

Subscribers by Business Type & Job Title

Business Type	Total	Percent
College/University	13,175	32.94%
High School/School District/Private School	12,629	31.57%
Parks & Rec. Community/Municipal Recreation	4,598	11.50%
Health Club	1,696	4.24%
YMCA/YWCA	1,619	4.05%
Architectural/Specialty Design Firms	1,425	3.56%
Private Sports/Recreation Center	1,143	2.86%
Corporate Rec/Fitness Center	899	2.25%
Business/Program Management Consulting Firm	618	1.55%
Wellness Center/Hospital/Clinic	593	1.48%
Dealer/Distributor	466	1.17%
Military	311	0.78%
Amateur/Governmental Sports Organization	259	0.65%
Pro Sports	254	0.64%
Jewish Community Center	126	0.32%
Church	68	0.17%
Hotel/Resort	69	0.17%
Police/Fire Dept/Law Enforcement	52	0.13%
Other	0	0.00%
Total	40,000	100%

Job Title	Total	Percent
Athletic Director	13,590	33.98%
Director	4,725	11.81%
Executive Dir./CEO/Pres./Owner/V.P.	4,508	11.27%
Manager	4,311	10.78%
Associate/Assistant Athletic Director	4,162	10.41%
Coordinator	2,726	6.82%
Recreation/Intramural Dir./Assoc. Dir.	2,207	5.52%
Athletic Trainer	1,354	3.39%
Parks & Rec. Director/Commissioner/Supt.	1,323	3.31%
Architect/Consultant/Facilities Planner	1,013	2.53%
Sergeant/Lieutenant/Captain/Chief	81	0.20%
Other/Title Not Provided	0	0.00%
Total	40,000	100%

Subscribers by Location

Location	Total	Percent
Alabama	568	1.42%
Alaska	39	0.10%
Arizona	613	1.53%
Arkansas	363	0.91%
California	3,034	7.59%
Colorado	815	2.04%
Connecticut	597	1.49%
Delaware	129	0.32%
District of Columbia	137	0.34%
Florida	2,083	5.21%
Georgia	997	2.49%
Hawaii	77	0.19%
Idaho	238	0.60%
Illinois	2,344	5.86%
Indiana	959	2.40%
Iowa	614	1.54%
Kansas	618	1.55%
Kentucky	576	1.44%
Louisiana	329	0.82%

Location	Total	Percent
Maine	252	0.63%
Maryland	711	1.78%
Massachusetts	1,120	2.80%
Michigan	1,217	3.04%
Minnesota	776	1.94%
Mississippi	374	0.94%
Missouri	1,053	2.63%
Montana	189	0.47%
Nebraska	419	1.05%
Nevada	136	0.34%
New Hampshire	253	0.63%
New Jersey	952	2.38%
New Mexico	181	0.45%
New York	2,129	5.32%
North Carolina	1,263	3.16%
North Dakota	160	0.40%
Ohio	1,793	4.48%
Oklahoma	534	1.34%
Oregon	539	1.35%

Location	Total	Percent
Pennsylvania	1,871	4.68%
Rhode Island	179	0.45%
South Carolina	671	1.68%
South Dakota	166	0.42%
Tennessee	688	1.72%
Texas	2,569	6.42%
Utah	300	0.75%
Vermont	143	0.36%
Virginia	1,168	2.92%
Washington	761	1.90%
West Virginia	222	0.56%
Wisconsin	961	2.40%
Wyoming	108	0.27%
US Territories	38	0.10%
Location Not Provided	0	0.00%
United States	38,928	97.57%
Canada	974	2.44%
Total	40,000	100%

Athletic Business



AB MAGAZINE
40,000
AUDITED
SUBSCRIBERS



AB WEB TRAFFIC
180,000+
TOTAL MONTHLY
PAGEVIEWS



AB SHOW
2,300+
HIGH-QUALITY
ATTENDEES



AB TODAY
22%
AVERAGE UNIQUE
OPEN RATE



SOCIAL MEDIA
13,000+
FOLLOWERS

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

READY TO GET STARTED? CONTACT:



MICHAEL GAIO

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



DIANE EBNER

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