

B2B Media

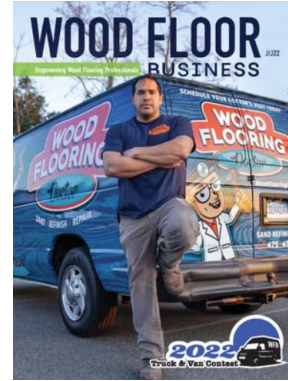
Publisher's Statement

6 months ended June 30, 2022

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.



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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		23,500
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		22,958
Qualified Nonpaid Association - Print		542
Total Average Qualified Nonpaid Circulation		23,500

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	67
Nonqualified Miscellaneous, Including Staff Copies - Print	500
Total Average Nonqualified Circulation	567

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Feb/Mar		23,500
Apr/May		23,500
Jun/Jul		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	10,428	10,199	229	9,021	841	240	41	51	37	197
Retail Floor Covering Stores	8,219	8,143	76	6,161	1,159	632	62	60	43	102
Distributors, Manufacturer Representatives	1,915	1,840	75	781	392	516	71	67	10	78
Manufacturers, Importers, Exporters	2,002	1,852	150	830	370	437	47	140	8	170
Interior Designers	156	156		128	6	3	2	1	14	2
Builders	161	161		122	21	3	5	2	6	2
Architects	136	136		81	10	3	2		39	1
Inspectors	171	171		144	15			1	1	10
Others Allied to the Field	312	312		117	29	24	6	12	2	122
Total Qualified Circulation	23,500	22,970	530	17,385	2,843	1,858	236	334	160	684
Percent	100.0			74.0	12.1	7.9	1.0	1.4	0.7	2.9

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	13,986	2,161	1,521	17,668	75.2
Written	59	9	40	108	0.5
Telecommunication	10,101	1,280	963	12,344	52.5
Internet and Email	3,826	872	518	5,216	22.2
Total Direct Request From Recipient's Company	91	4	6	101	0.4
Written	6	1	6	13	0.1
Telecommunication					
Internet and Email	85	3		88	0.4
Total Communication Other Than Request	1,769	1,207	4	2,980	12.7
Written					
Telecommunication					
Internet and Email	1,769	1,207	4	2,980	12.7
Association		237	537	774	3.3
Business Directories	1,458	3	516	1,977	8.4
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	17,304	3,612	2,584	23,500	100.0
Percent	73.6	15.4	11.0	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	23,107	98.3
Individual by Name Only	382	1.6
Title or Occupation Only	4	0.0
Company Name Only	7	0.0
Multicopy Same Addressee		
Total Qualified Subscriptions	23,500	100.0
Total Qualified Circulation	23,500	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	290
Arizona	254
Arkansas	187
California	2,179
Colorado	506
Connecticut	326
Delaware	87
District of Columbia	17
Florida	1,314
Georgia	802
Idaho	182
Illinois	912
Indiana	450
Iowa	231
Kansas	225
Kentucky	291
Louisiana	184
Maine	132
Maryland	417
Massachusetts	576
Michigan	795
Minnesota	539
Mississippi	138
Missouri	571
Montana	126
Nebraska	165
Nevada	105
New Hampshire	193
New Jersey	708
New Mexico	82
New York	1,177
North Carolina	830
North Dakota	49
Ohio	779
Oklahoma	165
Oregon	361
Pennsylvania	942
Rhode Island	96
South Carolina	367
South Dakota	61
Tennessee	563
Texas	1,203
Utah	223
Vermont	79
Virginia	618
Washington	520
West Virginia	76
Wisconsin	643
Wyoming	50
TOTAL 48 CONTERMINOUS STATES	21,786
Alaska	25
Hawaii	74
TOTAL ALASKA & HAWAII	99
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	21,885
Poss. & Other Areas	9
U.S. & POSS., etc.	21,894
Canada	1,495
International	111
Military or Civilian Personnel Overseas	
Total International	1,606
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%.

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

Age of Source Projection: The figures used are based on percentages established for the Dec/Jan 20 issue and projected against the totals for the Jun/Jul 22 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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