

MAGAZINE CIRCULATION AUDIENCE BREAKDOWN | DATA AS OF JULY 2022

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Retail Floor Covering Store	8,219	34.97%
Installer/Contractor/Sander/Refinisher	10,428	44.37%
Manufacturer/Importer/Exporter	2,002	8.52%
Distributor/Manufacturer Representative	1,915	8.15%
Interior Designer	156	0.66%
Inspector	171	0.73%
Builder	161	0.69%
Architect	136	0.58%
Other	312	1.33%
Total	23,500	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	17,385	73.98%
General Manager/Manager	2,843	12.10%
Sales Representative	1,016	4.32%
Sales Manager	842	3.58%
Marketing Manager	334	1.42%
Buyer/Merchandise Manager	236	1.00%
Designer	112	0.48%
Architect	48	0.20%
Other/Title Not Provided	684	2.91%
Total	23,500	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	290	1.23%
Alaska	25	0.11%
Arizona	255	1.09%
Arkansas	189	0.80%
California	2,194	9.34%
Colorado	513	2.18%
Connecticut	332	1.41%
Delaware	87	0.37%
District of Columbia	17	0.07%
Florida	1,319	5.61%
Georgia	788	3.35%
Hawaii	77	0.33%
Idaho	185	0.79%
Illinois	910	3.87%
Indiana	450	1.91%
Iowa	229	0.97%
Kansas	225	0.96%
Kentucky	292	1.24%
Louisiana	186	0.79%

Location	Total	Percent
Maine	132	0.56%
Maryland	416	1.77%
Massachusetts	560	2.38%
Michigan	799	3.40%
Minnesota	542	2.31%
Mississippi	140	0.60%
Missouri	570	2.43%
Montana	128	0.54%
Nebraska	170	0.72%
Nevada	104	0.44%
New Hampshire	191	0.81%
New Jersey	709	3.02%
New Mexico	82	0.35%
New York	1,163	4.95%
North Carolina	832	3.54%
North Dakota	50	0.21%
Ohio	774	3.29%
Oklahoma	165	0.70%
Oregon	366	1.56%

Location	Total	Percent
Pennsylvania	930	3.96%
Rhode Island	93	0.40%
South Carolina	367	1.56%
South Dakota	60	0.26%
Tennessee	558	2.37%
Texas	1,209	5.14%
Utah	225	0.96%
Vermont	80	0.34%
Virginia	621	2.64%
Washington	518	2.20%
West Virginia	77	0.33%
Wisconsin	648	2.76%
Wyoming	49	0.21%
US Territories	9	0.04%
International (Non Canada)	108	0.46%
United States	21,900	93.19%
Canada	1,492	6.35%
Total	23,500	100%

23,500

Audited Magazine Subscribers

20,275+

Engaged Email Subscribers

49,000+

Average Monthly Pageviews

42,620+

Social Media Connections



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