



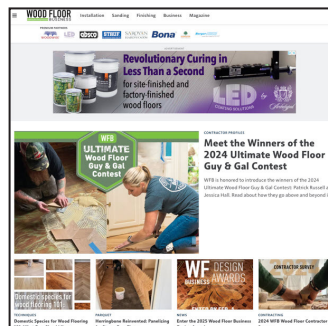
**Alliance for  
Audited Media**  
TRANSACTION WITH TRUST

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6 months ended December 31, 2024

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# WOOD FLOOR BUSINESS

Empowering Wood Flooring Professionals



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Empowering Wood Flooring Professionals



6 months ended December 31, 2024

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.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		17,000
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		17,000
<b>Total Average Qualified Nonpaid Circulation</b>		<b>17,000</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	125
Nonqualified Miscellaneous, Including Staff Copies - Print	255
<b>Total Average Nonqualified Circulation</b>	<b>380</b>

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Aug/Sep		17,000
Oct/Nov		17,000
Resource Book		17,000
Dec/Jan		17,000

BUSINESS ANALYSIS										
Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Job Function						
				Owners/ Presidents/ CEOs/ Partners/ Vice Presidents	General Managers/ Managers	Sales Representatives/ Sales Manager	Buyers/ Merchandise Managers	Marketing Managers	Architects/ Designers	Other Titled and Nontitled Personnel and Company Copies
Installer/Contractor/Sander/Refinisher	8,806	51.8	8,806	7,469	767	<sup>s</sup> 340	17	29	23	161
Retail Floor Covering Stores	5,176	30.4	5,176	3,972	735	347	29	43	26	24
Distributors, Manufacturer Representatives	1,274	7.5	1,274	569	270	325	32	39	5	34
Manufacturers, Importers, Exporters	1,041	6.1	1,041	507	183	201	28	49	6	67
Interior Designers	115	0.7	115	90	2	5	2	3	12	1
Builders	121	0.7	121	95	11	4	4	3	3	1
Architects	92	0.5	92	49	11	1		1	30	
Inspectors	168	1.0	168	144	20	1			1	2
Others Allied to the Field	207	1.2	207	84	50	15	3	9	1	45
<b>Total Qualified Circulation</b>	<b>17,000</b>	<b>100.0</b>	<b>17,000</b>	<b>12,979</b>	<b>2,049</b>	<b>1,239</b>	<b>115</b>	<b>176</b>	<b>107</b>	<b>335</b>
<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	<b>76.3</b>	<b>12.1</b>	<b>7.3</b>	<b>0.7</b>	<b>1.0</b>	<b>0.6</b>	<b>2.0</b>

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>11,021</b>	<b>2,055</b>	<b>848</b>	<b>13,924</b>	<b>81.9</b>
Written	8	5		13	0.1
Telecommunication	3,075	1,631	703	5,409	31.8
Internet and Email	7,938	419	145	8,502	50.0
<b>Total Direct Request From Recipient's Company</b>	<b>297</b>	<b>11</b>	<b>14</b>	<b>322</b>	<b>1.9</b>
Written					
Telecommunication					
Internet and Email	297	11	14	322	1.9
<b>Total Communication Other Than Request</b>		<b>149</b>	<b>147</b>	<b>296</b>	<b>1.7</b>
Written					
Telecommunication					
Internet and Email		149	147	296	1.7
Membership Benefit					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	2		2,456	2,458	14.5
<b>Total Qualified Subscriptions</b>	<b>11,320</b>	<b>2,215</b>	<b>3,465</b>	<b>17,000</b>	<b>100.0</b>
<b>Percent</b>	<b>66.6</b>	<b>13.0</b>	<b>20.4</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	16,849	99.1
Individual by Name Only	149	0.9
Title or Occupation Only	2	0.0
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>17,000</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>17,000</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	205
Arizona	208
Arkansas	114
California	1,494
Colorado	386
Connecticut	264
Delaware	56
District of Columbia	13
Florida	1,281
Georgia	622
Idaho	128
Illinois	589
Indiana	300
Iowa	166
Kansas	150
Kentucky	188
Louisiana	94
Maine	93
Maryland	353
Massachusetts	385
Michigan	561
Minnesota	365
Mississippi	94
Missouri	450
Montana	90
Nebraska	118
Nevada	67
New Hampshire	126
New Jersey	560
New Mexico	60
New York	893
North Carolina	612
North Dakota	40
Ohio	535
Oklahoma	108
Oregon	253
Pennsylvania	734
Rhode Island	71
South Carolina	263
South Dakota	45
Tennessee	393
Texas	834
Utah	161
Vermont	51
Virginia	438
Washington	362
West Virginia	48
Wisconsin	473
Wyoming	34
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>15,928</b>
Alaska	13
Hawaii	52
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>65</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>15,993</b>
Poss. & Other Areas	3
<b>U.S. &amp; POSS., etc.</b>	<b>15,996</b>
Canada	978
International	26
Military or Civilian Personnel Overseas	
<b>Total International</b>	<b>1,004</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>17,000</b>

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.woodfloorbusiness.com			
2024	Page Views	Sessions/Visits	Users/Visitors
July	49,772	41,973	32,838
August	53,265	40,484	31,299
September	43,464	33,206	26,541
October	47,877	34,819	26,211
November	40,622	32,122	25,671
December	36,781	27,368	21,701

E-NEWSLETTERS - Wood Floor Business			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	10	14,353	143,525
August	8	14,174	113,392
September	8	14,805	118,436
October	9	15,273	137,455
November	8	14,979	119,830
December	6	14,831	88,984

DIGITAL EDITION - Notifications			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
August/September	1	17,483	17,483
October/November	1	17,771	17,771
Resource Book	1	18,268	18,268
December/January	1	18,223	18,223

SOCIAL MEDIA	
Channel	As of December 31, 2024
Facebook Likes	12,000
Instagram Followers	11,767
LinkedIn Followers	1,782
TikTok Followers	1,467
X Followers	5,569

## 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 Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Dec/Jan issue.

**Total Average Gross Contacts Include:** Qualified Circulation, Users/Visitors, E-newsletter Total Average Net Distribution Per Issue and Digital Edition Notifications.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Datacenter traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic: www.woodfloorbusiness.com.

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

**E-Newsletters Data Source:** Omeda

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Social Media:** Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

**Cross Media Miscellaneous:** DIGITAL EDITION NOTIFICATION metrics represent the average number of emails sent to subscribers and non-qualified recipients informing them that the digital edition is available for access.

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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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