

MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF DECEMBER 2021

WOOD FLOOR BUSINESS

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SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Retail Floor Covering Store	8,569	36.46%
Installer/Contractor/Sander/Refinisher	10,432	44.39%
Manufacturer/Importer/Exporter	1,881	8.00%
Distributor/Manufacturer Representative	1,915	8.15%
Interior Designer	153	0.65%
Inspector	170	0.72%
Builder	174	0.74%
Architect	148	0.63%
Other	58	0.25%
Total	23,500	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	17,778	75.65%
General Manager/Manager	3,000	12.77%
Sales Representative	969	4.12%
Sales Manager	861	3.66%
Marketing Manager	343	1.46%
Buyer/Merchandise Manager	224	0.95%
Designer	106	0.45%
Architect	46	0.20%
Other/Title Not Provided	173	0.74%
Total	23,500	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	294	1.25%
Alaska	27	0.11%
Arizona	271	1.15%
Arkansas	184	0.78%
California	2,237	9.52%
Colorado	502	2.14%
Connecticut	345	1.47%
Delaware	94	0.40%
District of Columbia	17	0.07%
Florida	1,356	5.77%
Georgia	788	3.35%
Hawaii	79	0.34%
Idaho	187	0.80%
Illinois	901	3.83%
Indiana	454	1.93%
Iowa	227	0.97%
Kansas	220	0.94%
Kentucky	293	1.25%
Louisiana	199	0.85%

Location	Total	Percent
Maine	131	0.56%
Maryland	414	1.76%
Massachusetts	562	2.39%
Michigan	807	3.43%
Minnesota	543	2.31%
Mississippi	139	0.59%
Missouri	554	2.36%
Montana	130	0.55%
Nebraska	169	0.72%
Nevada	110	0.47%
New Hampshire	192	0.82%
New Jersey	707	3.01%
New Mexico	85	0.36%
New York	1,149	4.89%
North Carolina	810	3.45%
North Dakota	52	0.22%
Ohio	767	3.26%
Oklahoma	169	0.72%
Oregon	370	1.57%

Location	Total	Percent
Pennsylvania	922	3.92%
Rhode Island	96	0.41%
South Carolina	358	1.52%
South Dakota	60	0.26%
Tennessee	529	2.25%
Texas	1,268	5.40%
Utah	223	0.95%
Vermont	82	0.35%
Virginia	617	2.63%
Washington	534	2.27%
West Virginia	76	0.32%
Wisconsin	631	2.69%
Wyoming	49	0.21%
US Territories	9	0.04%
International (Non Canada)	107	0.46%
United States	21,989	93.57%
Canada	1,404	5.97%
Total	23,500	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.