

Subscribers by Business Type

Business Type	Total	Percent
College/University	13,476	33.69%
High School/School District/Private School	11,981	29.95%
Parks & Rec. Community/Municipal Recreation	4,381	10.95%
Health Club	2,150	5.38%
YMCA/YWCA	1,651	4.13%
Architectural/Specialty Design Firms	1,348	3.37%
Private Sports/Recreation Center	1,301	3.25%
Corporate Rec/Fitness Center	822	2.06%
Business/Program Management Consulting Firm	564	1.41%
Wellness Center/Hospital/Clinic	585	1.46%
Dealer/Distributor	530	1.33%
Military	290	0.73%
Amateur/Governmental Sports Organization	349	0.87%
Pro Sports	251	0.63%
Jewish Community Center	101	0.25%
Church	69	0.17%
Hotel/Resort	77	0.19%
Police/Fire Dept./Law Enforcement	47	0.12%
Other	27	0.07%
Total	40,000	100%

Job Title

Job Title	Total	Percent
Athletic Director	12,672	31.68%
Director	4,622	11.56%
Executive Dir./CEO/Pres./Owner/V.P.	4,851	12.13%
Manager	4,891	12.23%
Associate/Assistant Athletic Director	3,934	9.84%
Coordinator	2,772	6.93%
Recreation/Intramural Dir./Assoc. Dir.	2,597	6.49%
Athletic Trainer	1,083	2.71%
Parks & Rec. Director/Commissioner/Supt.	1,327	3.32%
Architect/Consultant/Facilities Planner	962	2.41%
Sergeant/Lieutenant/Captain/Chief	65	0.16%
Other/Title Not Provided	224	0.56%
Total	40,000	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	556	1.39%	Indiana	932	2.33%	Nevada	133	0.33%
Alaska	37	0.09%	Iowa	576	1.44%	New Hampshire	244	0.61%
Arizona	600	1.50%	Kansas	616	1.54%	New Jersey	1,042	2.61%
Arkansas	345	0.86%	Kentucky	567	1.42%	New Mexico	178	0.45%
California	2,937	7.34%	Louisiana	316	0.79%	New York	2,071	5.18%
Colorado	804	2.01%	Maine	247	0.62%	North Carolina	1,267	3.17%
Connecticut	574	1.44%	Maryland	765	1.91%	North Dakota	162	0.41%
Delaware	144	0.36%	Massachusetts	1,079	2.70%	Ohio	1,749	4.37%
District of Columbia	136	0.34%	Michigan	1,160	2.90%	Oklahoma	494	1.24%
Florida	2,316	5.79%	Minnesota	785	1.96%	Oregon	568	1.42%
Georgia	1,152	2.88%	Mississippi	370	0.93%	Pennsylvania	1,957	4.89%
Hawaii	77	0.19%	Missouri	1,025	2.56%	Rhode Island	180	0.45%
Idaho	233	0.58%	Montana	180	0.45%	South Carolina	657	1.64%
Illinois	2,253	5.63%	Nebraska	415	1.04%	South Dakota	143	0.36%
						Tennessee	673	1.68%
						Texas	2,512	6.28%
						Utah	294	0.74%
						Vermont	132	0.33%
						Virginia	1,270	3.18%
						Washington	730	1.83%
						West Virginia	217	0.54%
						Wisconsin	955	2.39%
						Wyoming	109	0.27%
						US Territories	36	0.09%
						Location Not Provided	0	0.00%
						United States	38,934	97.34%
						Canada	1,015	2.54%
						Intl. (Non-Canada)	15	0.04%
						Total	40,000	100%

Athletic Business



**AB
MAGAZINE**

40,000
AUDITED
SUBSCRIBERS



**AB WEB
TRAFFIC**

185,200+
TOTAL MONTHLY
PAGEVIEWS



**AB
SHOW**

2,300+
HIGH-QUALITY
ATTENDEES



**AB
TODAY**

25.9%
AVERAGE UNIQUE
CLICK TO OPEN RATE



**SOCIAL
MEDIA**

13,400+
FOLLOWERS

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

READY TO GET STARTED? CONTACT:



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