



**WFB
MAGAZINE**
17,000
Subscribers



**DIGITAL
SOLUTIONS**
600,000+ Total
Annual Visits



**CUSTOM
EMAIL**
48% Average
Open Rate



**SOCIAL
MEDIA**
45,475+
Followers

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	5,251	32.23%
Retail Floor Covering Store	2,931	17.99%
Manufacturer/Importer/Exporter	1,545	9.48%
Distributor/Manufacturer Representative	1,374	8.43%
Inspector	209	1.28%
Builder	145	0.89%
Interior Designer	96	0.59%
Architect	63	0.39%
Other/Business Not Provided	4,677	28.71%
Total	16,291	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	7,795	47.85%
General Manager/Manager	1,563	9.59%
Sales Representative	547	3.36%
Sales Manager	497	3.05%
Marketing Manager	243	1.49%
Buyer/Merchandise Manager	120	0.74%
Designer	69	0.42%
Architect	25	0.15%
Other/Title Not Provided	5,432	33.34%
Total	16,291	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	130	0.80%
Alaska	15	0.09%
Arizona	115	0.71%
Arkansas	80	0.49%
California	1,049	6.44%
Colorado	275	1.69%
Connecticut	158	0.97%
Delaware	40	0.25%
District of Columbia	9	0.06%
Florida	628	3.85%
Georgia	426	2.61%
Hawaii	40	0.25%
Idaho	81	0.50%
Illinois	421	2.58%
Indiana	187	1.15%
Iowa	82	0.50%
Kansas	79	0.48%
Kentucky	118	0.72%
Louisiana	88	0.54%

Location	Total	Percent
Maine	55	0.34%
Maryland	199	1.22%
Massachusetts	269	1.65%
Michigan	342	2.10%
Minnesota	235	1.44%
Mississippi	64	0.39%
Missouri	288	1.77%
Montana	58	0.36%
Nebraska	64	0.39%
Nevada	46	0.28%
New Hampshire	70	0.43%
New Jersey	389	2.39%
New Mexico	38	0.23%
New York	640	3.93%
North Carolina	430	2.64%
North Dakota	19	0.12%
Ohio	352	2.16%
Oklahoma	69	0.42%
Oregon	160	0.98%

Location	Total	Percent
Pennsylvania	431	2.65%
Rhode Island	43	0.26%
South Carolina	184	1.13%
South Dakota	33	0.20%
Tennessee	305	1.87%
Texas	580	3.56%
Utah	111	0.68%
Vermont	30	0.18%
Virginia	299	1.84%
Washington	231	1.42%
West Virginia	27	0.17%
Wisconsin	292	1.79%
Wyoming	28	0.17%
US Territories	8	0.05%
Location Not Provided	4,826	29.62%
International (Non Canada)	275	1.69%
United States	10,410	63.90%
Canada	780	4.79%
Total	16,291	100%



READY TO GET STARTED?

KENDRA GRIFFIN
National Account Director

(800) 722-8764 ext. 107
Direct: (608) 467-1084

kendra@woodfloorbusiness.com



TECHNICAL QUESTIONS?

MARJORIE SCHULTZ
Digital Production Manager

(608) 729-4208

marj@woodfloorbusiness.com