

E-NEWS SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF DECEMBER 2021

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,045	37.62%
Retail Floor Covering Store	2,673	24.86%
Manufacturer/Importer/Exporter	1,176	10.94%
Distributor/Manufacturer Representative	1,056	9.82%
Inspector	125	1.16%
Builder	94	0.87%
Interior Designer	75	0.70%
Architect	41	0.38%
Other/Business Not Provided	1,467	13.64%
Total	10,752	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	6,224	57.89%
General Manager/Manager	1,261	11.73%
Sales Representative	442	4.11%
Sales Manager	408	3.79%
Marketing Manager	176	1.64%
Buyer/Merchandise Manager	109	1.01%
Designer	55	0.51%
Architect	14	0.13%
Other/Title Not Provided	2,063	19.19%
Total	10,752	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	116	1.08%
Alaska	12	0.11%
Arizona	111	1.03%
Arkansas	66	0.61%
California	958	8.91%
Colorado	233	2.17%
Connecticut	137	1.27%
Delaware	33	0.31%
District of Columbia	4	0.04%
Florida	543	5.05%
Georgia	355	3.30%
Hawaii	32	0.30%
Idaho	74	0.69%
Illinois	349	3.25%
Indiana	157	1.46%
Iowa	76	0.71%
Kansas	80	0.74%
Kentucky	109	1.01%
Louisiana	75	0.70%

Location	Total	Percent
Maine	49	0.46%
Maryland	155	1.44%
Massachusetts	224	2.08%
Michigan	268	2.49%
Minnesota	195	1.81%
Mississippi	52	0.48%
Missouri	211	1.96%
Montana	55	0.51%
Nebraska	54	0.50%
Nevada	37	0.34%
New Hampshire	58	0.54%
New Jersey	331	3.08%
New Mexico	35	0.33%
New York	528	4.91%
North Carolina	346	3.22%
North Dakota	16	0.15%
Ohio	323	3.00%
Oklahoma	68	0.63%
Oregon	145	1.35%

Location	Total	Percent
Pennsylvania	369	3.43%
Rhode Island	38	0.35%
South Carolina	134	1.25%
South Dakota	28	0.26%
Tennessee	219	2.04%
Texas	520	4.84%
Utah	86	0.80%
Vermont	28	0.26%
Virginia	284	2.64%
Washington	208	1.93%
West Virginia	25	0.23%
Wisconsin	251	2.33%
Wyoming	26	0.24%
US Territories	3	0.03%
Location Not Provided	1,087	10.11%
International (Non Canada)	188	1.75%
United States	8,889	82.67%
Canada	588	5.47%
Total	10,752	100%

23,500

Audited Magazine Subscribers

14,850+

Engaged Email Subscribers

23,500

Audited Magazine Subscribers

34.73%

Avg. Total Open Rate
E-News

29.49%

Avg. Total Open Rate
Custom Mail



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