



**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	5,291	34.74%
Retail Floor Covering Store	3,055	20.06%
Manufacturer/Importer/Exporter	1,528	10.03%
Distributor/Manufacturer Representative	1,278	8.39%
Inspector	190	1.25%
Builder	117	0.77%
Interior Designer	100	0.66%
Architect	63	0.41%
Other/Business Not Provided	3,609	23.70%
Total	15,231	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	8,001	52.53%
General Manager/Manager	1,554	10.20%
Sales Representative	537	3.53%
Sales Manager	478	3.14%
Marketing Manager	229	1.50%
Buyer/Merchandise Manager	109	0.72%
Designer	61	0.40%
Architect	19	0.12%
Other/Title Not Provided	4,243	27.86%
Total	15,231	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	145	0.95%
Alaska	16	0.11%
Arizona	121	0.79%
Arkansas	88	0.58%
California	1,086	7.13%
Colorado	268	1.76%
Connecticut	169	1.11%
Delaware	40	0.26%
District of Columbia	6	0.04%
Florida	639	4.20%
Georgia	437	2.87%
Hawaii	40	0.26%
Idaho	92	0.60%
Illinois	419	2.75%
Indiana	185	1.21%
Iowa	79	0.52%
Kansas	92	0.60%
Kentucky	135	0.89%
Louisiana	92	0.60%

Location	Total	Percent
Maine	50	0.33%
Maryland	194	1.27%
Massachusetts	270	1.77%
Michigan	359	2.36%
Minnesota	246	1.62%
Mississippi	55	0.36%
Missouri	306	2.01%
Montana	59	0.39%
Nebraska	72	0.47%
Nevada	44	0.29%
New Hampshire	82	0.54%
New Jersey	378	2.48%
New Mexico	37	0.24%
New York	609	4.00%
North Carolina	428	2.81%
North Dakota	19	0.12%
Ohio	361	2.37%
Oklahoma	75	0.49%
Oregon	155	1.02%

Location	Total	Percent
Pennsylvania	459	3.01%
Rhode Island	50	0.33%
South Carolina	173	1.14%
South Dakota	35	0.23%
Tennessee	280	1.84%
Texas	581	3.81%
Utah	114	0.75%
Vermont	31	0.20%
Virginia	309	2.03%
Washington	236	1.55%
West Virginia	33	0.22%
Wisconsin	290	1.90%
Wyoming	29	0.19%
US Territories	7	0.05%
Location Not Provided	3,601	23.64%
International (Non Canada)	299	1.96%
United States	10,575	69.43%
Canada	756	4.96%
Total	15,231	100%



READY TO GET STARTED?

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TECHNICAL QUESTIONS?

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