



17,000
MAGAZINE SUBSCRIBERS



600,000+
YEARLY WEBSITE VISITS



20,000+
UNIQUE EMAIL SUBSCRIBERS



50,800+
SOCIAL FOLLOWERS

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	6,237	34.71%
Retail Floor Covering Store	3,433	19.10%
Manufacturer/Importer/Exporter	1,516	8.44%
Distributor/Manufacturer Representative	1,324	7.37%
Inspector	207	1.15%
Builder	169	0.94%
Interior Designer	131	0.73%
Architect	82	0.46%
Other/Business Not Provided	4,871	27.11%
Total	17,970	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	9,091	50.59%
General Manager/Manager	1,748	9.73%
Sales Representative	596	3.32%
Sales Manager	539	3.00%
Marketing Manager	230	1.28%
Buyer/Merchandise Manager	103	0.57%
Designer	89	0.50%
Architect	35	0.19%
Other/Title Not Provided	5,539	30.82%
Total	17,970	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	164	0.91%
Alaska	18	0.10%
Arizona	144	0.80%
Arkansas	87	0.48%
California	1,227	6.83%
Colorado	320	1.78%
Connecticut	182	1.01%
Delaware	44	0.24%
District of Columbia	10	0.06%
Florida	712	3.96%
Georgia	492	2.74%
Hawaii	37	0.21%
Idaho	104	0.58%
Illinois	470	2.62%
Indiana	208	1.16%
Iowa	103	0.57%
Kansas	98	0.55%
Kentucky	159	0.88%
Louisiana	91	0.51%

Location	Total	Percent
Maine	58	0.32%
Maryland	212	1.18%
Massachusetts	310	1.73%
Michigan	403	2.24%
Minnesota	250	1.39%
Mississippi	68	0.38%
Missouri	321	1.79%
Montana	64	0.36%
Nebraska	70	0.39%
Nevada	50	0.28%
New Hampshire	91	0.51%
New Jersey	420	2.34%
New Mexico	34	0.19%
New York	656	3.65%
North Carolina	476	2.65%
North Dakota	24	0.13%
Ohio	390	2.17%
Oklahoma	84	0.47%
Oregon	181	1.01%

Location	Total	Percent
Pennsylvania	506	2.82%
Rhode Island	55	0.31%
South Carolina	174	0.97%
South Dakota	31	0.17%
Tennessee	312	1.74%
Texas	643	3.58%
Utah	121	0.67%
Vermont	35	0.19%
Virginia	324	1.80%
Washington	269	1.50%
West Virginia	32	0.18%
Wisconsin	333	1.85%
Wyoming	28	0.16%
US Territories	9	0.05%
Location Not Provided	5,057	28.14%
International (Non Canada)	361	2.01%
United States	11,704	65.13%
Canada	848	4.72%
Total	17,970	100%



READY TO GET STARTED? CONTACT:
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TECHNICAL QUESTIONS? CONTACT:
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