

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF APRIL 2019

WOOD FLOOR BUSINESS

Learn more at info.woodfloorbusiness.com

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	5,795	32.16%
Retail Floor Covering Store	4,345	24.11%
Manufacturer/Importer/Exporter	1,635	9.07%
Distributor/Manufacturer Representative	1,421	7.88%
Inspector	178	0.99%
Builder	156	0.87%
Interior Designer	125	0.69%
Architect	81	0.45%
Other/Business Not Provided	4,286	23.78%
Total	18,022	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	9,312	51.67%
General Manager/Manager	1,758	9.75%
Sales Representative	658	3.65%
Sales Manager	565	3.14%
Marketing Manager	212	1.18%
Buyer/Merchandise Manager	147	0.82%
Designer	89	0.49%
Architect	28	0.16%
Other/Title Not Provided	5,253	29.15%
Total	18,022	100%

SUBSCRIBERS BY LOCATION


Location	Total	Percent
Alabama	160	0.89%
Alaska	18	0.10%
Arizona	163	0.90%
Arkansas	104	0.58%
California	1,356	7.52%
Colorado	326	1.81%
Connecticut	199	1.10%
Delaware	56	0.31%
District of Columbia	7	0.04%
Florida	771	4.28%
Georgia	518	2.87%
Hawaii	33	0.18%
Idaho	105	0.58%
Illinois	535	2.97%
Indiana	233	1.29%
Iowa	107	0.59%
Kansas	126	0.70%
Kentucky	171	0.95%
Louisiana	100	0.55%

Location	Total	Percent
Maine	64	0.36%
Maryland	237	1.32%
Massachusetts	315	1.75%
Michigan	449	2.49%
Minnesota	277	1.54%
Mississippi	84	0.47%
Missouri	337	1.87%
Montana	71	0.39%
Nebraska	87	0.48%
Nevada	51	0.28%
New Hampshire	99	0.55%
New Jersey	437	2.42%
New Mexico	48	0.27%
New York	712	3.95%
North Carolina	500	2.77%
North Dakota	24	0.13%
Ohio	379	2.10%
Oklahoma	90	0.50%
Oregon	204	1.13%

Location	Total	Percent
Pennsylvania	510	2.83%
Rhode Island	55	0.31%
South Carolina	194	1.08%
South Dakota	56	0.31%
Tennessee	298	1.65%
Texas	703	3.90%
Utah	126	0.70%
Vermont	31	0.17%
Virginia	374	2.08%
Washington	308	1.71%
West Virginia	27	0.15%
Wisconsin	352	1.95%
Wyoming	27	0.15%
US Territories	8	0.04%
Location Not Provided	4,258	23.63%
International (Non Canada)	225	1.25%
United States	12,622	70.04%
Canada	917	5.09%
Total	18,022	100%

WOOD FLOOR BUSINESS

YOUR MEDIA ADVISOR

 WFB MAGAZINE 23,500 AUDITED SUBSCRIBERS	 WFB WEB TRAFFIC 100,000+ TOTAL MONTHLY PAGEVIEWS	 CUSTOM E-MAIL 26% AVERAGE UNIQUE OPEN RATE	 SOCIAL MEDIA 28,000+ ENGAGED FOLLOWERS
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*Exact numbers may fluctuate as subscriber list grows over time.