

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

National Wood Flooring Association (NWFA)
111 Chesterfield Industrial Bl
Chesterfield, MO 63005
Tel. No.: 800-422-4556
Fax No.: 636-519-9664

HARDWOOD FLOORS magazine, published by the National Wood Flooring Association (NWFA), offers a signature mix of reporting dedicated to providing wood flooring professionals across the supply chain with the information necessary for personal and business success.

FIELD SERVED HARDWOOD FLOORS serves the fields of Architects/Designers/Builders, Business Services, Consultants, Contractors, Dealers/Retailers, Distributors, Importers/Exporters, Inspectors, Maintenance Companies, Manufacturers, Manufacturer Reps and all Others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owners/Presidents/CEOs/Partners/VPs, General Managers/Managers, Marketing Managers, Buyers/Merchandise Managers, Sales Reps, Sales Managers, Architects, Designers, Manufacturer Reps and other titled and non-titled personnel.

CHANNELS

**HARDWOOD
FLOORS
MAGAZINE**



4 issues in the period
25,624 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
HARDWOOD FLOORS MAGAZINE (4 issues in the period)	22,424	3,200	25,624

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	6
Allocated for Trade Shows and Conventions	250
All Other	1,384
TOTAL	1,640

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,424	87.5	22,424	87.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	3,200	12.5	-	-	3,200	12.5
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-

TOTAL QUALIFIED CIRCULATION 25,624 100.0 22,424 87.5 3,200 12.5

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
August/September	21,938	3,557	25,495
October/November	22,947	3,040	25,987
Industry Guide	22,425	3,072	25,497
December/January	22,387	3,131	25,518

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018/JANUARY 2019

This issue is 0.6% or 142 copies below the average of the other 3 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Owner/Pres/CEO/Partner/VP	General Mgr/Mgr	Marketing Mgr	Buyer/Merchandise Mgr	Sales Rep	Sales Mgr	Architect	Designer	Manufacturer Rep	Other
Architect/Designer/Builder	963	3.8	963	-	783	62	7	3	23	15	13	23	2	32
Business Service	476	1.9	446	30	315	60	19	3	14	9	2	4	1	49
Consultant	222	0.9	176	46	123	33	7	2	16	4	-	3	1	33
Contractor	10,145	39.7	8,946	1,199	6,681	2,413	31	27	95	138	8	14	3	735
Dealer/Retailer	6,787	26.6	6,787	-	4,626	1,035	66	49	402	219	-	38	4	348
Distributor	1,526	6.0	1,091	435	522	432	35	53	224	95	2	4	2	157
Importer/Exporter	198	0.8	137	61	66	89	5	-	15	8	-	-	-	15
Inspector	169	0.7	69	100	80	73	-	-	-	-	1	-	-	15
Maintenance Company	50	0.2	50	-	30	6	2	-	3	1	-	2	1	5
Manufacturer	2,688	10.5	2,072	616	1,139	569	169	27	199	222	1	10	17	335
Manufacturer Rep	139	0.5	139	-	38	13	4	1	44	22	-	-	7	10
Other	2,155	8.4	1,511	644	729	349	23	8	28	36	1	4	2	975
TOTAL QUALIFIED CIRCULATION	25,518	100.0	22,387	3,131	15,132	5,134	368	173	1,063	769	28	102	40	2,709
PERCENT	100.0		87.7	12.3	59.3	20.1	1.4	0.7	4.2	3.0	0.1	0.4	0.2	10.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018/JANUARY 2019

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	3,276	10,875	46	14,197	-	14,197	55.6
a. Written	236	-	-	236	-	236	0.9
b. Telecommunication	2,219	9,263	-	11,482	-	11,482	45.0
c. Electronic	821	1,612	46	2,479	-	2,479	9.7
II. TOTAL - Request from recipient's company:	6	-	-	6	-	6	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	6	-	-	6	-	6	-
III. TOTAL - Membership Benefit:	3,131	-	-	-	3,131	3,131	12.3
a. Individual	3,131	-	-	-	3,131	3,131	12.3
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	461	233	-	694	-	694	2.7
a. Written	4	6	-	10	-	10	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	457	227	-	684	-	684	2.7
V. TOTAL - Sources other than above (listed alphabetically):	6,276	1,214	-	7,490	-	7,490	29.4
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	6,276	1,214	-	7,490	-	7,490	29.4
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,150	12,322	46	22,387	3,131	25,518	100.0
PERCENT	51.5	48.3	0.2	87.7	12.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018/JANUARY 2019

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	20,644	2,019	22,663	88.9
Individuals by name only	1,734	1,108	2,842	11.1
Titles or functions only	1	1	2	-
Company names only	8	3	11	-
Multiple Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,387	3,131	25,518	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018/JANUARY 2019

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	122	16	138		Kentucky	302	34	336	
New Hampshire	180	19	199		Tennessee	543	73	616	
Vermont	75	11	86		Alabama	260	27	287	
Massachusetts	537	58	595		Mississippi	116	9	125	
Rhode Island	76	6	82		EAST SO. CENTRAL	1,221	143	1,364	5.3
Connecticut	309	39	348		Arkansas	183	18	201	
NEW ENGLAND	1,299	149	1,448	5.7	Louisiana	230	24	254	
New York	1,273	176	1,449		Oklahoma	176	15	191	
New Jersey	719	91	810		Texas	1,380	151	1,531	
Pennsylvania	894	106	1,000		WEST SO. CENTRAL	1,969	208	2,177	8.5
MIDDLE ATLANTIC	2,886	373	3,259	12.8	Montana	111	24	135	
Ohio	717	85	802		Idaho	143	19	162	
Indiana	431	35	466		Wyoming	41	6	47	
Illinois	833	110	943		Colorado	583	84	667	
Michigan	627	77	704		New Mexico	123	9	132	
Wisconsin	581	68	649		Arizona	359	24	383	
EAST NO. CENTRAL	3,189	375	3,564	14.0	Utah	221	27	248	
Minnesota	513	54	567		Nevada	132	15	147	
Iowa	227	15	242		MOUNTAIN	1,713	208	1,921	7.5
Missouri	524	94	618		Alaska	34	2	36	
North Dakota	61	4	65		Washington	535	81	616	
South Dakota	51	9	60		Oregon	365	62	427	
Nebraska	142	16	158		California	2,381	283	2,664	
Kansas	213	24	237		Hawaii	60	19	79	
WEST NO. CENTRAL	1,731	216	1,947	7.6	PACIFIC	3,375	447	3,822	15.0
Delaware	78	8	86		UNITED STATES	21,932	2,724	24,656	96.6
Maryland	410	49	459		U.S. Territories	-	-	-	
Washington, DC	25	11	36		Canada	349	266	615	
Virginia	592	84	676		Mexico	9	8	17	
West Virginia	85	5	90		Other International	97	133	230	
North Carolina	891	112	1,003		APO/FPO	-	-	-	
South Carolina	284	48	332						
Georgia	882	115	997						
Florida	1,302	173	1,475						
SOUTH ATLANTIC	4,549	605	5,154	20.2					
					TOTAL QUALIFIED CIRCULATION	22,387	3,131	25,518	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 3,200 copies were sold to qualified recipients at the following subscription prices: \$20. Members yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 3b:

Other Sources include 5 sources of circulation for quantities of 6 copies or % to 6,276 copies or 24.6%, including InfoUSA Database, a division of InfoGroup, Inc.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

May 15, 2019

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.