

E-NEWS SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF JUNE 2021

WOOD FLOOR BUSINESS

Learn more at info.woodfloorbusiness.com

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,099	37.60%
Retail Floor Covering Store	2,855	26.19%
Manufacturer/Importer/Exporter	1,217	11.16%
Distributor/Manufacturer Representative	1,102	10.11%
Inspector	116	1.06%
Builder	94	0.86%
Interior Designer	73	0.67%
Architect	42	0.39%
Other/Business Not Provided	1,303	11.95%
Total	10,901	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	6,371	62.72%
General Manager/Manager	1,339	12.55%
Sales Representative	477	4.41%
Sales Manager	429	3.90%
Marketing Manager	180	1.62%
Buyer/Merchandise Manager	123	1.00%
Designer	57	0.63%
Architect	13	0.20%
Other/Title Not Provided	1,912	12.98%
Total	10,901	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	123	1.13%
Alaska	10	0.09%
Arizona	115	1.05%
Arkansas	69	0.63%
California	987	9.05%
Colorado	246	2.26%
Connecticut	138	1.27%
Delaware	37	0.34%
District of Columbia	4	0.04%
Florida	566	5.19%
Georgia	365	3.35%
Hawaii	34	0.31%
Idaho	72	0.66%
Illinois	355	3.26%
Indiana	180	1.65%
Iowa	77	0.71%
Kansas	82	0.75%
Kentucky	108	0.99%
Louisiana	79	0.72%

Location	Total	Percent
Maine	51	0.47%
Maryland	152	1.39%
Massachusetts	218	2.00%
Michigan	280	2.57%
Minnesota	207	1.90%
Mississippi	53	0.49%
Missouri	222	2.04%
Montana	54	0.50%
Nebraska	61	0.56%
Nevada	36	0.33%
New Hampshire	55	0.50%
New Jersey	340	3.12%
New Mexico	32	0.29%
New York	524	4.81%
North Carolina	357	3.27%
North Dakota	15	0.14%
Ohio	319	2.93%
Oklahoma	76	0.70%
Oregon	152	1.39%

Location	Total	Percent
Pennsylvania	384	3.52%
Rhode Island	37	0.34%
South Carolina	136	1.25%
South Dakota	31	0.28%
Tennessee	221	2.03%
Texas	532	4.88%
Utah	93	0.85%
Vermont	29	0.27%
Virginia	283	2.60%
Washington	213	1.95%
West Virginia	26	0.24%
Wisconsin	256	2.35%
Wyoming	26	0.24%
US Territories	3	0.03%
Location Not Provided	958	8.79%
International (Non Canada)	195	1.79%
United States	9,121	83.67%
Canada	627	5.75%
Total	10,901	100%

WOOD FLOOR BUSINESS

23,500
MAGAZINE
SUBSCRIBERS

88,857
MONTHLY WEBSITE
PAGEVIEWS

14,963
TOTAL EMAIL
SUBSCRIBERS

38,210
SOCIAL MEDIA
CONNECTIONS

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



KENDRA GRIFFIN

NATIONAL ACCOUNT DIRECTOR

(800) 722-8764 ext. 107 | Direct: (608) 467-1084

kendra@woodfloorbusiness.com