

## CUSTOM E-MAIL SUBSCRIBERS

### AUDIENCE BREAKDOWN | DATA AS OF DECEMBER 2021

#### SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,493	40.49%
Retail Floor Covering Store	3,044	27.43%
Manufacturer/Importer/Exporter	1,177	10.61%
Distributor/Manufacturer Representative	1,041	9.38%
Inspector	133	1.20%
Builder	104	0.94%
Interior Designer	91	0.82%
Architect	49	0.44%
Other/Business Not Provided	965	8.70%
<b>Total</b>	<b>11,097</b>	<b>100%</b>

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	7,012	63.19%
General Manager/Manager	1,378	12.42%
Sales Representative	483	4.35%
Sales Manager	421	3.79%
Marketing Manager	175	1.58%
Buyer/Merchandise Manager	107	0.96%
Designer	64	0.58%
Architect	18	0.16%
Other/Title Not Provided	1,439	12.97%
<b>Total</b>	<b>11,097</b>	<b>100%</b>

#### SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	139	1.25%
Alaska	16	0.14%
Arizona	124	1.12%
Arkansas	84	0.76%
California	1,074	9.68%
Colorado	258	2.32%
Connecticut	161	1.45%
Delaware	39	0.35%
District of Columbia	5	0.05%
Florida	572	5.15%
Georgia	385	3.47%
Hawaii	29	0.26%
Idaho	82	0.74%
Illinois	385	3.47%
Indiana	185	1.67%
Iowa	81	0.73%
Kansas	100	0.90%
Kentucky	130	1.17%
Louisiana	81	0.73%

Location	Total	Percent
Maine	49	0.44%
Maryland	173	1.56%
Massachusetts	251	2.26%
Michigan	324	2.92%
Minnesota	201	1.81%
Mississippi	49	0.44%
Missouri	229	2.06%
Montana	52	0.47%
Nebraska	69	0.62%
Nevada	48	0.43%
New Hampshire	77	0.69%
New Jersey	350	3.15%
New Mexico	30	0.27%
New York	565	5.09%
North Carolina	380	3.42%
North Dakota	16	0.14%
Ohio	332	2.99%
Oklahoma	69	0.62%
Oregon	150	1.35%

Location	Total	Percent
Pennsylvania	427	3.85%
Rhode Island	51	0.46%
South Carolina	163	1.47%
South Dakota	30	0.27%
Tennessee	242	2.18%
Texas	539	4.86%
Utah	102	0.92%
Vermont	25	0.23%
Virginia	303	2.73%
Washington	216	1.95%
West Virginia	25	0.23%
Wisconsin	259	2.33%
Wyoming	30	0.27%
US Territories	3	0.03%
Location Not Provided	501	4.51%
International (Non Canada)	194	1.75%
<b>United States</b>	<b>9,759</b>	<b>87.94%</b>
<b>Canada</b>	<b>643</b>	<b>5.79%</b>
<b>Total</b>	<b>11,097</b>	<b>100%</b>

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



**Kendra Griffin**  
National Account Director

(800) 722-8764 ext. 107 | Direct: (608) 467-1084  
[kendra@woodfloorbusiness.com](mailto:kendra@woodfloorbusiness.com)

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