



**WFB  
MAGAZINE**  
17,000  
Subscribers



**DIGITAL  
SOLUTIONS**  
600,000+ Total  
Annual Visits



**CUSTOM  
EMAIL**  
48% Average  
Open Rate



**SOCIAL  
MEDIA**  
46,895+  
Followers

## SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Retail Floor Covering Store	4,619	27.17%
Installer/Contractor/Sander/Refinisher	9,549	56.17%
Manufacturer/Importer/Exporter	909	5.35%
Distributor/Manufacturer Representative	1,103	6.49%
Interior Designer	100	0.59%
Inspector	152	0.89%
Builder	108	0.64%
Architect	82	0.48%
Other Industry Business	378	2.22%
<b>Total</b>	<b>17,000</b>	<b>100%</b>

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	12,825	75.44%
General Manager/Manager	2,049	12.05%
Sales Representative	788	4.64%
Sales Manager	465	2.74%
Marketing Manager	161	0.95%
Buyer/Merchandise Manager	102	0.60%
Designer	61	0.36%
Architect	32	0.19%
Other/Title Not Provided	517	3.04%
<b>Total</b>	<b>17,000</b>	<b>100%</b>

## SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	208	1.22%
Alaska	19	0.11%
Arizona	229	1.35%
Arkansas	115	0.68%
California	1,518	8.93%
Colorado	398	2.34%
Connecticut	263	1.55%
Delaware	55	0.32%
District of Columbia	13	0.08%
Florida	1,517	8.92%
Georgia	612	3.60%
Hawaii	53	0.31%
Idaho	124	0.73%
Illinois	590	3.47%
Indiana	309	1.82%
Iowa	165	0.97%
Kansas	141	0.83%
Kentucky	193	1.14%
Louisiana	117	0.69%

Location	Total	Percent
Maine	87	0.51%
Maryland	335	1.97%
Massachusetts	368	2.16%
Michigan	589	3.46%
Minnesota	392	2.31%
Mississippi	91	0.54%
Missouri	438	2.58%
Montana	85	0.50%
Nebraska	125	0.74%
Nevada	64	0.38%
New Hampshire	118	0.69%
New Jersey	495	2.91%
New Mexico	65	0.38%
New York	831	4.89%
North Carolina	603	3.55%
North Dakota	47	0.28%
Ohio	522	3.07%
Oklahoma	111	0.65%
Oregon	270	1.59%

Location	Total	Percent
Pennsylvania	656	3.86%
Rhode Island	60	0.35%
South Carolina	258	1.52%
South Dakota	45	0.26%
Tennessee	394	2.32%
Texas	877	5.16%
Utah	152	0.89%
Vermont	45	0.26%
Virginia	395	2.32%
Washington	381	2.24%
West Virginia	47	0.28%
Wisconsin	466	2.74%
Wyoming	33	0.19%
US Territories	3	0.02%
International (Non Canada)	25	0.15%
United States	16,087	94.63%
Canada	888	5.22%
<b>Total</b>	<b>17,000</b>	<b>100%</b>



**READY TO GET STARTED?**

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**TECHNICAL QUESTIONS?**

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