

AUDIT REPORT B2B Business Media

WOOD FLOOR BUSINESS
Madison, Wisconsin 53703

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 FOR 12 MONTHS ENDED DECEMBER 31, 2022:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	22,429
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	22,196
Total Qualified Nonpaid Individual	22,196
Qualified Nonpaid Association - Print	233
Total Qualified Nonpaid Association	233
Total Average Qualified Nonpaid Circulation	22,429

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	136
Total Nonqualified Allocated for Shows & Conventions	136
Nonqualified Miscellaneous, Including Staff Copies - Print	485
Total Nonqualified Miscellaneous, Including Staff Copies	485
Total Average Nonqualified Circulation	621

AUDIT STATEMENT

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

CIRCULATION BY ISSUES

Issue	Qualified Nonpaid - Print
Feb/Mar	23,500
Apr/May	23,500
Jun/Jul	23,500
Aug/Sep	23,500
Oct/Nov	23,500
Resource Book	19,500
Dec/Jan	20,000

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	Job Function							Other Titled and Nontitled Personnel and Company Copies
		Qualified Nonpaid Individual - Print	Owners/ Presidents/ CEOs/ Partners/ Vice Presidents	General Managers/Managers	Sales Representatives/ Sales Managers	Buyers/ Merchandise Managers	Marketing Managers	Architects/ Designers	
Installer/Contractor/Sander/Refinisher	10,851	10,851	8,966	920	490	22	28	24	401
Retail Floor Covering Stores	5,339	5,339	4,098	708	352	30	40	26	85
Distributors, Manufacturer Representatives	1,204	1,204	530	233	303	32	34	3	69
Manufacturers, Importers, Exporters	1,026	1,026	450	153	190	23	57	2	151
Interior Designers	99	99	83	1	2	2		10	1
Builders	108	108	83	10	2	5	3	3	2
Architects	78	78	41	8	2			26	1
Inspectors	136	136	116	9	2				9
Others Allied to the Field	1,159	1,159	421	212	115	10	36	5	360
Total Qualified Circulation	20,000	20,000	14,788	2,254	1,458	124	198	99	1,079
Percent	100.0		73.9	11.3	7.3	0.6	1.0	0.5	5.4

AGE OF SOURCE ANALYSIS

Source	Qualified Within				Percent
	1 Year	2 Years	3 Years	Total	
Total Direct Request From Recipient	9,068	2,738	663	12,469	62.4
Written	5		4	9	0.1
Telecommunication	6,216	2,031	235	8,482	42.4
Internet and Email	2,847	707	424	3,978	19.9
Total Direct Request From Recipient's Company	27	8	27	62	0.3
Written					
Telecommunication					
Internet and Email	27	8	27	62	0.3
Total Communication Other Than Request	943	156		1,099	5.5
Written					
Telecommunication					
Internet and Email	943	156		1,099	5.5
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	6,366	4		6,370	31.9
Total Qualified Subscriptions	16,404	2,906	690	20,000	100.0
Percent	82.0	14.5	3.5	100.0	

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	232
Arizona	264
Arkansas	134
California	1,820
Colorado	474
Connecticut	293
Delaware	64
District of Columbia	17
Florida	1,768
Georgia	732
Idaho	139
Illinois	710
Indiana	359
Iowa	190
Kansas	166
Kentucky	229
Louisiana	117
Maine	109
Maryland	388
Massachusetts	464
Michigan	673
Minnesota	441
Mississippi	107
Missouri	510
Montana	96
Nebraska	150
Nevada	85
New Hampshire	142
New Jersey	579
New Mexico	79
New York	973
North Carolina	709
North Dakota	49
Ohio	627
Oklahoma	133
Oregon	332
Pennsylvania	768
Rhode Island	72
South Carolina	289
South Dakota	51
Tennessee	467
Texas	1,076
Utah	175
Vermont	60
Virginia	497
Washington	462
West Virginia	60
Wisconsin	558
Wyoming	42
TOTAL 48 CONTERMINOUS STATES	18,931
Alaska	23
Hawaii	59
TOTAL ALASKA & HAWAII	82
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	19,013
Poss. & Other Areas	1
U.S. & POSS., etc.	19,014
Canada	971
International	15
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	986
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	20,000

NOTES

Definition of Recipient Qualification:

Qualified recipients are: installers, contractors, sanders, refinishers, retail floor covering stores, distributors, manufacturer representatives, manufacturers, importers, exporters, architects, interior designers, builders, inspectors and others allied to the field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Multicopy Same Addressee: Represent copies distributed in bulk to Scribed Flooring in quantities of 2.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December/January 2022 issue.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media