

E-NEWS 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	4,271	32.88%
Retail Floor Covering Store	3,208	24.70%
Manufacturer/Importer/Exporter	1,414	10.89%
Distributor/Manufacturer Representative	1,252	9.64%
Inspector	131	1.01%
Builder	105	0.81%
Interior Designer	75	0.58%
Architect	51	0.39%
Other/Business Not Provided	2,483	19.11%
Total	12,990	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	6,881	52.97%
General Manager/Manager	1,389	10.69%
Sales Representative	527	4.06%
Sales Manager	463	3.56%
Marketing Manager	197	1.52%
Buyer/Merchandise Manager	100	0.77%
Designer	63	0.48%
Architect	19	0.15%
Other/Title Not Provided	3,351	25.80%
Total	12,990	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	124	0.95%
Alaska	13	0.10%
Arizona	121	0.93%
Arkansas	77	0.59%
California	1,051	8.09%
Colorado	244	1.88%
Connecticut	150	1.15%
Delaware	39	0.30%
District of Columbia	6	0.05%
Florida	588	4.53%
Georgia	391	3.01%
Hawaii	22	0.17%
Idaho	77	0.59%
Illinois	410	3.16%
Indiana	179	1.38%
Iowa	73	0.56%
Kansas	90	0.69%
Kentucky	117	0.90%
Louisiana	88	0.68%

Location	Total	Percent
Maine	54	0.42%
Maryland	156	1.20%
Massachusetts	224	1.72%
Michigan	306	2.36%
Minnesota	217	1.67%
Mississippi	58	0.45%
Missouri	253	1.95%
Montana	48	0.37%
Nebraska	65	0.50%
Nevada	40	0.31%
New Hampshire	58	0.45%
New Jersey	352	2.71%
New Mexico	35	0.27%
New York	532	4.10%
North Carolina	391	3.01%
North Dakota	15	0.12%
Ohio	327	2.52%
Oklahoma	71	0.55%
Oregon	156	1.20%

Location	Total	Percent
Pennsylvania	408	3.14%
Rhode Island	40	0.31%
South Carolina	139	1.07%
South Dakota	39	0.30%
Tennessee	245	1.89%
Texas	556	4.28%
Utah	100	0.77%
Vermont	27	0.21%
Virginia	286	2.20%
Washington	214	1.65%
West Virginia	27	0.21%
Wisconsin	280	2.16%
Wyoming	21	0.16%
US Territories	4	0.03%
Location Not Provided	2,577	19.84%
International (Non Canada)	155	1.19%
United States	9,604	73.93%
Canada	654	5.03%
Total	12,990	100%

WOOD FLOOR BUSINESS

23,500

AUDITED MAGAZINE
SUBSCRIBERS

84,700+

TOTAL MONTHLY
PAGEVIEWS

25%

WFB E-NEWS
UNIQUE OPEN RATE

32,150+

SOCIAL MEDIA
CONNECTIONS

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



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