

# AQUATICS

INTERNATIONAL

Hanley Wood LLC  
 One Thomas Circle  
 Suite 600  
 Washington, DC 20005  
 T: 202.452.0800  
 F: 202.785.1984  
 www.hanleywood.com

## PUBLISHER'S STATEMENT OF CIRCULATION

June 2011

### Field Served

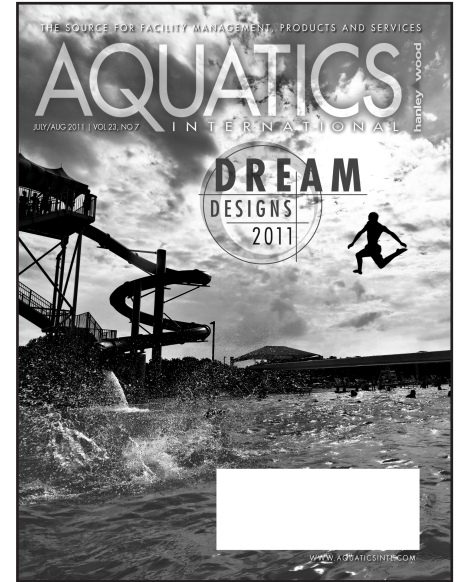
Aquatics International serves the field of parks and recreation centers, colleges, schools, hotel/motels/resorts, fitness clubs, Y's/community centers, water theme parks, campgrounds, rehabilitation center/hospitals and government/military installations. Also served are contractors, consulting firms, architectural/engineering firms, manufacturers, distributors, service companies, associations, and others allied to the field.

### Definition of Recipient Qualification

Qualified recipients are presidents, owners, partners, vice presidents, directors, managers, supervisors, coordinators, superintendents, pool operators, instructors, aquatic therapist, swim coach, government officials and other titled and non-titled personal allied to the field

Established: 1989

Issues per year: 10



Average Non-Qualified Circulation	
	Copies
Other Paid Circulation	24
Advertiser and Agency	437
Rotated or Occasional	-
Allocated for Trade Shows & Conventions	152
All Other	255
<b>TOTAL</b>	<b>868</b>

Average Qualified Circulation						
Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,500	100.0%	22,500	100.0%	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,500</b>	<b>100.0%</b>	<b>22,500</b>	<b>100.0%</b>	<b>-</b>	<b>0.0%</b>

**Business/Occupational Breakout**

Business and Industry	Total Qualified	Percent of Total	Title						
			President/ Owner/ Partner/CEO	Vice President/ Director	Manager, Supervisor, Coordinator	Superintendent/ Pool Operator	Instructor/ Swim Coach/ Aquatic Therapist	Gov't Official	Other Titled/ Non-Titled Personnel
Parks & Recreation	5,271	23.4%	154	1,242	2,848	524	302	81	120
College/Schools	2,110	9.4%	50	542	676	216	514	12	100
Hotel/Motel/Resort	4,811	21.4%	2,504	252	1,920	88	11	3	33
Fitness/Health Club	1,089	4.8%	180	274	378	50	176	2	29
Country Club/Other Club	589	2.6%	84	124	293	44	33	1	10
Water/Theme Park	713	3.2%	144	169	334	31	13	3	19
Campground	346	1.5%	131	96	83	18	11	-	7
Rehab Center/Hospitality Wellness Center	538	2.4%	40	91	149	38	202	5	13
Contractor	673	3.0%	421	83	119	8	7	-	35
Manufacturer/Distributor	773	3.4%	249	115	287	10	12	1	99
Service Company	619	2.8%	379	61	134	10	9	-	26
YMCA/YWCA/Community Centers	2,214	9.8%	91	1,207	550	75	237	3	51
Architect/Engineering/Consulting Firm	508	2.3%	3	73	178	18	27	192	17
Government/Military	622	2.8%	332	82	104	5	8	5	86
Swim School/Swim Club	805	3.6%	304	133	194	23	114	2	35
Association/Non-Profit	666	3.0%	66	227	258	34	55	3	23
Others Allied to the Field	153	0.7%	42	33	45	5	12	3	13
<b>TOTAL</b>	<b>22,500</b>	<b>100.0%</b>	<b>5,174</b>	<b>4,804</b>	<b>8,550</b>	<b>1,197</b>	<b>1,743</b>	<b>316</b>	<b>716</b>
	100.0%		23.0%	21.4%	38.0%	5.3%	7.7%	1.4%	3.2%

**Geographical Analysis**

State	Total	Percent	State	Total	Percent	State	Total	Percent	State	Total	Percent
Maine	122		Minnesota	865		Kentucky	279		Alaska	58	
New Hampshire	141		Iowa	329		Tennessee	323		Washington	412	
Vermont	46		Missouri	681		Alabama	201		Oregon	319	
Massachusetts	537		North Dakota	80		Mississippi	105		California	2,094	
Rhode Island	76		South Dakota	92		<b>East So. Central</b>	<b>908</b>	<b>4.0%</b>	Hawaii	196	
Connecticut	305		Nebraska	197		Arkansas	228		<b>Pacific</b>	<b>3,079</b>	<b>13.7%</b>
<b>New England</b>	<b>1,227</b>	<b>5.5%</b>	Kansas	264		Louisiana	168		<b>United States</b>	<b>22,369</b>	<b>99.4%</b>
New York	1,053		<b>West No. Central</b>	<b>2,508</b>	<b>11.1%</b>	Oklahoma	201		US Territories	43	
New Jersey	580		Delaware	59		Texas	1,217		Canada	87	
Pennsylvania	1,099		Maryland	350		<b>West So. Central</b>	<b>1,814</b>	<b>8.1%</b>	Mexico	1	
<b>Middle Atlantic</b>	<b>2,732</b>	<b>12.1%</b>	Washington, DC	55		Montana	138				
Ohio	869		Virginia	589		Idaho	142				
Indiana	496		West Virginia	135		Wyoming	86				
Illinois	924		North Carolina	621		Colorado	595				
Michigan	822		South Carolina	243		New Mexico	125				
Wisconsin	897		Georgia	516		Arizona	409				
<b>East No. Central</b>	<b>4,008</b>	<b>17.8%</b>	Florida	1,644		Utah	206				
			<b>South Atlantic</b>	<b>4,212</b>	<b>18.7%</b>	Nevada	180				
						<b>Mountain</b>	<b>1,881</b>	<b>8.4%</b>	<b>TOTAL CIRCULATION</b>	<b>22,500</b>	<b>100.0%</b>