

# E-NEWS SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF SEPTEMBER 2019

# WOOD FLOOR BUSINESS

Learn more at [info.woodfloorbusiness.com](http://info.woodfloorbusiness.com)

## SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,307	32.67%
Retail Floor Covering Store	3,404	25.82%
Manufacturer/Importer/Exporter	1,487	11.28%
Distributor/Manufacturer Representative	1,306	9.91%
Inspector	139	1.05%
Builder	124	0.94%
Interior Designer	86	0.65%
Architect	64	0.49%
Other/Business Not Provided	2,268	17.20%
<b>Total</b>	<b>13,185</b>	<b>100%</b>

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	6,689	50.73%
General Manager/Manager	1,588	12.04%
Sales Representative	624	4.73%
Sales Manager	549	4.16%
Marketing Manager	215	1.63%
Buyer/Merchandise Manager	112	0.85%
Designer	69	0.52%
Architect	27	0.20%
Other/Title Not Provided	3,312	25.12%
<b>Total</b>	<b>13,185</b>	<b>100%</b>

## SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	125	0.95%
Alaska	13	0.10%
Arizona	115	0.87%
Arkansas	75	0.57%
California	985	7.47%
Colorado	223	1.69%
Connecticut	142	1.08%
Delaware	32	0.24%
District of Columbia	5	0.04%
Florida	562	4.26%
Georgia	379	2.87%
Hawaii	23	0.17%
Idaho	72	0.55%
Illinois	382	2.90%
Indiana	178	1.35%
Iowa	72	0.55%
Kansas	91	0.69%
Kentucky	109	0.83%
Louisiana	85	0.64%

Location	Total	Percent
Maine	51	0.39%
Maryland	150	1.14%
Massachusetts	216	1.64%
Michigan	305	2.31%
Minnesota	205	1.55%
Mississippi	57	0.43%
Missouri	247	1.87%
Montana	46	0.35%
Nebraska	60	0.46%
Nevada	36	0.27%
New Hampshire	58	0.44%
New Jersey	344	2.61%
New Mexico	33	0.25%
New York	511	3.88%
North Carolina	389	2.95%
North Dakota	16	0.12%
Ohio	311	2.36%
Oklahoma	66	0.50%
Oregon	156	1.18%

Location	Total	Percent
Pennsylvania	388	2.94%
Rhode Island	37	0.28%
South Carolina	137	1.04%
South Dakota	39	0.30%
Tennessee	233	1.77%
Texas	547	4.15%
Utah	97	0.74%
Vermont	23	0.17%
Virginia	278	2.11%
Washington	208	1.58%
West Virginia	28	0.21%
Wisconsin	261	1.98%
Wyoming	19	0.14%
US Territories	3	0.02%
Location Not Provided	3,166	24.01%
International (Non-Canada)	147	1.11%
<b>United States</b>	<b>9,223</b>	<b>69.95%</b>
<b>Canada</b>	<b>649</b>	<b>4.92%</b>
<b>Total</b>	<b>13,264</b>	<b>100%</b>

# WOOD FLOOR BUSINESS

 <b>WFB</b> <b>MAGAZINE</b> 23,500 AUDITED SUBSCRIBERS	 <b>WFB</b> <b>WEB TRAFFIC</b> 85,300+ TOTAL MONTHLY PAGEVIEWS	 <b>CUSTOM</b> <b>E-MAIL</b> 30% AVERAGE TOTAL OPEN RATE	 <b>SOCIAL</b> <b>MEDIA</b> 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.