	0.14%	Iowa	394	1.16%	New Hampshire	155	0.45%
Arizona	392	1.15%	Kansas	385	1.13%	New Jersey	690	2.03%
Arkansas	217	0.64%	Kentucky	468	1.37%	New Mexico	133	0.39%
California	2,345	6.88%	Louisiana	355	1.04%	New York	1,347	3.95%
Colorado	644	1.89%	Maine	143	0.42%	North Carolina	961	2.82%
Connecticut	454	1.33%	Maryland	560	1.64%	North Dakota	102	0.30%
Delaware	104	0.31%	Massachusetts	776	2.28%	Ohio	1,450	4.26%
District of Columbia	116	0.34%	Michigan	928	2.72%	Oklahoma	307	0.90%
Florida	1,744	5.12%	Minnesota	497	1.46%	Oregon	361	1.06%
Georgia	731	2.15%	Mississippi	281	0.82%	Pennsylvania	1,228	3.60%
Hawaii	96	0.28%	Missouri	580	1.70%	Rhode Island	99	0.29%
Idaho	108	0.32%	Montana	90	0.26%	South Carolina	459	1.35%
Illinois	1,260	3.70%	Nebraska	275	0.81%	South Dakota	99	0.29%
						Tennessee	587	1.72%
						Texas	1,710	5.02%
						Utah	235	0.69%
						Vermont	94	0.28%
						Virginia	954	2.80%
						Washington	523	1.54%
						West Virginia	133	0.39%
						Wisconsin	654	1.92%
						Wyoming	57	0.17%
						US Territories	22	0.06%
						Location Not Provided	5,622	16.50%
						United States	27,645	81.14%
						Canada	714	2.10%
						International	88	0.26%
						<b>Total</b>	<b>34,069</b>	<b>100%</b>

# 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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