



WFB MAGAZINE
20,000 Subscribers



DIGITAL SOLUTIONS
590,000+ Total Annual Visits



CUSTOM EMAIL
35% Average Open Rate



SOCIAL MEDIA
44,675 Followers

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Retail Floor Covering Store	5,455	27.28%
Installer/Contractor/Sander/Refinisher	10,733	53.67%
Manufacturer/Importer/Exporter	1,061	5.31%
Distributor/Manufacturer Representative	1,232	6.16%
Interior Designer	103	0.52%
Inspector	142	0.71%
Builder	111	0.56%
Architect	82	0.41%
Other	1,081	5.41%
Total	20,000	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	14,839	74.20%
General Manager/Manager	2,269	11.35%
Sales Representative	949	4.75%
Sales Manager	513	2.57%
Marketing Manager	194	0.97%
Buyer/Merchandise Manager	119	0.60%
Designer	67	0.34%
Architect	33	0.17%
Other/Title Not Provided	1,017	5.09%
Total	20,000	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	239	1.20%
Alaska	22	0.11%
Arizona	267	1.34%
Arkansas	135	0.68%
California	1,826	9.13%
Colorado	469	2.35%
Connecticut	294	1.47%
Delaware	18	0.09%
District of Columbia	63	0.32%
Florida	1,736	8.68%
Georgia	731	3.66%
Hawaii	62	0.31%
Idaho	143	0.72%
Illinois	712	3.56%
Indiana	358	1.79%
Iowa	187	0.94%
Kansas	166	0.83%
Kentucky	232	1.16%
Louisiana	118	0.59%

Location	Total	Percent
Maine	107	0.54%
Maryland	385	1.93%
Massachusetts	448	2.24%
Michigan	678	3.39%
Minnesota	444	2.22%
Mississippi	111	0.56%
Missouri	513	2.57%
Montana	95	0.48%
Nebraska	147	0.74%
Nevada	86	0.43%
New Hampshire	139	0.70%
New Jersey	584	2.92%
New Mexico	78	0.39%
New York	977	4.89%
North Carolina	714	3.57%
North Dakota	51	0.26%
Ohio	637	3.19%
Oklahoma	133	0.67%
Oregon	329	1.65%

Location	Total	Percent
Pennsylvania	766	3.83%
Rhode Island	73	0.37%
South Carolina	282	1.41%
South Dakota	50	0.25%
Tennessee	472	2.36%
Texas	1,078	5.39%
Utah	180	0.90%
Vermont	60	0.30%
Virginia	493	2.47%
Washington	449	2.25%
West Virginia	59	0.30%
Wisconsin	541	2.71%
Wyoming	42	0.21%
US Territories	2	0.01%
International (Non Canada)	21	0.11%
United States	18,981	94.91%
Canada	998	4.99%
Total	20,000	100%



READY TO GET STARTED?

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TECHNICAL QUESTIONS?

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