



**3A BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total Qualified Nonpaid	Association	Qualified Nonpaid	Job Function						
				Owners/ Presidents /CEOs/ Partners/ Vice Presidents	General Managers	Sales Representatives/ Sales Managers	Buyers/ Merchandise Managers	Marketing Managers	Architects/ Designers	Other Titled and Nontitled Personnel and Company Copies
Installer/Contractor/Sander/Refinisher.....	9,197	1,188	8,009	7,785	895	320	24	48	54	71
Retail Floor Covering Stores.....	10,020	390	9,630	7,628	1,396	756	47	100	51	42
Distributors, Manufacturer Representatives.....	1,742	499	1,243	727	421	449	50	62	8	25
Manufacturers, Importers, Exporters.....	1,792	760	1,032	850	364	354	17	116	18	73
Interior Designers.....	251	1	250	181	20	9	3	2	36	
Builders.....	168	8	160	124	32	7	1	1	3	
Architects.....	107	2	105	61	9	2	2	1	32	
Inspectors.....	215	149	66	179	23	2	1	2	4	4
Others Allied to the Field.....	8	3	5	3	1					4
Other Paid Circulation										
Subscriptions.....										
Single Copy Sales.....										
<b>Total Qualified Circulation.....</b>	<b>23,500</b>	<b>3,000</b>	<b>20,500</b>	<b>17,538</b>	<b>3,161</b>	<b>1,899</b>	<b>145</b>	<b>332</b>	<b>206</b>	<b>219</b>
<b>Percent.....</b>	<b>100.0</b>	<b>12.8</b>	<b>87.2</b>	<b>74.6</b>	<b>13.5</b>	<b>8.1</b>	<b>0.6</b>	<b>1.4</b>	<b>0.9</b>	<b>0.9</b>

**3B AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	<b>12,831</b>	<b>4,057</b>	<b>1,425</b>	<b>18,313</b>	<b>77.9</b>
Written.....	1,256	648	217	2,121	9.0
Telecommunication.....	8,423	2,893	1,061	12,377	52.7
Internet and E-mail.....	3,152	516	147	3,815	16.2
Total Direct request from recipient's company:	<b>172</b>	<b>60</b>	<b>15</b>	<b>247</b>	<b>1.1</b>
Written.....	10	14	1	25	0.1
Telecommunication.....					
Internet and E-mail.....	162	46	14	222	1.0
Total Communication other than request:					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Association, See Par. 11(a).....	3,159			3,159	13.4
Business Directories, See Par. 11(c).....	1,781			1,781	7.6
Lists.....					
Acquired Circulation.....					
Other Sources.....					
<b>Total Qualified Nonpaid Circulation.....</b>	<b>17,943</b>	<b>4,117</b>	<b>1,440</b>	<b>23,500</b>	<b>100.0</b>
<b>Percent.....</b>	<b>76.4</b>	<b>17.5</b>	<b>6.1</b>	<b>100.0</b>	
Paid Subscription Circulation.....					
Paid Acquired Circulation.....					
Single Copy Sales.....					
<b>Total Qualified Circulation.....</b>				<b>23,500</b>	

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**3C**

**MAILING ADDRESS ANALYSIS**

	Qualified Nonpaid	%
Individual by name and title and/or occupation .....	23,498	100.0
Individual by name only .....		
Title or occupation only .....	2	0.0
Company name only .....		
Multi-Copy Same Addressee .....		
<b>Total Qualified Nonpaid Circulation .....</b>	<b>23,500</b>	<b>100.0</b>
Single Copy Sales .....		
<b>Total Qualified Circulation .....</b>	<b>23,500</b>	

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**GEOGRAPHIC ANALYSIS**

State	Qualified Nonpaid
Alabama	292
Arizona	267
Arkansas	203
California	2,196
Colorado	476
Connecticut	335
Delaware	84
District of Columbia	14
Florida	1,383
Georgia	739
Idaho	176
Illinois	908
Indiana	454
Iowa	291
Kansas	238
Kentucky	330
Louisiana	227
Maine	156
Maryland	415
Massachusetts	550
Michigan	816
Minnesota	594
Mississippi	136
Missouri	570
Montana	120
Nebraska	184
Nevada	111
New Hampshire	182
New Jersey	647
New Mexico	104
New York	1,184
North Carolina	783
North Dakota	52
Ohio	765
Oklahoma	185

State	Qualified Nonpaid
Oregon	366
Pennsylvania	959
Rhode Island	80
South Carolina	340
South Dakota	81
Tennessee	512
Texas	1,234
Utah	221
Vermont	85
Virginia	608
Washington	564
West Virginia	91
Wisconsin	629
Wyoming	51
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>21,988</b>
Alaska	26
Hawaii	65
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>91</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>22,079</b>
Poss. & Other Areas	6
<b>U.S. &amp; POSS., etc.</b>	<b>22,085</b>
Canada	1,283
International	132
Military or Civilian Personnel	
Overseas	
Other International	
<b>TOTAL INTERNATIONAL</b>	<b>1,415</b>
E-Mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>23,500</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended December 31, 2016**

**5** **PRICE DATA** Reporting not required

**7** **SALES CHANNELS** Reporting not required

**6** **TERM DATA** Reporting not required

**8** **PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9** **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
Reporting not required

**10** **RENEWAL ANALYSIS OF PAID CIRCULATION**  
Reporting not required

**11** **EXPLANATORY**

Audit Cycle: June Ending.

Effective November 7, 2016 HARDWOOD FLOORS changed its name to WOOD FLOOR BUSINESS.

(a) Association subscriptions, averaging 3,180 copies per issue, represent copies served to members of NWFA Roster of Members. Receipt of this publication is a stated condition of membership.

(b) Miscellaneous including checking and promotional copies, averaging 366 copies per issue, served to advertisers and agencies.

(c) Business Directories represents copies served to subscribers obtained from Hoovers/D&B.

**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.

**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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