



**17,000**  
MAGAZINE SUBSCRIBERS



**523,000+**  
YEARLY WEBSITE VISITS



**20,000+**  
UNIQUE EMAIL SUBSCRIBERS



**48,660+**  
SOCIAL FOLLOWERS

## SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Retail Floor Covering Store	5,176	30.45%
Installer/Contractor/Sander/Refinisher	8,806	51.80%
Manufacturer/Importer/Exporter	1,041	6.12%
Distributor/Manufacturer Representative	1,274	7.49%
Interior Designer	115	0.68%
Inspector	168	0.99%
Builder	121	0.71%
Architect	92	0.54%
Other Industry Business	207	1.22%
<b>Total</b>	<b>17,000</b>	<b>100%</b>

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	12,975	76.32%
General Manager/Manager	2,049	12.05%
Sales Representative	737	4.34%
Sales Manager	502	2.95%
Marketing Manager	176	1.04%
Buyer/Merchandise Manager	115	0.68%
Designer	71	0.42%
Architect	36	0.21%
Other/Title Not Provided	339	1.99%
<b>Total</b>	<b>17,000</b>	<b>100%</b>

## SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	205	1.21%
Alaska	13	0.08%
Arizona	208	1.22%
Arkansas	114	0.67%
California	1,494	8.79%
Colorado	386	2.27%
Connecticut	164	0.96%
Delaware	56	0.33%
District of Columbia	13	0.08%
Florida	1,281	7.54%
Georgia	622	3.66%
Hawaii	52	0.31%
Idaho	128	0.75%
Illinois	589	3.46%
Indiana	300	1.76%
Iowa	166	0.98%
Kansas	150	0.88%
Kentucky	188	1.11%
Louisiana	94	0.55%

Location	Total	Percent
Maine	93	0.55%
Maryland	353	2.08%
Massachusetts	385	2.26%
Michigan	561	3.30%
Minnesota	365	2.15%
Mississippi	94	0.55%
Missouri	450	2.65%
Montana	90	0.53%
Nebraska	118	0.69%
Nevada	67	0.39%
New Hampshire	126	0.74%
New Jersey	560	3.29%
New Mexico	60	0.35%
New York	893	5.25%
North Carolina	612	3.60%
North Dakota	40	0.24%
Ohio	535	3.15%
Oklahoma	108	0.64%
Oregon	253	1.49%

Location	Total	Percent
Pennsylvania	734	4.32%
Rhode Island	71	0.42%
South Carolina	263	1.55%
South Dakota	45	0.26%
Tennessee	393	2.31%
Texas	834	4.91%
Utah	161	0.95%
Vermont	51	0.30%
Virginia	438	2.58%
Washington	362	2.13%
West Virginia	48	0.28%
Wisconsin	473	2.78%
Wyoming	34	0.20%
US Territories	3	0.02%
International (Non Canada)	126	0.74%
United States	15,896	93.51%
Canada	978	5.75%
<b>Total</b>	<b>17,000</b>	<b>100%</b>



READY TO GET STARTED? CONTACT:

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