



17,000
MAGAZINE SUBSCRIBERS



600,000+
YEARLY WEBSITE VISITS



20,000+
UNIQUE EMAIL SUBSCRIBERS



50,800+
SOCIAL FOLLOWERS

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent	Job Title	Total	Percent
Installer/Contractor/Sander/Refinisher	5,156	35.05%	Owner/President/CEO/Partner/VP	7,347	49.94%
Retail Floor Covering Store	2,618	17.80%	General Manager/Manager	1,440	9.79%
Manufacturer/Importer/Exporter	1,276	8.67%	Sales Representative	509	3.46%
Distributor/Manufacturer Representative	1,244	8.46%	Sales Manager	471	3.20%
Inspector	192	1.31%	Marketing Manager	215	1.46%
Builder	180	1.22%	Buyer/Merchandise Manager	95	0.65%
Interior Designer	97	0.66%	Designer	81	0.55%
Architect	76	0.52%	Architect	38	0.26%
Other/Business Not Provided	3,872	26.32%	Other/Title Not Provided	4,515	30.69%
Total	14,711	100%	Total	14,711	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent	Location	Total	Percent	Location	Total	Percent
Alabama	116	0.79%	Maine	41	0.28%	Pennsylvania	386	2.62%
Alaska	13	0.09%	Maryland	165	1.12%	Rhode Island	39	0.27%
Arizona	100	0.68%	Massachusetts	254	1.73%	South Carolina	145	0.99%
Arkansas	69	0.47%	Michigan	290	1.97%	South Dakota	24	0.16%
California	915	6.22%	Minnesota	188	1.28%	Tennessee	234	1.59%
Colorado	225	1.53%	Mississippi	46	0.31%	Texas	498	3.39%
Connecticut	126	0.86%	Missouri	239	1.62%	Utah	90	0.61%
Delaware	32	0.22%	Montana	52	0.35%	Vermont	25	0.17%
District of Columbia	7	0.05%	Nebraska	55	0.37%	Virginia	257	1.75%
Florida	507	3.45%	Nevada	40	0.27%	Washington	203	1.38%
Georgia	386	2.62%	New Hampshire	73	0.50%	West Virginia	22	0.15%
Hawaii	34	0.23%	New Jersey	324	2.20%	Wisconsin	244	1.66%
Idaho	77	0.52%	New Mexico	27	0.18%	Wyoming	18	0.12%
Illinois	354	2.41%	New York	500	3.40%	US Territories	8	0.05%
Indiana	168	1.14%	North Carolina	371	2.52%	Location Not Provided	5,010	34.06%
Iowa	70	0.48%	North Dakota	12	0.08%	International (Non Canada)	243	1.65%
Kansas	73	0.50%	Ohio	271	1.84%	United States	8,771	59.62%
Kentucky	106	0.72%	Oklahoma	56	0.38%	Canada	687	4.67%
Louisiana	69	0.47%	Oregon	127	0.86%	Total	14,711	100%



READY TO GET STARTED? CONTACT:
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