

Subscribers by Business Type

Business Type	Total	Percent
College/University	15,092	42.22%
High School/School District/Private School	10,223	28.60%
Parks & Rec. Community/Municipal Recreation	3,000	8.39%
Health Club	1,684	4.71%
YMCA/YWCA	910	2.55%
Architectural/Specialty Design Firms	977	2.73%
Private Sports/Recreation Center	750	2.10%
Corporate Rec/Fitness Center	334	0.93%
Business/Program Management Consulting Firm	565	1.58%
Wellness Center/Hospital/Clinic	317	0.89%
Dealer/Distributor	509	1.42%
Military	180	0.50%
Amateur/Governmental Sports Organization	347	0.97%
Pro Sports	132	0.37%
Jewish Community Center	97	0.27%
Church	61	0.17%
Hotel/Resort	35	0.10%
Police/Fire Dept/Law Enforcement	48	0.13%
Manufacturers	9	0.03%
Commercial Sportsplex	59	0.16%
Other	421	1.18%
Total	35,750	100%

Job Title

Job Title	Total	Percent
Athletic Director	10,427	29.17%
Director	5,287	14.79%
Executive Dir./CEO/Pres./Owner/V.P.	4,207	11.77%
Manager	3,008	8.41%
Associate/Assistant Athletic Director	2,489	6.96%
Coordinator	4,223	11.81%
Recreation/Intramural Dir./Assoc. Dir.	2,480	6.94%
Athletic Trainer	1,205	3.37%
Parks & Rec. Director/Commissioner/Supt.	921	2.58%
Architect/Consultant/Facilities Planner	582	1.63%
Sergeant/Lieutenant/Captain/Chief	58	0.16%
Other/Title Not Provided	863	2.41%
Total	35,750	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	608	1.70%	Indiana	865	2.42%	Nevada	133	0.37%
Alaska	43	0.12%	Iowa	525	1.47%	New Hampshire	216	0.60%
Arizona	514	1.44%	Kansas	545	1.52%	New Jersey	812	2.27%
Arkansas	317	0.89%	Kentucky	538	1.50%	New Mexico	165	0.46%
California	3,000	8.39%	Louisiana	403	1.13%	New York	1,665	4.66%
Colorado	677	1.89%	Maine	198	0.55%	North Carolina	1,207	3.38%
Connecticut	503	1.41%	Maryland	659	1.84%	North Dakota	162	0.45%
Delaware	135	0.38%	Massachusetts	955	2.67%	Ohio	1,699	4.75%
District of Columbia	104	0.29%	Michigan	1,157	3.24%	Oklahoma	392	1.10%
Florida	2,070	5.79%	Minnesota	689	1.93%	Oregon	474	1.33%
Georgia	994	2.78%	Mississippi	405	1.13%	Pennsylvania	1,500	4.20%
Hawaii	67	0.19%	Missouri	841	2.35%	Rhode Island	134	0.37%
Idaho	157	0.44%	Montana	132	0.37%	South Carolina	536	1.50%
Illinois	1,717	4.80%	Nebraska	361	1.01%	South Dakota	96	0.27%
						Tennessee	632	1.77%
						Texas	2,252	6.30%
						Utah	315	0.88%
						Vermont	102	0.29%
						Virginia	1,230	3.44%
						Washington	590	1.65%
						West Virginia	214	0.60%
						Wisconsin	973	2.72%
						Wyoming	78	0.22%
						US Territories	27	0.08%
						Location Not Provided	0	0.00%
						United States	34,783	97.30%
						Canada	957	2.68%
						International	10	0.03%
						Total	35,750	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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