

# CUSTOM E-MAIL SUBSCRIBERS

## AUDIENCE BREAKDOWN | DATA AS OF MARCH 2021

# WOOD FLOOR BUSINESS

Learn more at [info.woodfloorbusiness.com](http://info.woodfloorbusiness.com)

## SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,555	39.80%
Retail Floor Covering Store	3,229	28.22%
Manufacturer/Importer/Exporter	1,216	10.63%
Distributor/Manufacturer Representative	1,083	9.46%
Inspector	127	1.11%
Builder	110	0.96%
Interior Designer	92	0.80%
Architect	59	0.52%
Other/Business Not Provided	973	8.50%
<b>Total</b>	<b>11,444</b>	<b>100%</b>

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	7,178	62.72%
General Manager/Manager	1,436	12.55%
Sales Representative	505	4.41%
Sales Manager	446	3.90%
Marketing Manager	185	1.62%
Buyer/Merchandise Manager	114	1.00%
Designer	72	0.63%
Architect	23	0.20%
Other/Title Not Provided	1,485	12.98%
<b>Total</b>	<b>11,444</b>	<b>100%</b>

## SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	144	1.26%
Alaska	15	0.13%
Arizona	126	1.10%
Arkansas	90	0.79%
California	1,108	9.68%
Colorado	258	2.25%
Connecticut	159	1.39%
Delaware	41	0.36%
District of Columbia	5	0.04%
Florida	587	5.13%
Georgia	396	3.46%
Hawaii	28	0.24%
Idaho	78	0.68%
Illinois	401	3.50%
Indiana	185	1.62%
Iowa	83	0.73%
Kansas	109	0.95%
Kentucky	125	1.09%
Louisiana	87	0.76%

Location	Total	Percent
Maine	50	0.44%
Maryland	175	1.53%
Massachusetts	246	2.15%
Michigan	342	2.99%
Minnesota	222	1.94%
Mississippi	56	0.49%
Missouri	248	2.17%
Montana	53	0.46%
Nebraska	77	0.67%
Nevada	51	0.45%
New Hampshire	76	0.66%
New Jersey	361	3.15%
New Mexico	32	0.28%
New York	564	4.93%
North Carolina	394	3.44%
North Dakota	14	0.12%
Ohio	321	2.80%
Oklahoma	72	0.63%
Oregon	151	1.32%

Location	Total	Percent
Pennsylvania	415	3.63%
Rhode Island	48	0.42%
South Carolina	171	1.49%
South Dakota	33	0.29%
Tennessee	241	2.11%
Texas	561	4.90%
Utah	108	0.94%
Vermont	25	0.22%
Virginia	301	2.63%
Washington	222	1.94%
West Virginia	26	0.23%
Wisconsin	270	2.36%
Wyoming	32	0.28%
US Territories	3	0.03%
Location Not Provided	587	5.13%
International (Non Canada)	206	1.80%
<b>United States</b>	<b>9,986</b>	<b>87.26%</b>
<b>Canada</b>	<b>665</b>	<b>5.81%</b>
<b>Total</b>	<b>11,444</b>	<b>100%</b>

# WOOD FLOOR BUSINESS

23,500  
MAGAZINE  
SUBSCRIBERS

90,100+  
MONTHLY WEBSITE  
PAGEVIEWS

14,910+  
TOTAL EMAIL  
SUBSCRIBERS

37,170+  
SOCIAL MEDIA  
CONNECTIONS

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



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