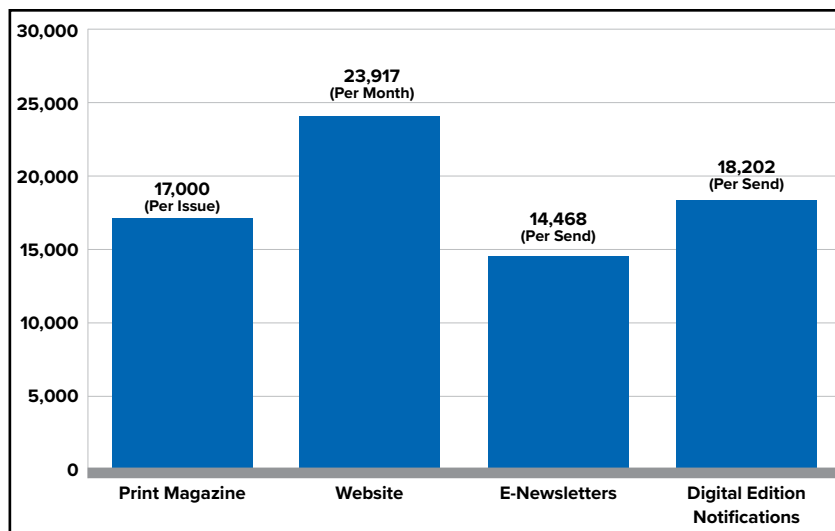


TOTAL AVERAGE GROSS CONTACTS 73,587

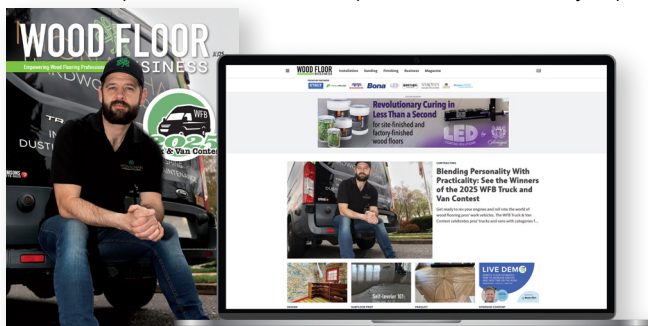


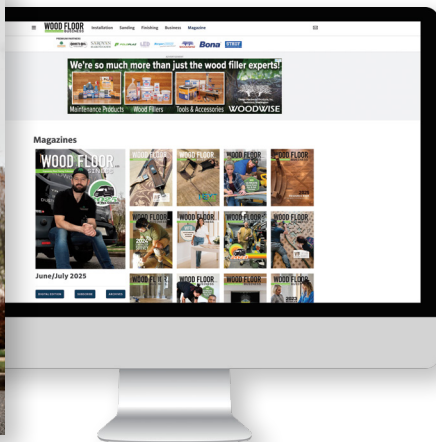
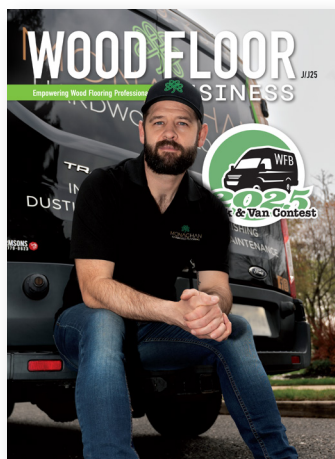
EXECUTIVE SUMMARY

Channels	Contacts	Period
Wood Floor Business		6 months ended June 30, 2025
Total Qualified Circulation	17,000	
Website Activity		6 months ended June 30, 2025
Average Monthly Page Views	41,565	
Average Monthly Sessions/Visits	31,541	
Average Monthly Users/Visitors	23,917	
E-Newsletters		6 months ended June 30, 2025
Total Average Net Distribution Per Issue	14,468	
Digital Edition Notifications		6 months ended June 30, 2025
Total Average Net Distribution Per Issue	18,202	
Social Media		As of June 30, 2025
Facebook Followers	13,854	
Instagram Followers	12,072	
X Followers	5,540	
LinkedIn Followers	1,846	
TikTok Followers	1,554	
YouTube	2,770	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended June 30, 2025

Field Served:

Wood Floor Business magazine serves the wood flooring industry exclusively. Wood flooring professionals rely on Wood Floor Business as an essential educational tool, with articles on everything from sanding and finishing techniques to industry trends and tips on running a profitable business.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION

17,000

AVERAGE QUALIFIED NONPAID CIRCULATION

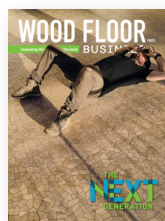
Qualified Nonpaid Individual - Print	17,000
Total Average Qualified Nonpaid Circulation	17,000

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	130
Nonqualified Miscellaneous, Including Staff Copies - Print	250
Total Average Nonqualified Circulation	380

