

MAGAZINE CIRCULATION

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
Retail Floor Covering Store	9,763	41.54%
Installer/Contractor/Sander/Refinisher	8,771	37.32%
Manufacturer/Importer/Exporter	1,992	8.48%
Distributor/Manufacturer Representative	2,013	8.57%
Interior Designer	268	1.14%
Inspector	271	1.15%
Builder	229	0.97%
Architect	168	0.71%
Other	25	0.11%
Total	23,500	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	17,413	74.10%
General Manager/Manager	3,111	13.24%
Sales Representative	1,155	4.91%
Sales Manager	963	4.10%
Marketing Manager	382	1.63%
Buyer/Merchandise Manager	256	1.09%
Designer	156	0.66%
Architect	50	0.21%
Other	14	0.06%
Total	23,500	100%





SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	289	1.23%
Alaska	28	0.12%
Arizona	280	1.19%
Arkansas	201	0.86%
California	2,216	9.43%
Colorado	510	2.17%
Connecticut	330	1.40%
Delaware	85	0.36%
District of Columbia	15	0.06%
Florida	1,492	6.35%
Georgia	771	3.28%
Hawaii	68	0.29%
Idaho	172	0.73%
Illinois	901	3.83%
Indiana	471	2.00%
Iowa	237	1.01%
Kansas	217	0.92%
Kentucky	297	1.26%
Louisiana	185	0.79%

Location	Total	Percent
Maine	131	0.56%
Maryland	414	1.76%
Massachusetts	564	2.40%
Michigan	789	3.36%
Minnesota	550	2.34%
Mississippi	149	0.63%
Missouri	559	2.38%
Montana	115	0.49%
Nebraska	172	0.73%
Nevada	110	0.47%
New Hampshire	183	0.78%
New Jersey	696	2.96%
New Mexico	98	0.42%
New York	1,173	4.99%
North Carolina	808	3.44%
North Dakota	48	0.20%
Ohio	758	3.23%
Oklahoma	177	0.75%
Oregon	381	1.62%

Location	Total	Percent
Pennsylvania	948	4.03%
Rhode Island	90	0.38%
South Carolina	342	1.46%
South Dakota	65	0.28%
Tennessee	554	2.36%
Texas	1,259	5.36%
Utah	221	0.94%
Vermont	76	0.32%
Virginia	618	2.63%
Washington	563	2.40%
West Virginia	86	0.37%
Wisconsin	636	2.71%
Wyoming	45	0.19%
US Territories	8	0.03%
International (Non Canada)	9	0.04%
United States	22151	94.26%
Canada	1,340	5.70%
Total	23,500	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.