

B2B Media

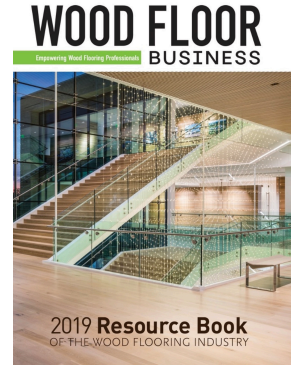
Publisher's Statement

6 months ended December 31, 2018

Subject to Audit

Field Served:

WOOD FLOOR BUSINESS is a B2B brand intended for individuals with broad-based interests in the wood flooring industry. The brand content and editorial scope of the publication includes in-depth technical articles, business articles, industry updates and special features.



[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		23,500
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		20,860
Qualified Nonpaid Association - Print		2,640
Total Average Qualified Nonpaid Circulation		23,500

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	269
Nonqualified Miscellaneous, Including Staff Copies - Print	945
Total Average Nonqualified Circulation	1,214

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	8,871	7,876	995	7,583	843	300	39	44	49	13
Retail Floor Covering Stores	9,570	9,115	455	7,260	1,337	765	74	77	55	2
Distributors, Manufacturer Representatives	2,012	1,574	438	825	450	557	88	75	12	5
Manufacturers, Importers, Exporters	2,070	1,465	605	934	415	487	44	166	14	10
Interior Designers	264	262	2	201	20	4	2	2	35	
Builders	225	218	7	172	34	8	4	2	5	
Architects	171	170	1	98	22	7	3	1	40	
Inspectors	252	127	125	218	23	3	1	1	3	3
Others Allied to the Field	65	53	12	32	9	4		5		15
Total Qualified Circulation	23,500	20,860	2,640	17,323	3,153	2,135	255	373	213	48
Percent	100.0			73.7	13.4	9.1	1.1	1.6	0.9	0.2

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	14,880	2,551	1,853	19,284	82.1
Written	165	22	200	387	1.7
Telecommunication	9,000	1,910	1,212	12,122	51.6
Internet and Email	5,715	619	441	6,775	28.8
Total Direct Request From Recipient's Company	20	3	105	128	0.5
Written	18	1	1	20	0.1
Telecommunication	1			1	0.0
Internet and Email	1	2	104	107	0.5
Total Communication Other Than Request	2,380			2,380	10.1
Written					
Telecommunication					
Internet and Email	2,380			2,380	10.1
Association		938		938	4.0
Business Directories		609	161	770	3.3
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	17,280	4,101	2,119	23,500	100.0
Percent	73.5	17.5	9.0	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	23,455	99.8
Individual by Name Only	43	0.2
Title or Occupation Only	2	0.0
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	23,500	100.0
Total Qualified Circulation	23,500	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	294
Arizona	278
Arkansas	198
California	2,211
Colorado	508
Connecticut	334
Delaware	84
District of Columbia	16
Florida	1,443
Georgia	771
Idaho	172
Illinois	906
Indiana	465
Iowa	240
Kansas	220
Kentucky	295
Louisiana	187
Maine	132
Maryland	419
Massachusetts	558
Michigan	786
Minnesota	551
Mississippi	148
Missouri	556
Montana	118
Nebraska	170
Nevada	107
New Hampshire	184
New Jersey	685
New Mexico	98
New York	1,166
North Carolina	814
North Dakota	50
Ohio	740
Oklahoma	174
Oregon	381
Pennsylvania	943
Rhode Island	87
South Carolina	336
South Dakota	65
Tennessee	559
Texas	1,262
Utah	213
Vermont	76
Virginia	612
Washington	557
West Virginia	84
Wisconsin	634
Wyoming	43
TOTAL 48 CONTERMINOUS STATES	21,930
Alaska	31
Hawaii	68
TOTAL ALASKA & HAWAII	99
Single Copy Sales	
U.S. Unclassified	10
TOTAL UNITED STATES	22,039
Poss. & Other Areas	
U.S. & POSS., etc.	22,039
Canada	1,341
International	120
Military or Civilian Personnel Overseas	
Total International	1,461
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	23,500

NOTES

Definition of Recipient Qualification:

Qualified recipients are: installers, contractors, sanders, refinishers, retail floor covering stores, distributors, manufacturer representatives, manufacturers, importers, exporters, architects, interior designers, builders, inspectors and others allied to the field

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

Business Directories: Represent copies served to subscribers obtained from Hoovers & Dun and Bradstreet.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2018/January 2019 issue.

Age of Source Projection: The figures used are based on percentages established for the June/July 2018 issue and projected against the totals for the December 2018/January 2019 issue.

Mailing Address Projection: The figures used are based on percentages established for the June/July 2018 issue and projected against the totals for the December 2018/January 2019 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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