

CUSTOM E-MAIL SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF SEPTEMBER 2019

WOOD FLOOR BUSINESS

Learn more at info.woodfloorbusiness.com

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	5,650	34.17%
Retail Floor Covering Store	3,953	23.91%
Manufacturer/Importer/Exporter	1,572	9.51%
Distributor/Manufacturer Representative	1,391	8.41%
Inspector	182	1.10%
Builder	156	0.94%
Interior Designer	113	0.68%
Architect	80	0.48%
Other/Business Not Provided	3,438	20.79%
Total	16,535	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	8,482	51.30%
General Manager/Manager	1,765	10.67%
Sales Representative	708	4.28%
Sales Manager	597	3.61%
Marketing Manager	207	1.25%
Buyer/Merchandise Manager	128	0.77%
Designer	95	0.57%
Architect	33	0.20%
Other/Title Not Provided	4,520	27.34%
Total	16,535	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	139	0.84%
Alaska	15	0.09%
Arizona	139	0.84%
Arkansas	93	0.56%
California	1,211	7.32%
Colorado	292	1.77%
Connecticut	177	1.07%
Delaware	44	0.27%
District of Columbia	6	0.04%
Florida	658	3.98%
Georgia	449	2.72%
Hawaii	27	0.16%
Idaho	88	0.53%
Illinois	462	2.79%
Indiana	205	1.24%
Iowa	97	0.59%
Kansas	115	0.70%
Kentucky	156	0.94%
Louisiana	90	0.54%

Location	Total	Percent
Maine	54	0.33%
Maryland	211	1.28%
Massachusetts	282	1.71%
Michigan	395	2.39%
Minnesota	244	1.48%
Mississippi	72	0.44%
Missouri	297	1.80%
Montana	61	0.37%
Nebraska	78	0.47%
Nevada	42	0.25%
New Hampshire	82	0.50%
New Jersey	386	2.33%
New Mexico	38	0.23%
New York	637	3.85%
North Carolina	435	2.63%
North Dakota	19	0.11%
Ohio	334	2.02%
Oklahoma	79	0.48%
Oregon	170	1.03%

Location	Total	Percent
Pennsylvania	455	2.75%
Rhode Island	49	0.30%
South Carolina	171	1.03%
South Dakota	53	0.32%
Tennessee	270	1.63%
Texas	622	3.76%
Utah	113	0.68%
Vermont	28	0.17%
Virginia	338	2.04%
Washington	258	1.56%
West Virginia	24	0.15%
Wisconsin	311	1.88%
Wyoming	26	0.16%
US Territories	8	0.05%
Location Not Provided	4,511	27.28%
International (Non-Canada)	153	0.93%
United States	11,105	67.16%
Canada	766	4.63%
Total	16,535	100%

WOOD FLOOR BUSINESS

 WFB MAGAZINE 23,500 AUDITED SUBSCRIBERS	 WFB WEB TRAFFIC 85,300+ TOTAL MONTHLY PAGEVIEWS	 CUSTOM E-MAIL 30% AVERAGE TOTAL 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.