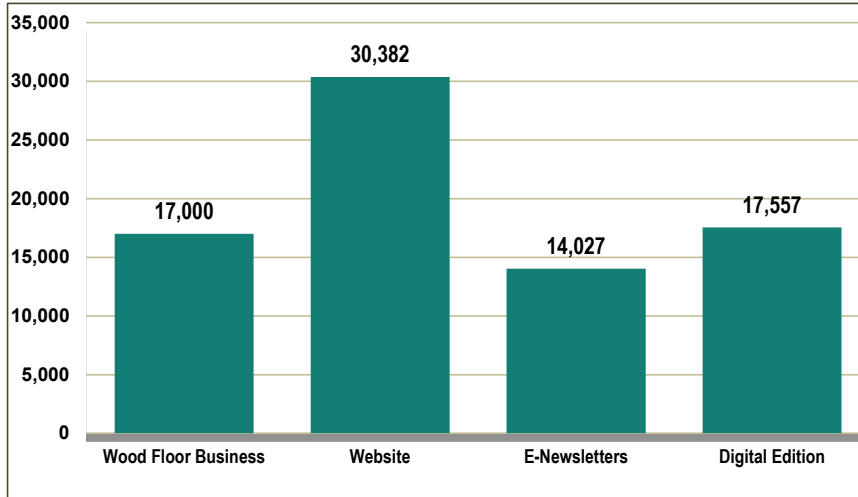


**CONSOLIDATED MEDIA
AUDIT REPORT
B2B MEDIA**

12 months ended December 31, 2024

TOTAL AVERAGE GROSS CONTACTS

78,966

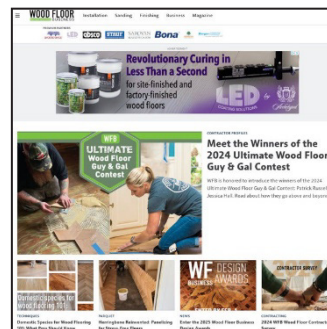


EXECUTIVE SUMMARY

Channels	Contacts	Period
Wood Floor Business Total Qualified Circulation	17,000	12 months ended December 31, 2024
Website Activity Page Views Sessions/Visits Users/Visitors	50,165 38,937 30,382	12 months ended December 31, 2024
E-Newsletters Total Average Net Distribution Per Issue	14,027	12 months ended December 31, 2024
Digital Edition Notifications Total Average Net Distribution Per Issue	17,557	12 months ended December 31, 2024
Social Media Facebook Followers Tiktok Followers LinkedIn Followers X Followers Instagram Followers	12,000 1,467 1,782 5,569 11,767	As of December 31, 2024

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



WOOD FLOOR BUSINESS

Empowering Wood Flooring Professionals



FIELD SERVED: Wood Floor Business is a business-to-business trade publication serving qualified wood flooring contractors/installers, distributors, retailers and other related wood flooring professionals. The brand content and editorial scope of the publication includes in-depth technical articles, business best-practice articles, industry updates, special features and more.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2024:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	17,000
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	17,000
Total Qualified Nonpaid Individual	17,000
Total Average Qualified Nonpaid Circulation	17,000

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	71
Total Nonqualified Allocated for Shows & Conventions	71
Nonqualified Miscellaneous, Including Staff Copies - Print	306
Total Nonqualified Miscellaneous, Including Staff Copies	306
Total Average Nonqualified Circulation	377

AUDIT STATEMENT

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

CIRCULATION BY ISSUES

	Qualified Nonpaid - Print
2024/2025 Issue	
Feb/Mar	17,000
Apr/May	17,000
Jun/Jul	17,000
Aug/Sep	17,000
Oct/Nov	17,000
Resource Book	17,000
Dec/Jan	17,000

BUSINESS ANALYSIS

Classification by Business & Industry	Total	%	Job Function							
			Qualified Nonpaid - Print	Owners/ Presidents/ CEOs/ Partners/ Vice Presidents	General Managers/ Managers	Sales Representatives/ Sales Managers	Buyers/ Merchandise Managers	Marketing Managers	Architects/ Designers	Other Titled and Nontitled Personnel and Company Copies
Installer/Contractor/Sander/Refinisher	8,806	51.8	8,806	7,469	767	340	17	29	23	161
Retail Floor Covering Stores	5,176	30.4	5,176	3,972	735	347	29	43	26	24
Distributors, Manufacturer Representatives	1,274	7.5	1,274	569	270	325	32	39	5	34
Manufacturers, Importers, Exporters	1,041	6.1	1,041	507	183	201	28	49	6	67
Interior Designers	115	0.7	115	90	2	5	2	3	12	1
Builders	121	0.7	121	95	11	4	4	3	3	1
Architects	92	0.5	92	49	11	1		1	30	
Inspectors	168	1.0	168	144	20	1			1	2
Others Allied to the Field	207	1.2	207	84	50	15	3	9	1	45
Total Qualified Circulation	17,000	100.0	17,000	12,979	2,049	1,239	115	176	107	335
Percent	100.0		100.0	76.3	12.1	7.3	0.7	1.0	0.6	2.0

