



AUDIT REPORT
B2B Business Media

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, 2023:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	18,129
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	18,129
Total Qualified Nonpaid Individual	<u>18,129</u>
Total Average Qualified Nonpaid Circulation	18,129

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	93
Total Nonqualified Allocated for Shows & Conventions	<u>93</u>
Nonqualified Miscellaneous, Including Staff Copies - Print	405
Total Nonqualified Miscellaneous, Including Staff Copies	<u>405</u>
Total Average Nonqualified Circulation	498

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

	Qualified Nonpaid - Print
2023/2024 Issue	
Feb/Mar	20,000
Apr/May	20,000
Jun/Jul	20,000
Aug/Sep	16,725
Oct/Nov	16,725
Resource Book	16,725
Dec/Jan	16,725

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	Job Function							
		Qualified Nonpaid Individual - Print	Owners/ Presidents/ CEOs/ Partners/ Vice Presidents	General Managers/ Managers	Sales Representatives/ Sales Managers	Buyers/ Merchandise Managers	Marketing Managers	Architects/ Designers	Other Titled and Nontitled Personnel and Company Copies
Installer/Contractor/Sander/Refinisher	9,148	9,148	7,655	784	420	16	19	16	238
Retail Floor Covering Stores	4,387	4,387	3,362	601	284	19	34	18	69
Distributors, Manufacturer Representatives	1,047	1,047	448	217	267	26	27	3	59
Manufacturers, Importers, Exporters	883	883	390	148	162	19	40	3	121
Interior Designers	82	82	64	1	2	3	1	10	1
Builders	94	94	75	7	1	5	2	2	2
Architects	71	71	40	8	1			21	1
Inspectors	116	116	99	10				1	6
Others Allied to the Field	897	897	344	163	82	7	26	4	271
Total Qualified Circulation	16,725	16,725	12,477	1,939	1,219	95	149	78	768
Percent	100.0		74.6	11.6	7.3	0.6	0.9	0.5	4.6

AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	6,117	4,289		10,406	62.2
Written	9	5		14	0.1
Telecommunication	3,754	3,096		6,850	41.0
Internet and Email	2,354	1,188		3,542	21.2
Total Direct Request From Recipient's Company	28	38		66	0.4
Written					
Telecommunication					
Internet and Email	28	38		66	0.4
Total Communication Other Than Request	2	1,009		1,011	6.0
Written					
Telecommunication					
Internet and Email	2	1,009		1,011	6.0
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources		5,242		5,242	31.3
Total Qualified Subscriptions	6,147	10,578		16,725	100.0
Percent	36.8	63.2		100.0	

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	200
Arizona	227
Arkansas	113
California	1,471
Colorado	385
Connecticut	260
Delaware	52
District of Columbia	16
Florida	1,510
Georgia	599
Idaho	113
Illinois	591
Indiana	292
Iowa	168
Kansas	139
Kentucky	192
Louisiana	117
Maine	87
Maryland	331
Massachusetts	375
Michigan	581
Minnesota	379
Mississippi	92
Missouri	430
Montana	82
Nebraska	123
Nevada	56
New Hampshire	119
New Jersey	485
New Mexico	65
New York	819
North Carolina	597
North Dakota	45
Ohio	521
Oklahoma	112
Oregon	268
Pennsylvania	640
Rhode Island	56
South Carolina	254
South Dakota	45
Tennessee	406
Texas	887
Utah	143
Vermont	45
Virginia	389
Washington	373
West Virginia	45
Wisconsin	449
Wyoming	29
TOTAL 48 CONTERMINOUS STATES	15,773
Alaska	20
Hawaii	53
TOTAL ALASKA & HAWAII	73
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	15,846
Poss. & Other Areas	1
U.S. & POSS., etc.	15,847
Canada	859
International	19
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	878
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	16,725

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

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the December 2023/January 2024 issue.

Qualified Nonpaid Association Subscriptions: Represent copies served to members of the Pool & Hot Tub Alliance (PHTA). Receipt of this publication is a stated condition of membership.

Allocated for Shows and Conventions:

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
NAFCD	Colorado Springs, CO.	Nov 14-16, 2023	Oct/Nov	100
TISE	Las Vegas, NV	Jan 24-26, 2024	Dec/Jan	500

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