

E-NEWS 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	4,161	30.72%
Retail Floor Covering Store	3,383	24.98%
Manufacturer/Importer/Exporter	1,479	10.92%
Distributor/Manufacturer Representative	1,253	9.25%
Inspector	134	0.99%
Builder	114	0.84%
Interior Designer	85	0.63%
Architect	58	0.43%
Other/Business Not Provided	2,877	21.24%
Total	13,544	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	6,814	50.31%
General Manager/Manager	1,462	10.79%
Sales Representative	566	4.18%
Sales Manager	491	3.63%
Marketing Manager	193	1.42%
Buyer/Merchandise Manager	116	0.86%
Designer	57	0.42%
Architect	22	0.16%
Other/Title Not Provided	3,823	28.23%
Total	13,544	100%


SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	131	0.97%
Alaska	14	0.10%
Arizona	128	0.95%
Arkansas	82	0.61%
California	1,037	7.66%
Colorado	230	1.70%
Connecticut	147	1.09%
Delaware	40	0.30%
District of Columbia	6	0.04%
Florida	605	4.47%
Georgia	400	2.95%
Hawaii	29	0.21%
Idaho	81	0.60%
Illinois	402	2.97%
Indiana	186	1.37%
Iowa	78	0.58%
Kansas	96	0.71%
Kentucky	118	0.87%
Louisiana	88	0.65%

Location	Total	Percent
Maine	49	0.36%
Maryland	161	1.19%
Massachusetts	224	1.65%
Michigan	325	2.40%
Minnesota	220	1.62%
Mississippi	56	0.41%
Missouri	255	1.88%
Montana	50	0.37%
Nebraska	61	0.45%
Nevada	40	0.30%
New Hampshire	66	0.49%
New Jersey	354	2.61%
New Mexico	33	0.24%
New York	547	4.04%
North Carolina	426	3.15%
North Dakota	19	0.14%
Ohio	315	2.33%
Oklahoma	71	0.52%
Oregon	158	1.17%

Location	Total	Percent
Pennsylvania	400	2.95%
Rhode Island	41	0.30%
South Carolina	148	1.09%
South Dakota	43	0.32%
Tennessee	241	1.78%
Texas	573	4.23%
Utah	95	0.70%
Vermont	28	0.21%
Virginia	300	2.22%
Washington	228	1.68%
West Virginia	28	0.21%
Wisconsin	279	2.06%
Wyoming	19	0.14%
US Territories	4	0.03%
Location Not Provided	2,946	21.75%
International (Non Canada)	213	1.57%
United States	9,755	72.02%
Canada	630	4.65%
Total	13,544	100%

WOOD FLOOR BUSINESS

 WFB MAGAZINE 23,500 AUDITED SUBSCRIBERS	 WFB WEB TRAFFIC 100,000+ TOTAL MONTHLY PAGEVIEWS	 WFB E-NEWS 21.35% AVERAGE UNIQUE OPEN RATE	 SOCIAL MEDIA 28,000+ ENGAGED FOLLOWERS
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YOUR MEDIA ADVISOR

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