

MAGAZINE CIRCULATION

AUDIENCE BREAKDOWN | DATA AS OF NOVEMBER 2022

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Retail Floor Covering Store	5,339	26.70%
Installer/Contractor/Sander/Refinisher	10,851	54.26%
Manufacturer/Importer/Exporter	1,026	5.13%
Distributor/Manufacturer Representative	1,204	6.02%
Interior Designer	99	0.50%
Inspector	136	0.68%
Builder	108	0.54%
Architect	78	0.39%
Other	1,159	5.80%
Total	20,000	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	14,788	73.94%
General Manager/Manager	2,254	11.27%
Sales Representative	959	4.80%
Sales Manager	499	2.50%
Marketing Manager	198	0.99%
Buyer/Merchandise Manager	124	0.62%
Designer	65	0.33%
Architect	34	0.17%
Other/Title Not Provided	1,079	5.40%
Total	20,000	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	232	1.16%
Alaska	23	0.12%
Arizona	264	1.32%
Arkansas	134	0.67%
California	1,820	9.10%
Colorado	474	2.37%
Connecticut	293	1.47%
Delaware	64	0.32%
District of Columbia	17	0.09%
Florida	1,768	8.84%
Georgia	732	3.66%
Hawaii	59	0.30%
Idaho	139	0.70%
Illinois	710	3.55%
Indiana	359	1.80%
Iowa	190	0.95%
Kansas	166	0.83%
Kentucky	229	1.15%
Louisiana	117	0.59%

Location	Total	Percent
Maine	109	0.55%
Maryland	388	1.94%
Massachusetts	464	2.32%
Michigan	673	3.37%
Minnesota	441	2.21%
Mississippi	107	0.54%
Missouri	510	2.55%
Montana	96	0.48%
Nebraska	150	0.75%
Nevada	85	0.43%
New Hampshire	142	0.71%
New Jersey	579	2.90%
New Mexico	79	0.40%
New York	973	4.87%
North Carolina	709	3.55%
North Dakota	49	0.25%
Ohio	627	3.14%
Oklahoma	133	0.67%
Oregon	332	1.66%

Location	Total	Percent
Pennsylvania	768	3.84%
Rhode Island	72	0.36%
South Carolina	289	1.45%
South Dakota	51	0.26%
Tennessee	467	2.34%
Texas	1,076	5.38%
Utah	175	0.88%
Vermont	60	0.30%
Virginia	497	2.49%
Washington	462	2.31%
West Virginia	60	0.30%
Wisconsin	558	2.79%
Wyoming	42	0.21%
US Territories	1	0.01%
International (Non Canada)	15	0.08%
United States	19,014	95.07%
Canada	971	4.86%
Total	20,000	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.