SOURCE ANALYSIS

Source	Qualified Within			Total	Percent
	1 Year	2 Years	3 Years		
Total Direct Request From Recipient	11,021	2,055	848	13,924	81.9
Written	8	5		13	0.1
Telecommunication	3,075	1,631	703	5,409	31.8
Internet and Email	7,938	419	145	8,502	50.0
Total Direct Request From Recipient's Company	297	11	14	322	1.9
Written					
Telecommunication					
Internet and Email	297	11	14	322	1.9
Total Communication Other Than Request		149	147	296	1.7
Written					
Telecommunication					
Internet and Email		149	147	296	1.7
Membership Benefit					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	2		2,456	2,458	14.5
Total Qualified Subscriptions	11,320	2,215	3,465	17,000	100.0
Percent	66.6	13.0	20.4	100.0	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	16,849	99.1
Individual by Name Only	149	0.9
Title or Occupation Only	2	0.0
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	17,000	100.0
Total Qualified Circulation	17,000	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	205
Arizona	208
Arkansas	114
California	1,494
Colorado	386
Connecticut	264
Delaware	56
District of Columbia	13
Florida	1,281
Georgia	622
Idaho	128
Illinois	589
Indiana	300
Iowa	166
Kansas	150
Kentucky	188
Louisiana	94
Maine	93
Maryland	353
Massachusetts	385
Michigan	561
Minnesota	365
Mississippi	94
Missouri	450
Montana	90
Nebraska	118
Nevada	67
New Hampshire	126
New Jersey	560
New Mexico	60
New York	893
North Carolina	612
North Dakota	40
Ohio	535
Oklahoma	108
Oregon	253
Pennsylvania	734
Rhode Island	71
South Carolina	263
South Dakota	45
Tennessee	393
Texas	834
Utah	161
Vermont	51
Virginia	438
Washington	362
West Virginia	48
Wisconsin	473
Wyoming	34
TOTAL 48 CONTERMINOUS STATES	15,928
Alaska	13
Hawaii	52
TOTAL ALASKA & HAWAII	65
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	15,993
Poss. & Other Areas	3
U.S. & POSS., etc.	15,996
Canada	978
International	26
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	1,004
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	17,000

CHANNEL PROFILES

WEBSITE ACTIVITY - www.woodfloorbusiness.com

2024	Page Views	Sessions/Visits	Users/Visitors
January	58,234	47,618	36,684
February	68,570	49,095	38,891
March	60,502	47,181	35,954
April	53,973	44,725	34,451
May	39,322	30,216	23,571
June	49,599	38,432	30,772
July	49,772	41,973	32,838
August	53,265	40,484	31,299
September	43,464	33,206	26,541
October	47,877	34,819	26,211
November	40,622	32,122	25,671
December	36,781	27,368	21,701

E-NEWSLETTERS - Wood Floor Business

2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	9	13,194	118,742
February	8	13,505	108,037
March	8	13,594	108,755
April	9	13,430	120,867
May	9	12,265	110,383
June	8	14,284	114,273
July	10	14,353	143,525
August	8	14,174	113,392
September	8	14,805	118,436
October	9	15,273	137,455
November	8	14,979	119,830
December	6	14,831	88,984

DIGITAL EDITION - Notifications

2024/2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
February/March	1	17,171	17,171
April/May	1	17,065	17,065
June/July	1	16,920	16,920
August/September	1	17,483	17,483
October/November	1	17,771	17,771
Resource Book	1	18,268	18,268
December/January	1	18,223	18,223

SOCIAL MEDIA

Channel	As of December 31, 2024
Facebook Followers	12,000
Tiktok Followers	1,467
LinkedIn Followers	1,782
X Followers	5,569
Instagram Followers	11,767

NOTES

Definition of Recipient Qualification:

Qualified recipients include installers, contractors, sanders, refinishers, retail floor covering stores, distributors, manufacturer representatives, manufacturers, importers, exporters, architects, interior designers, builders, inspectors and others allied to the wood flooring industry.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2024/January 2025 issue.

Total Average Gross Contacts Include: Qualified Circulation, Users/Visitors, E-newsletter Total Average Net Distribution Per Issue and Digital Edition Notifications.

Website Data Source: Google Analytics.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.woodfloorbusiness.com.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: DIGITAL EDITION NOTIFICATION metrics represent the average number of emails sent to subscribers and non-qualified recipients informing them that the digital edition is available for access.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media