CIRCULATION BY ISSUES

ISSUE	QUALIFIED NONPAID - PRINT
Feb/Mar	17,000
Apr/May	17,000
Jun/Jul	17,000



BUSINESS ANALYSIS

Classification By Business & Industry			Grand Total	Percent	Owner/ President/ CEO/ Partner/ Vice President	General Manager/ Manager	Sales Representative/ Sales Manager	Buyer/ Merchandise Manager	Marketing Manager	Architect/ Designer	Other Titled and Nontitled Personnel And Company Copies
1.	Installer/Contractor/Sander/Refinisher		8,764	51.55%	7,412	758	344	17	26	22	185
2.	Retail Floor Covering Store		5,122	30.13%	3,917	727	353	28	41	28	28
3.	Distributors, Manufacturer Representative		1,279	7.52%	565	272	334	32	41	5	30
4.	Manufacturer, Importer, Exporter		1,108	6.52%	506	199	230	27	61	7	78
5.	Architect		87	0.51%	45	11	1	1	1	28	0
6.	Interior Designer		116	0.68%	88	3	5	2	3	13	2
7.	Builder		126	0.74%	97	12	4	4	4	3	2
8.	Inspector		168	0.99%	139	24	0	0	0	1	4
9.	Others Allied to the Field		230	1.35%	77	48	18	4	10	2	71
Total Qualified Circulation			17,000	100.0	12,846	2,054	1,239	115	187	109	400

AUDIENCE REPORT

Source By Verification Date For: Athletic Business Media (All Records)

Source	VERIFICATION DATE RANGE				Copies	Percent Of Total
	Year 1 06/01/25 to 05/31/24	Year 2 06/01/24 to 05/31/23	Year 3 06/01/23 to 05/31/22	> Year 3 Prior to 05/31/22		
Total Personal Direct Request	9,245	2,384	2,019	279	13,924	81.92%
Direct Request - Written	7	0	4	0	11	0.06%
Direct Request - Telecom	2,431	1,105	1,772	203	5,511	32.42%
Direct Request - Agency	0	0	0	0	0	0%
Direct Request - Internet and Email	6,807	1,279	243	76	8,405	49.44%
Total Request From Company	278	14	25	5	322	1.89%
Request From Company - Written	0	0	0	0	0	0%
Request From Company - Telecom	0	0	0	0	0	0%
Request From Company - Internet and Email	278	14	25	5	322	1.89%
Total Communication Other Than Request	0	210	111	73	394	2.32%
Communication other Request - Internet and Email	0	210	111	73	394	2.32%
Total Other Sources	1	0	2,238	118	2,357	13.86%
Other	1	0	2,238	118	2,357	14.02%
Total Qualified Subscriptions	9,524	2,608	4,393	475	17,000	100.0
Percent of Copies	56.02%	15.34%	25.84%	2.79%	100.00%	100.00%

MAILING ADDRESS ANALYSIS

	QUALIFIED NONPAID - PRINT	PERCENT
Individual by Name and Title and/or Occupation	16,806	98.86%
Individual by Name Only	191	1.12%
Title or Occupation Only	3	0.02%
Total Qualified Subscriptions	17,000	100.0
Total Qualified Circulation	17,000	100.0

GEOGRAPHIC ANALYSIS

STATE	QUALIFIED NONPAID PRINT COPIES	STATE	QUALIFIED NONPAID PRINT COPIES
Alabama	212	New Hampshire	128
Alaska	13	New Jersey	552
Arizona	205	New Mexico	60
Arkansas	116	New York	878
California	1,499	North Carolina	608
Colorado	384	North Dakota	40
Connecticut	263	Ohio	532
D. C.	13	Oklahoma	108
Delaware	59	Oregon	248
Florida	1,267	Pennsylvania	737
Georgia	628	Rhode Island	69
Hawaii	50	South Carolina	257
Idaho	127	South Dakota	47
Illinois	582	Tennessee	397
Indiana	306	Texas	837
Iowa	170	Utah	159
Kansas	148	Vermont	51
Kentucky	191	Virginia	450
Louisiana	95	Washington	364
Maine	91	West Virginia	46
Maryland	348	Wisconsin	483
Massachusetts	389	Wyoming	33
Michigan	558	TOTAL UNITED STATES	15,977
Minnesota	367	Possessions & Other Areas	3
Mississippi	94	TOTAL U.S. POSSESSIONS	15,980
Missouri	444	Canada	1,000
Montana	91	International	20
Nebraska	117	Total International	1,020
Nevada	66	GRAND TOTAL	17,000

CHANNEL PROFILES

WEBSITE ACTIVITY - www.woodfloorbusiness.com

Month	Page Views	Sessions/Visits	Users/Visitors
January	41,661	31,864	25,212
February	34,357	26,187	20,446
March	55,136	37,965	27,967
April	42,229	34,169	24,405
May	34,444	27,520	21,556
June	39,504	32,408	23,749

E-NEWSLETTERS - WOOD FLOOR BUSINESS NEWSLETTER

Month	Number Of Issues	Average Net Distribution Per Issue	Total Net Distribution	Gross Open Rate
January	8	14,733	117,864	79.27%
February	8	14,820	118,563	80.15%
March	10	13,531	135,313	78.97%
April	9	14,658	131,922	77.42%
May	7	14,599	102,193	76.59%
June	9	15,376	138,386	74.22%

DIGITAL EDITION - NOTIFICATIONS

Month	Number Of Issues	Average Net Distribution Per Issue	Total Net Distribution
Feb/Mar 25	1	18,130	18,130
Apr/May	1	18,252	18,252
Jun/Jul	1	18,100	18,100

SOCIAL MEDIA

Channel	As Of June 30, 2025
Facebook Followers	13,854
Instagram Followers	12,072
X Followers	5,540
LinkedIn Followers	1,846
TikTok Followers	1,554
YouTube	2,770



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 Percent: 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 June/July 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: Filters have been applied to exclude suspected general data center traffic from Google data collected by AB Media. Data center 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.

We certify that to the best of our knowledge all data set forth in this Media Statement is true and report circulation in accordance with Wood Floor Business and Omeda.

Parent Company: Athletic Business Media, Inc.

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President

CHARLIE SOULE
Data & Marketing Manager

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