



AUDIT REPORT B2B Business Media

WOOD FLOOR BUSINESS
Madison, Wisconsin 53703

FIELD SERVED: WOOD FLOOR BUSINESS is a business-to-business trade publication serving qualified wood flooring contractors/installers, distributors, retailers and other related wood flooring professionals. The brand content and editorial scope of the publication includes in-depth technical articles, business best-practice articles, industry updates, special features and more.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2021:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	23,175
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	22,601
Qualified Nonpaid Association - Print	573
Qualified Nonpaid Multicopy Same Addressee - Print	1
Total Average Qualified Nonpaid Circulation	23,175

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	37
Nonqualified Miscellaneous, Including Staff Copies - Print	641
Total Average Nonqualified Circulation	678

AUDIT STATEMENT

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

CIRCULATION BY ISSUES

Issue	Qualified Nonpaid - Print
Feb/Mar	21,225
Apr/May	23,500
Jun/Jul	23,500
Aug/Sep	23,500
Oct/Nov	23,500
Resource Book	23,500
Dec/Jan	23,500

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	Job Function								
		Qualified Nonpaid Individual - Print	Qualified Nonpaid Association - Print	Owners/ Presidents/ CEOs/ Partners/ Vice Presidents	General Managers/ Managers	Sales Representatives/ Sales Managers	Buyers/ Merchandise Managers	Marketing Managers	Architects/ Designers	Other Titled and Nontitled Personnel and Company Copies
Installer/Contractor/Sander/Refinisher	10,432	10,190	242	9,021	902	231	43	56	37	142
Retail Floor Covering Stores	8,569	8,490	79	6,517	1,222	653	60	69	40	8
Distributors, Manufacturer Representatives	1,915	1,834	81	839	433	492	70	67	10	4
Manufacturers, Importers, Exporters	1,881	1,723	158	861	383	440	45	143	7	2
Interior Designers	153	153		129	6	3		1	14	
Builders	174	174		141	19	3	4	2	5	
Architects	148	148		93	13	3	1		38	
Inspectors	170	170		149	16			1	1	3
Others Allied to the Field	58	58		28	6	5	1	4		14
Total Qualified Circulation	23,500	22,940	560	17,778	3,000	1,830	224	343	152	173
Percent	100.0			75.7	12.8	7.8	1.0	1.5	0.6	0.7

Due to the coronavirus pandemic the reporting of Age of Source data is optional for this period. Publisher has elected to omit this data on report.

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	23,398	99.6
Individual by Name Only	91	0.4
Title or Occupation Only	2	0.0
Company Name Only	7	0.0
Multicopy Same Addressee	2	0.0
Total Qualified Subscriptions	23,500	100.0
Total Qualified Circulation	23,500	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	294
Arizona	271
Arkansas	184
California	2,237
Colorado	502
Connecticut	345
Delaware	94
District of Columbia	17
Florida	1,356
Georgia	788
Idaho	187
Illinois	901
Indiana	454
Iowa	227
Kansas	220
Kentucky	293
Louisiana	199
Maine	131
Maryland	414
Massachusetts	562
Michigan	807
Minnesota	543
Mississippi	139
Missouri	554
Montana	130
Nebraska	169
Nevada	110
New Hampshire	192
New Jersey	708
New Mexico	85
New York	1,149
North Carolina	810
North Dakota	52
Ohio	767
Oklahoma	169
Oregon	370
Pennsylvania	922
Rhode Island	96
South Carolina	358
South Dakota	60
Tennessee	529
Texas	1,268
Utah	223
Vermont	82
Virginia	617
Washington	534
West Virginia	76
Wisconsin	631
Wyoming	49
TOTAL 48 CONTERMINOUS STATES	21,875
Alaska	27
Hawaii	78
TOTAL ALASKA & HAWAII	105
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	21,980
Poss. & Other Areas	9
U.S. & POSS., etc.	21,989
Canada	1,404
International	107
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	1,511
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	23,500

NOTES

Definition of Recipient Qualification:

Qualified recipients are: installers, contractors, sanders, refinishers, retail floor covering stores, distributors, manufacturer representatives, manufacturers, importers, exporters, architects, interior designers, builders, inspectors and others allied to the field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Multicopy Same Addressee: Represent copies distributed in bulk to Scribed Flooring in quantities of 2.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2021/January 2022 issue.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media