

### Subscribers by Business Type

Business Type	Total	Percent
College/University	14,043	39.04%
High School/School District/Private School	6,877	19.12%
Parks & Rec. Community/Municipal Recreation	2,682	7.46%
Health Club	992	2.76%
Private Sports/Recreation Center	1,344	3.74%
Architectural/Specialty Design Firms	993	2.76%
YMCA/YWCA, JCC	997	2.77%
Business/Program Management Consulting Firm	844	2.35%
Dealer/Distributor	564	1.57%
Police/Fire Dept/Law Enforcement	192	0.53%
Pro Sports	302	0.84%
Corporate Rec/Fitness Center	354	0.98%
Manufacturer	444	1.23%
Wellness Center/Hospital/Clinic	316	0.88%
Amateur/Governmental Sports Organization	538	1.50%
Military	652	1.81%
Hotel/Resort	39	0.11%
Church	81	0.23%
Commercial Sportsplex	45	0.13%
Other Industry Businesses	894	2.49%
Business Not Provided	2,778	7.72%
<b>Total</b>	<b>35,971</b>	<b>100%</b>

### Job Title

Job Title	Total	Percent
Athletic Director	6,027	16.76%
Director	4,218	11.73%
Executive Dir./CEO/Pres./Owner/V.P.	3,530	9.81%
Associate/Assistant Athletic Director	3,006	8.36%
Manager	4,336	12.05%
Coordinator	2,551	7.09%
Recreation/Intramural Dir./Assoc. Dir.	3,854	10.71%
Athletic Trainer	1,398	3.89%
Parks & Rec. Director/Commissioner/Supt.	553	1.54%
Architect/Consultant/Facilities Planner	824	2.29%
Sergeant/Lieutenant/Captain/Chief	255	0.71%
Other Industry Titles	2,397	6.66%
Title Not Provided	3,022	8.40%
<b>Total</b>	<b>35,971</b>	<b>100%</b>

### Subscribers by Location

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	413	1.15%	Indiana	706	1.96%	Nevada	93	0.26%
Alaska	33	0.09%	Iowa	370	1.03%	New Hampshire	152	0.42%
Arizona	392	1.09%	Kansas	352	0.98%	New Jersey	667	1.85%
Arkansas	191	0.53%	Kentucky	398	1.11%	New Mexico	129	0.36%
California	2,153	5.99%	Louisiana	317	0.88%	New York	1,225	3.41%
Colorado	613	1.70%	Maine	158	0.44%	North Carolina	949	2.64%
Connecticut	427	1.19%	Maryland	651	1.81%	North Dakota	92	0.26%
Delaware	98	0.27%	Massachusetts	758	2.11%	Ohio	1,252	3.48%
District of Columbia	129	0.36%	Michigan	876	2.44%	Oklahoma	382	1.06%
Florida	1,593	4.43%	Minnesota	471	1.31%	Oregon	372	1.03%
Georgia	716	1.99%	Mississippi	259	0.72%	Pennsylvania	1,168	3.25%
Hawaii	106	0.29%	Missouri	539	1.50%	Rhode Island	98	0.27%
Idaho	111	0.31%	Montana	89	0.25%	South Carolina	449	1.25%
Illinois	1,197	3.33%	Nebraska	203	0.56%	South Dakota	91	0.25%
						Tennessee	656	1.82%
						Texas	1,675	4.66%
						Utah	220	0.61%
						Vermont	87	0.24%
						Virginia	901	2.50%
						Washington	579	1.61%
						West Virginia	123	0.34%
						Wisconsin	602	1.67%
						Wyoming	50	0.14%
						US Territories	42	0.12%
						Location Not Provided	8,763	24.36%
						United States	26,373	73.32%
						Canada	734	2.04%
						Int. (Non-Canada)	101	0.28%
						<b>Total</b>	<b>35,971</b>	<b>100%</b>

# 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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