

Subscribers by Business Type

| Business Type | Total | Percent |
|---|---------------|-------------|
| College/University | 14,839 | 41.51% |
| High School/School District/Private School | 10,045 | 28.10% |
| Parks & Rec. Community/Municipal Recreation | 3,283 | 9.18% |
| Health Club | 1,664 | 4.65% |
| YMCA/YWCA, JCC | 925 | 2.59% |
| Architectural/Specialty Design Firms | 1,118 | 3.13% |
| Private Sports/Recreation Center | 940 | 2.63% |
| Corporate Rec/Fitness Center | 387 | 1.08% |
| Business/Program Management Consulting Firm | 661 | 1.85% |
| Wellness Center/Hospital/Clinic | 385 | 1.08% |
| Dealer/Distributor | 272 | 0.76% |
| Military | 392 | 1.10% |
| Amateur/Governmental Sports Organization | 381 | 1.07% |
| Pro Sports | 140 | 0.39% |
| Church | 62 | 0.17% |
| Stadium/Arena | 62 | 0.17% |
| Hotel/Resort | 12 | 0.03% |
| Police/Fire Dept/Law Enforcement | 59 | 0.17% |
| Manufacturers | 0 | 0.00% |
| Commercial Sportsplex | 12 | 0.03% |
| Other | 111 | 0.31% |
| Total | 35,750 | 100% |

Job Title

| Job Title | Total | Percent |
|--|---------------|-------------|
| Athletic Director | 10,088 | 28.22% |
| Director | 4,956 | 13.86% |
| Executive Dir./CEO/Pres./Owner/V.P. | 3,855 | 10.78% |
| Manager | 3,226 | 9.02% |
| Associate/Assistant Athletic Director | 2,390 | 6.69% |
| Coordinator | 2,867 | 8.02% |
| Recreation/Intramural Dir./Assoc. Dir. | 4,020 | 11.24% |
| Athletic Trainer | 1,310 | 3.66% |
| Parks & Rec. Director/Commissioner/Supt. | 992 | 2.77% |
| Architect/Consultant/Facilities Planner | 769 | 2.15% |
| Phy Ed Chairperson/Director/Dean | 188 | 0.53% |
| Sergeant/Lieutenant/Captain/Chief | 87 | 0.24% |
| Fitness Director | 56 | 0.16% |
| Aquatics Director/Coordinator | 70 | 0.20% |
| Facilities Manager | 80 | 0.22% |
| Other Industry Titles | 796 | 2.23% |
| Total | 35,750 | 100% |

Subscribers by Location

| Location | Total | Percent | Location | Total | Percent | Location | Total | Percent |
|----------------------|-------|---------|---------------|-------|---------|-----------------------|---------------|-------------|
| Alabama | 644 | 1.80% | Indiana | 898 | 2.51% | Nevada | 120 | 0.34% |
| Alaska | 46 | 0.13% | Iowa | 543 | 1.52% | New Hampshire | 184 | 0.51% |
| Arizona | 497 | 1.39% | Kansas | 548 | 1.53% | New Jersey | 740 | 2.07% |
| Arkansas | 294 | 0.82% | Kentucky | 551 | 1.54% | New Mexico | 158 | 0.44% |
| California | 2,939 | 8.22% | Louisiana | 438 | 1.23% | New York | 1,682 | 4.70% |
| Colorado | 708 | 1.98% | Maine | 175 | 0.49% | North Carolina | 1,165 | 3.26% |
| Connecticut | 462 | 1.29% | Maryland | 790 | 2.21% | North Dakota | 184 | 0.51% |
| Delaware | 115 | 0.32% | Massachusetts | 936 | 2.62% | Ohio | 1,760 | 4.92% |
| District of Columbia | 126 | 0.35% | Michigan | 1,212 | 3.39% | Oklahoma | 407 | 1.14% |
| Florida | 2,244 | 6.28% | Minnesota | 696 | 1.95% | Oregon | 481 | 1.35% |
| Georgia | 994 | 2.78% | Mississippi | 366 | 1.02% | Pennsylvania | 1,577 | 4.41% |
| Hawaii | 81 | 0.23% | Missouri | 843 | 2.36% | Rhode Island | 123 | 0.34% |
| Idaho | 140 | 0.39% | Montana | 111 | 0.31% | South Carolina | 583 | 1.63% |
| Illinois | 1,723 | 4.82% | Nebraska | 338 | 0.95% | South Dakota | 112 | 0.31% |
| | | | | | | Tennessee | 688 | 1.92% |
| | | | | | | Texas | 1,844 | 5.16% |
| | | | | | | Utah | 318 | 0.89% |
| | | | | | | Vermont | 103 | 0.29% |
| | | | | | | Virginia | 1,164 | 3.26% |
| | | | | | | Washington | 617 | 1.73% |
| | | | | | | West Virginia | 192 | 0.54% |
| | | | | | | Wisconsin | 999 | 2.79% |
| | | | | | | Wyoming | 79 | 0.22% |
| | | | | | | US Territories | 68 | 0.19% |
| | | | | | | Location Not Provided | 0 | 0.00% |
| | | | | | | United States | 34,806 | 97.36% |
| | | | | | | Canada | 943 | 2.64% |
| | | | | | | International | 1 | 0.00% |
| | | | | | | Total | 35,750 | 100% |

Athletic Business

35,750+ MAGAZINE SUBSCRIBERS
130,000+ MONTHLY WEBSITE PAGEVIEWS
18,220+ SOCIAL MEDIA CONNECTIONS
2,000+ ANNUAL AB SHOW ATTENDEES

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

GET STARTED X



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