

Subscribers by Business Type

Business Type	Total	Percent
College/University	13,334	33.34%
High School/School District/Private School	12,006	30.02%
Parks & Rec. Community/Municipal Recreation	4,416	11.04%
Health Club	2,158	5.40%
YMCA/YWCA	1,651	4.13%
Architectural/Specialty Design Firms	1,368	3.42%
Private Sports/Recreation Center	1,312	3.28%
Corporate Rec/Fitness Center	830	2.08%
Business/Program Management Consulting Firm	575	1.44%
Wellness Center/Hospital/Clinic	585	1.46%
Dealer/Distributor	542	1.36%
Military	289	0.72%
Amateur/Governmental Sports Organization	354	0.89%
Pro Sports	256	0.64%
Jewish Community Center	102	0.26%
Church	71	0.18%
Hotel/Resort	78	0.20%
Police/Fire Dept./Law Enforcement	47	0.12%
Other	26	0.07%
Total	40,000	100%






Job Title

Job Title	Total	Percent
Athletic Director (A)	13,250	33.13%
Director (F)	5,904	14.76%
Executive Dir./CEO/Pres./Owner/V.P. (E)	4,932	12.33%
Manager (V)	4,353	10.88%
Associate/Assistant Athletic Director (B)	3,495	8.74%
Coordinator (Y)	2,987	7.47%
Recreation/Intramural Dir./Assoc. Dir. (C)	1,345	3.36%
Athletic Trainer (N)	1,088	2.72%
Parks & Rec. Director/Commissioner/Supt. (D)	1,322	3.31%
Architect/Consultant/Facilities Planner (J)	983	2.46%
Sergeant/Lieutenant/Captain/Chief (S)	65	0.16%
Other/Title Not Provided (Z)	276	0.69%
Total	40,000	100%

Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	555	1.39%	Indiana	930	2.33%	Nevada	133	0.33%
Alaska	37	0.09%	Iowa	578	1.45%	New Hampshire	243	0.61%
Arizona	598	1.50%	Kansas	630	1.58%	New Jersey	1,046	2.62%
Arkansas	342	0.86%	Kentucky	568	1.42%	New Mexico	176	0.44%
California	2,914	7.29%	Louisiana	315	0.79%	New York	2,055	5.14%
Colorado	809	2.02%	Maine	245	0.61%	North Carolina	1,258	3.15%
Connecticut	569	1.42%	Maryland	759	1.90%	North Dakota	162	0.41%
Delaware	140	0.35%	Massachusetts	1,079	2.70%	Ohio	1,746	4.37%
District of Columbia	129	0.32%	Michigan	1,167	2.92%	Oklahoma	498	1.25%
Florida	2,309	5.77%	Minnesota	785	1.96%	Oregon	569	1.42%
Georgia	1,155	2.89%	Mississippi	370	0.93%	Pennsylvania	1,964	4.91%
Hawaii	79	0.20%	Missouri	1,030	2.58%	Rhode Island	173	0.43%
Idaho	234	0.59%	Montana	182	0.46%	South Carolina	657	1.64%
Illinois	2,259	5.65%	Nebraska	421	1.05%	South Dakota	134	0.34%
						Tennessee	682	1.71%
						Texas	2,525	6.31%
						Utah	296	0.74%
						Vermont	135	0.34%
						Virginia	1,277	3.19%
						Washington	724	1.81%
						West Virginia	211	0.53%
						Wisconsin	957	2.39%
						Wyoming	111	0.28%
						US Territories	32	0.08%
						Location Not Provided	0	0.00%
						United States	38,920	97.30%
						Canada	1,032	2.58%
						Intl. (Non-Canada)	16	0.04%
						Total	40,000	100%

Athletic Business

				
AB MAGAZINE	AB WEB TRAFFIC	AB SHOW	AB TODAY	SOCIAL MEDIA
40,000 AUDITED SUBSCRIBERS	183,400+ TOTAL MONTHLY PAGEVIEWS	2,300+ HIGH-QUALITY ATTENDEES	20.44% AVERAGE UNIQUE CLICK TO OPEN RATE	13,400+ FOLLOWERS

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

READY TO GET STARTED? CONTACT:



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