

AUDIT REPORT B2B Business Media

FIELD SERVED: WOOD FLOOR BUSINESS is a B2B brand intended for individuals with broad-based interests in the wood flooring industry. The brand content and editorial scope of the publication includes in-depth technical articles, business articles, industry updates and special features.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2018:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	23,500
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	21,218
Total Qualified Nonpaid Individual	21,218
Qualified Nonpaid Association - Print	2,282
Total Qualified Nonpaid Association	2,282
Total Average Qualified Paid Circulation	23,500

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	207
Total Nonqualified Allocated for Shows & Conventions	207
Nonqualified Miscellaneous, Including Staff Copies - Print	926
Total Nonqualified Miscellaneous, Including Staff Copies	926
Total Average Nonqualified Circulation	1,133

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

Issue	Qualified Nonpaid - Print
Aug/Sep	23,500
Oct/Nov	23,500
Resource Book	23,500
Dec/Jan	23,500
Feb/Mar	23,500
Apr/May	23,500
Jun/Jul	23,500

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	Job Function								
		Qualified Nonpaid Individual - Print	Qualified Nonpaid As-sociation - 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	9,099	8,733	366	7,781	869	305	39	45	52	8
Retail Floor Covering Stores	9,236	9,147	89	6,904	1,345	777	73	80	56	1
Distributors, Manufacturer Representatives	2,047	1,911	136	842	466	559	89	74	12	5
Manufacturers, Importers, Exporters	2,122	1,824	298	969	421	495	44	175	13	5
Interior Designers	273	272	1	207	22	4	2	2	36	
Builders	229	225	4	175	34	9	4	2	5	
Architects	181	180	1	104	24	7	3	1	42	
Inspectors	255	217	38	221	23	3	1	1	3	3
Others Allied to the Field	58	53	5	32	8	3		3		12
Total Qualified Circulation	23,500	22,562	938	17,235	3,212	2,162	255	383	219	34
Percent	100.0			73.3	13.7	9.2	1.1	1.6	0.9	0.1

AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	14,880	2,551	1,853	19,284	82.1
Written	165	22	200	387	1.7
Telecommunication	9,000	1,910	1,212	12,122	51.6
Internet and Email	5,715	619	441	6,775	28.8
Total Direct Request From Recipient's Company	20	3	105	128	0.5
Written	18	1	1	20	0.1
Telecommunication	1			1	0.0
Internet and Email	1	2	104	107	0.5
Total Communication Other Than Request	2,380			2,380	10.1
Written					
Telecommunication					
Internet and Email	2,380			2,380	10.1
Association		938		938	4.0
Business Directories		609	161	770	3.3
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	17,280	4,101	2,119	23,500	100.0
Percent	73.5	17.5	9.0	100.0	

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	23,455	99.8
Individual by Name Only	43	0.2
Title or Occupation Only	2	0.0
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	23,500	100.0
Total Qualified Circulation	23,500	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	298
Arizona	280
Arkansas	196
California	2,218
Colorado	500
Connecticut	340
Delaware	81
District of Columbia	16
Florida	1,355
Georgia	786
Idaho	171
Illinois	925
Indiana	472
Iowa	240
Kansas	220
Kentucky	292
Louisiana	188
Maine	125
Maryland	418
Massachusetts	564
Michigan	783
Minnesota	542
Mississippi	154
Missouri	558
Montana	116
Nebraska	174
Nevada	112
New Hampshire	188
New Jersey	688
New Mexico	97
New York	1,189
North Carolina	809
North Dakota	50
Ohio	741
Oklahoma	172
Oregon	380
Pennsylvania	944
Rhode Island	85
South Carolina	338
South Dakota	64
Tennessee	549
Texas	1,281
Utah	215
Vermont	77
Virginia	617
Washington	559
West Virginia	86
Wisconsin	644
Wyoming	42
TOTAL 48 CONTERMINOUS STATES	21,939
Alaska	29
Hawaii	70
TOTAL ALASKA & HAWAII	99
Single Copy Sales	
U.S. Unclassified	10
TOTAL UNITED STATES	22,048
Poss. & Other Areas	
U.S. & POSS., etc.	22,048
Canada	1,332
International	120
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	1,452
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	23,500

NOTES

Definition of Recipient Qualification:

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

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

Association: Association subscriptions, averaging 2,282 copies per issue, represent copies served to association members.

Business Directories: Represent copies served to subscribers obtained from Hoovers & Dun and Bradstreet.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June/July 2018 issue.

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