

E-NEWS SUBSCRIBERS

AUDIENCE BREAKDOWN | DATA AS OF NOVEMBER 2022

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,733	30.07%
Retail Floor Covering Store	2,730	17.34%
Manufacturer/Importer/Exporter	1,576	10.01%
Distributor/Manufacturer Representative	1,306	8.30%
Inspector	200	1.27%
Builder	102	0.65%
Interior Designer	74	0.47%
Architect	52	0.33%
Other/Business Not Provided	4,968	31.56%
Total	15,741	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	7,148	45.41%
General Manager/Manager	1,385	8.80%
Sales Representative	504	3.20%
Sales Manager	463	2.94%
Marketing Manager	224	1.42%
Buyer/Merchandise Manager	119	0.76%
Designer	54	0.34%
Architect	19	0.12%
Other/Title Not Provided	5,825	37.01%
Total	15,741	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	117	0.74%
Alaska	15	0.10%
Arizona	114	0.72%
Arkansas	90	0.57%
California	1,059	6.73%
Colorado	275	1.75%
Connecticut	153	0.97%
Delaware	37	0.24%
District of Columbia	10	0.06%
Florida	622	3.95%
Georgia	399	2.53%
Hawaii	39	0.25%
Idaho	81	0.51%
Illinois	413	2.62%
Indiana	164	1.04%
Iowa	78	0.50%
Kansas	77	0.49%
Kentucky	112	0.71%
Louisiana	81	0.51%

Location	Total	Percent
Maine	52	0.33%
Maryland	175	1.11%
Massachusetts	256	1.63%
Michigan	312	1.98%
Minnesota	223	1.42%
Mississippi	56	0.36%
Missouri	285	1.81%
Montana	47	0.30%
Nebraska	58	0.37%
Nevada	42	0.27%
New Hampshire	59	0.37%
New Jersey	386	2.45%
New Mexico	35	0.22%
New York	589	3.74%
North Carolina	396	2.52%
North Dakota	16	0.10%
Ohio	359	2.28%
Oklahoma	71	0.45%
Oregon	164	1.04%

Location	Total	Percent
Pennsylvania	419	2.66%
Rhode Island	36	0.23%
South Carolina	175	1.11%
South Dakota	36	0.23%
Tennessee	271	1.72%
Texas	564	3.58%
Utah	108	0.69%
Vermont	26	0.17%
Virginia	293	1.86%
Washington	236	1.50%
West Virginia	28	0.18%
Wisconsin	303	1.92%
Wyoming	26	0.17%
US Territories	5	0.03%
LocationNotProvided	4,721	29.99%
International (Non Canada)	255	1.62%
United States	10,043	63.80%
Canada	722	4.59%
Total	15,741	100%

20,000

Audited Magazine Subscribers

15,720+

Engaged Email Subscribers

49,390+

Average Monthly Pageviews

37,740+

Social Media Connections



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