

B2B Media Publisher's Statement

6 months ended December 31, 2021
Subject to Audit

Field Served:

Wood Floor Business is a business-to-business trade publication serving qualified wood flooring contractors/installers, distributors, retailers and other related wood flooring professionals. The brand content and editorial scope of the publication includes in-depth technical articles, business best-practice articles, industry updates, special features and more.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		23,500
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		22,931
Qualified Nonpaid Association - Print		568
Qualified Nonpaid Multicopy Same Addressee - Print		1
Total Average Qualified Nonpaid Circulation		23,500

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	65
Nonqualified Miscellaneous, Including Staff Copies - Print	726
Total Average Nonqualified Circulation	791

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Aug/Sep	23,500
Oct/Nov	23,500
Resource Book	23,500
Dec/Jan	23,500

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	Qualified Nonpaid Individual - Print	Qualified Nonpaid Association - Print	Owners/ Presidents/ CEOs/ Partners/ Vice Presidents	General Managers/ Managers	Sales Representatives/ Sales Managers	Job Function			
							Buyers/ Merchandise Managers	Marketing Managers	Architects/ Designers	Other Titled and Nontitled Personnel and Company Copies
Installer/Contractor/Sander/Refinisher	10,432	10,190	242	9,021	902	231	43	56	37	142
Retail Floor Covering Stores	8,569	8,490	79	6,517	1,222	653	60	69	40	8
Distributors, Manufacturer Representatives	1,915	1,834	81	839	433	492	70	67	10	4
Manufacturers, Importers, Exporters	1,881	1,723	158	861	383	440	45	143	7	2
Interior Designers	153	153		129	6	3		1	14	
Builders	174	174		141	19	3	4	2	5	
Architects	148	148		93	13	3	1		38	
Inspectors	170	170		149	16			1	1	3
Others Allied to the Field	58	58		28	6	5	1	4		14
Total Qualified Circulation	23,500	22,940	560	17,778	3,000	1,830	224	343	152	173
Percent	100.0			75.7	12.8	7.8	1.0	1.5	0.6	0.7

Due to the coronavirus pandemic the reporting of Age of Source data is optional for this period. Publisher has elected to omit this data on report.

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	23,398	99.6
Individual by Name Only	91	0.4
Title or Occupation Only	2	0.0
Company Name Only	7	0.0
Multicopy Same Addressee	2	0.0
Total Qualified Subscriptions	23,500	100.0
Total Qualified Circulation	23,500	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	294
Arizona	271
Arkansas	184
California	2,237
Colorado	502
Connecticut	345
Delaware	94
District of Columbia	17
Florida	1,356
Georgia	788
Idaho	187
Illinois	901
Indiana	454
Iowa	227
Kansas	220
Kentucky	293
Louisiana	199
Maine	131
Maryland	414
Massachusetts	562
Michigan	807
Minnesota	543
Mississippi	139
Missouri	554
Montana	130
Nebraska	169
Nevada	110
New Hampshire	192
New Jersey	708
New Mexico	85
New York	1,149
North Carolina	810
North Dakota	52
Ohio	767
Oklahoma	169
Oregon	370
Pennsylvania	922
Rhode Island	96
South Carolina	358
South Dakota	60
Tennessee	529
Texas	1,268
Utah	223
Vermont	82
Virginia	617
Washington	534
West Virginia	76
Wisconsin	631
Wyoming	49
TOTAL 48 CONTERMINOUS STATES	21,875
Alaska	27
Hawaii	78
TOTAL ALASKA & HAWAII	105
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	21,980
Poss. & Other Areas	9
U.S. & POSS., etc.	21,989
Canada	1,404
International	107
Military or Civilian Personnel Overseas	
Total International	1,511
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	23,500

NOTES

Definition of Recipient Qualification:

Qualified recipients include installers, contractors, sanders, refinishers, retail floor covering stores, distributors, manufacturer representatives, manufacturers, importers, exporters, architects, interior designers, builders, inspectors and others allied to the wood flooring industry.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Multicopy Same Addressee : Represent copies distributed in bulk to Scribed Flooring in quantities of 2.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis, Mailing Address Analysis; and Geographic Analysis is from an analysis of the Dec/Jan issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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