

# MAGAZINE CIRCULATION

## 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
Retail Floor Covering Store	9,798	41.69%
Installer/Contractor/Sander/Refinisher	9,414	40.06%
Manufacturer/Importer/Exporter	2,013	8.57%
Distributor/Manufacturer Representative	2,004	8.53%
Interior Designer	2	0.01%
Inspector	10	0.04%
Builder	83	0.35%
Architect	169	0.72%
Other	7	0.03%
<b>Total</b>	<b>23,500</b>	<b>100%</b>

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	17,443	74.23%
General Manager/Manager	3,135	13.34%
Sales Representative	1,149	4.89%
Sales Manager	967	4.11%
Marketing Manager	386	1.64%
Buyer/Merchandise Manager	247	1.05%
Designer	115	0.49%
Architect	49	0.21%
Other	9	0.04%
<b>Total</b>	<b>23,500</b>	<b>100%</b>

### SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	296	1.26%
Alaska	30	0.13%
Arizona	282	1.20%
Arkansas	204	0.87%
California	2,236	9.51%
Colorado	506	2.15%
Connecticut	333	1.42%
Delaware	83	0.35%
District of Columbia	18	0.08%
Florida	1,505	6.40%
Georgia	783	3.33%
Hawaii	76	0.32%
Idaho	179	0.76%
Illinois	895	3.81%
Indiana	467	1.99%
Iowa	227	0.97%
Kansas	211	0.90%
Kentucky	304	1.29%
Louisiana	189	0.80%

Location	Total	Percent
Maine	129	0.55%
Maryland	416	1.77%
Massachusetts	571	2.43%
Michigan	783	3.33%
Minnesota	549	2.34%
Mississippi	146	0.62%
Missouri	549	2.34%
Montana	120	0.51%
Nebraska	169	0.72%
Nevada	112	0.48%
New Hampshire	185	0.79%
New Jersey	692	2.94%
New Mexico	99	0.42%
New York	1,165	4.96%
North Carolina	805	3.43%
North Dakota	52	0.22%
Ohio	750	3.19%
Oklahoma	178	0.76%
Oregon	379	1.61%

Location	Total	Percent
Pennsylvania	950	4.04%
Rhode Island	93	0.40%
South Carolina	335	1.43%
South Dakota	63	0.27%
Tennessee	565	2.40%
Texas	1,265	5.38%
Utah	221	0.94%
Vermont	78	0.33%
Virginia	620	2.64%
Washington	570	2.43%
West Virginia	85	0.36%
Wisconsin	620	2.64%
Wyoming	46	0.20%
US Territories	9	0.04%
International (Non-Canada)	8	0.03%
<b>United States</b>	<b>22,193</b>	<b>94.44%</b>
<b>Canada</b>	<b>1,299</b>	<b>5.53%</b>
<b>Total</b>	<b>23,500</b>	<b>100%</b>

# 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

### YOUR MEDIA ADVISOR

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