

Subscribers by Business Type

Business Type	Total	Percent
College/University	12,241	31.17%
High School/School District/Private School	8,372	21.32%
Parks & Rec. Community/Municipal Recreation	3,376	8.60%
Health Club	1,771	4.51%
Private Sports/Recreation Center	950	2.42%
Architectural/Specialty Design Firms	849	2.16%
YMCA/YWCA	602	1.53%
Business/Program Management Consulting Firm	648	1.65%
Dealer/Distributor	560	1.43%
Police/Fire Dept/Law Enforcement	404	1.03%
Pro Sports	331	0.84%
Corporate Rec./Fitness Center	434	1.11%
Manufacturer	420	1.07%
Wellness Center/Hospital/Clinic	359	0.91%
Amateur/Governmental Sports Organization	357	0.91%
Military	177	0.45%
Association	101	0.26%
Media	55	0.14%
Hotel/Resort	70	0.18%
Jewish Community Center	64	0.16%
Personal Training Studio	37	0.09%
Church	57	0.15%
Student	24	0.06%
Commercial Sportsplex	15	0.04%
Other/Business Not Provided	6,998	17.82%
Total	39,272	100%

Job Title

Job Title	Total	Percent
Athletic Director	8,659	22.05%
Director	5,683	14.47%
Executive Dir./CEO/Pres./Owner/V.P.	3,674	9.36%
Associate/Assistant Athletic Director	2,888	7.35%
Manager	2,356	6.00%
Coordinator	1,774	4.52%
Recreation/Intramural Dir./Assoc. Dir.	1,455	3.70%
Athletic Trainer	1,143	2.91%
Parks & Rec. Director/Commissioner/Supt.	812	2.07%
Architect/Consultant/Facilities Planner	752	1.91%
Sergeant/Lieutenant/Captain/Chief	333	0.85%
Other	9,743	24.81%
Total	39,272	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	527	1.34%	Indiana	771	1.96%	Nevada	133	0.34%
Alaska	40	0.10%	Iowa	454	1.16%	New Hampshire	155	0.39%
Arizona	423	1.08%	Kansas	407	1.04%	New Jersey	782	1.99%
Arkansas	267	0.68%	Kentucky	532	1.35%	New Mexico	151	0.38%
California	2,420	6.16%	Louisiana	364	0.93%	New York	1,509	3.84%
Colorado	645	1.64%	Maine	158	0.40%	North Carolina	1,000	2.55%
Connecticut	469	1.19%	Maryland	577	1.47%	North Dakota	121	0.31%
Delaware	119	0.30%	Massachusetts	878	2.24%	Ohio	1,541	3.92%
District of Columbia	119	0.30%	Michigan	1,005	2.56%	Oklahoma	333	0.85%
Florida	1,800	4.58%	Minnesota	610	1.55%	Oregon	331	0.84%
Georgia	760	1.94%	Mississippi	293	0.75%	Pennsylvania	1,390	3.54%
Hawaii	98	0.25%	Missouri	664	1.69%	Rhode Island	134	0.34%
Idaho	118	0.30%	Montana	98	0.25%	South Carolina	481	1.22%
Illinois	1,512	3.85%	Nebraska	252	0.64%	South Dakota	102	0.26%
						Tennessee	637	1.62%
						Texas	1,672	4.26%
						Utah	253	0.64%
						Vermont	115	0.29%
						Virginia	1,023	2.60%
						Washington	542	1.38%
						West Virginia	124	0.32%
						Wisconsin	798	2.03%
						Wyoming	58	0.15%
						US Territories	27	0.07%
						Location Not Provided	8,650	22.03%
						United States	29,792	75.86%
						Canada	762	1.94%
						Intl. (Non-Canada)	68	0.17%
						Total	39,272	100%

Athletic Business

				
AB MAGAZINE	AB WEB TRAFFIC	AB SHOW	CUSTOM E-MAIL	SOCIAL MEDIA
40,000 AUDITED SUBSCRIBERS	183,400+ TOTAL MONTHLY PAGEVIEWS	2,300+ HIGH-QUALITY ATTENDEES	20% AVERAGE UNIQUE OPEN RATE	13,400+ FOLLOWERS

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

READY TO GET STARTED? CONTACT:



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