

E-NEWS SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2022

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,134	37.78%
Retail Floor Covering Store	2,663	24.34%
Manufacturer/Importer/Exporter	1,184	10.82%
Distributor/Manufacturer Representative	1,078	9.85%
Inspector	125	1.14%
Builder	101	0.92%
Interior Designer	76	0.69%
Architect	46	0.42%
Other/Business Not Provided	1,535	14.03%
Total	10,942	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	6,354	58.07%
General Manager/Manager	1,248	11.41%
Sales Representative	455	4.16%
Sales Manager	409	3.74%
Marketing Manager	175	1.60%
Buyer/Merchandise Manager	113	1.03%
Designer	54	0.49%
Architect	16	0.15%
Other/Title Not Provided	2,118	19.36%
Total	10,942	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	111	1.01%
Alaska	12	0.11%
Arizona	112	1.02%
Arkansas	69	0.63%
California	970	8.86%
Colorado	249	2.28%
Connecticut	135	1.23%
Delaware	37	0.34%
District of Columbia	4	0.04%
Florida	551	5.04%
Georgia	358	3.27%
Hawaii	35	0.32%
Idaho	73	0.67%
Illinois	356	3.25%
Indiana	149	1.36%
Iowa	71	0.65%
Kansas	74	0.68%
Kentucky	110	1.01%
Louisiana	78	0.71%

Location	Total	Percent
Maine	55	0.50%
Maryland	162	1.48%
Massachusetts	234	2.14%
Michigan	268	2.45%
Minnesota	200	1.83%
Mississippi	48	0.44%
Missouri	205	1.87%
Montana	51	0.47%
Nebraska	51	0.47%
Nevada	39	0.36%
New Hampshire	58	0.53%
New Jersey	327	2.99%
New Mexico	36	0.33%
New York	538	4.92%
North Carolina	355	3.24%
North Dakota	18	0.16%
Ohio	326	2.98%
Oklahoma	70	0.64%
Oregon	141	1.29%

Location	Total	Percent
Pennsylvania	384	3.51%
Rhode Island	37	0.34%
South Carolina	131	1.20%
South Dakota	30	0.27%
Tennessee	224	2.05%
Texas	532	4.86%
Utah	87	0.80%
Vermont	29	0.27%
Virginia	289	2.64%
Washington	214	1.96%
West Virginia	25	0.23%
Wisconsin	252	2.30%
Wyoming	25	0.23%
US Territories	3	0.03%
Location Not Provided	1,147	10.48%
International (Non Canada)	186	1.70%
United States	8,998	82.23%
Canada	611	5.58%
Total	10,942	100%

23,500

Audited Magazine Subscribers

14,950+

Engaged Email Subscribers

49,690+

Average Monthly Pageviews

40,540+

Social Media Connections



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