

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2020

WOOD FLOOR BUSINESS

Learn more at info.woodfloorbusiness.com

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	5,323	33.32%
Retail Floor Covering Store	3,617	22.64%
Manufacturer/Importer/Exporter	1,431	8.96%
Distributor/Manufacturer Representative	1,276	7.99%
Inspector	158	0.99%
Builder	129	0.81%
Interior Designer	91	0.57%
Architect	70	0.44%
Other/Business Not Provided	3,881	24.29%
Total	15,976	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	8,330	52.14%
General Manager/Manager	1,456	9.11%
Sales Representative	567	3.55%
Sales Manager	480	3.00%
Marketing Manager	190	1.19%
Buyer/Merchandise Manager	111	0.69%
Designer	79	0.49%
Architect	26	0.16%
Other/Title Not Provided	4,737	29.65%
Total	15,976	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	138	0.86%
Alaska	15	0.09%
Arizona	141	0.88%
Arkansas	95	0.59%
California	1,235	7.73%
Colorado	294	1.84%
Connecticut	181	1.13%
Delaware	45	0.28%
District of Columbia	5	0.03%
Florida	655	4.10%
Georgia	432	2.70%
Hawaii	21	0.13%
Idaho	94	0.59%
Illinois	461	2.89%
Indiana	200	1.25%
Iowa	94	0.59%
Kansas	110	0.69%
Kentucky	153	0.96%
Louisiana	89	0.56%

Location	Total	Percent
Maine	53	0.33%
Maryland	213	1.33%
Massachusetts	276	1.73%
Michigan	384	2.40%
Minnesota	241	1.51%
Mississippi	65	0.41%
Missouri	299	1.87%
Montana	63	0.39%
Nebraska	85	0.53%
Nevada	46	0.29%
New Hampshire	82	0.51%
New Jersey	379	2.37%
New Mexico	40	0.25%
New York	649	4.06%
North Carolina	431	2.70%
North Dakota	17	0.11%
Ohio	336	2.10%
Oklahoma	76	0.48%
Oregon	168	1.05%

Location	Total	Percent
Pennsylvania	466	2.92%
Rhode Island	51	0.32%
South Carolina	170	1.06%
South Dakota	50	0.31%
Tennessee	267	1.67%
Texas	618	3.87%
Utah	115	0.72%
Vermont	31	0.19%
Virginia	337	2.11%
Washington	248	1.55%
West Virginia	26	0.16%
Wisconsin	318	1.99%
Wyoming	27	0.17%
US Territories	8	0.05%
Location Not Provided	3,975	24.88%
International (Non Canada)	148	0.93%
United States	11,093	69.44%
Canada	760	4.76%
Total	15,976	100%

WOOD FLOOR BUSINESS

23,500

AUDITED MAGAZINE
SUBSCRIBERS

84,700+

TOTAL MONTHLY
PAGEVIEWS

20.49%

CUSTOM E-MAIL
UNIQUE OPEN RATE

32,150+

SOCIAL MEDIA
CONNECTIONS

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



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