



WFB MAGAZINE
20,000 Subscribers



DIGITAL SOLUTIONS
739,000+ Total Annual Visits



CUSTOM EMAIL
45% Average Open Rate



SOCIAL MEDIA
43,500 Followers

SUBSCRIBERS BY BUSINESS TYPE & JOB TITLE

Business Type	Total	Percent
Installer/Contractor/Sander/Refinisher	4,886	31.08%
Retail Floor Covering Store	3,075	19.56%
Manufacturer/Importer/Exporter	1,601	10.18%
Distributor/Manufacturer Representative	1,258	8.00%
Inspector	202	1.28%
Builder	104	0.66%
Interior Designer	89	0.57%
Architect	56	0.36%
Other/Business Not Provided	4,451	28.31%
Total	15,722	100%

Job Title	Total	Percent
Owner/President/CEO/Partner/VP	7,644	48.62%
General Manager/Manager	1,467	9.33%
Sales Representative	525	3.34%
Sales Manager	468	2.98%
Marketing Manager	218	1.39%
Buyer/Merchandise Manager	113	0.72%
Designer	59	0.38%
Architect	18	0.11%
Other/Title Not Provided	5,210	33.14%
Total	15,722	100%

SUBSCRIBERS BY LOCATION

Location	Total	Percent
Alabama	142	0.90%
Alaska	17	0.11%
Arizona	121	0.77%
Arkansas	97	0.62%
California	1,108	7.05%
Colorado	260	1.65%
Connecticut	169	1.07%
Delaware	39	0.25%
District of Columbia	6	0.04%
Florida	623	3.96%
Georgia	423	2.69%
Hawaii	33	0.21%
Idaho	86	0.55%
Illinois	412	2.62%
Indiana	187	1.19%
Iowa	85	0.54%
Kansas	97	0.62%
Kentucky	130	0.83%
Louisiana	92	0.59%

Location	Total	Percent
Maine	47	0.30%
Maryland	178	1.13%
Massachusetts	263	1.67%
Michigan	358	2.28%
Minnesota	222	1.41%
Mississippi	54	0.34%
Missouri	316	2.01%
Montana	55	0.35%
Nebraska	73	0.46%
Nevada	46	0.29%
New Hampshire	79	0.50%
New Jersey	377	2.40%
New Mexico	33	0.21%
New York	591	3.76%
North Carolina	434	2.76%
North Dakota	17	0.11%
Ohio	364	2.32%
Oklahoma	74	0.47%
Oregon	167	1.06%

Location	Total	Percent
Pennsylvania	455	2.89%
Rhode Island	48	0.31%
South Carolina	178	1.13%
South Dakota	33	0.21%
Tennessee	288	1.83%
Texas	577	3.67%
Utah	109	0.69%
Vermont	28	0.18%
Virginia	300	1.91%
Washington	232	1.48%
West Virginia	32	0.20%
Wisconsin	300	1.91%
Wyoming	29	0.18%
US Territories	6	0.04%
Location Not Provided	4,241	26.97%
International (Non Canada)	265	1.69%
United States	10,490	66.72%
Canada	726	4.62%
Total	15,722	100%

*Data as of November 2022. Exact numbers may fluctuate as subscriber list grows over time.



READY TO GET STARTED? CONTACT:

KENDRA GRIFFIN
National Account Director
(800) 722-8764 ext. 107
Direct: (608) 467-1084
kendra@woodfloorbusiness.com



TECHNICAL QUESTIONS? CONTACT:

MARJORIE SCHULTZ
Digital Production Manager
(608) 729-4208
marj@woodfloorbusiness.com