

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)
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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**



3 issues in the period
24,935 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
HARDWOOD FLOORS MAGAZINE (3 issues in the period)	22,071	2,864	24,935

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	333
Allocated for Trade Shows and Conventions	-
All Other	1,583
TOTAL	1,916

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,071	88.5	22,071	88.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	2,864	11.5	-	-	2,864	11.5
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-

TOTAL QUALIFIED CIRCULATION 24,935 100.0 22,071 88.5 2,864 11.5

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
February/March	24,780
April/May	25,002
June/July	25,025

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2020

This issue is 0.5% or 134 copies above the average of the other 2 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Owner/Pres/CEO/Partner/VP		Marketing Mgr		Buyer/Merchandise Mgr		Sales Rep	Sales Mgr	Architect	Designer	Manufacturer Rep	Other
			General Mgr/Mgr	General Mgr/Mgr	General Mgr/Mgr	General Mgr/Mgr								
Architect/Designer/Builder	795	3.2	644	59	5	4	12	7	14	25	1	24		
Business Service	469	1.9	323	67	17	2	17	8	2	4	1	28		
Consultant	250	1.0	147	27	12	-	12	6	-	6	2	38		
Contractor	12,049	48.1	9,541	1,598	25	25	72	127	4	15	5	637		
Dealer/Retailer	6,956	27.8	4,874	1,124	55	36	393	238	3	31	6	196		
Distributor	1,301	5.2	495	315	33	42	171	83	2	2	3	155		
Importer/Exporter	150	0.6	59	24	-	1	8	5	-	1	2	50		
Inspector	141	0.6	89	11	1	-	2	-	-	-	-	38		
Maintenance Company	52	0.2	31	6	1	2	4	3	-	1	1	3		
Manufacturer	2,211	8.8	1,045	374	163	21	161	197	-	8	27	215		
Manufacturer Rep	115	0.5	23	4	3	-	41	26	-	-	16	2		
Other	536	2.1	195	42	25	2	16	15	1	1	-	239		
TOTAL QUALIFIED CIRCULATION	25,025	100.0	17,466	3,651	340	135	909	715	26	94	64	1,625		
PERCENT	100.0		69.8	14.6	1.3	0.5	3.6	2.9	0.1	0.4	0.3	6.5		

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	8,900	2,604	1,347	12,851	51.4
a. Written	139	175	-	314	1.3
b. Telecommunication	6,564	1,878	1,347	9,789	39.1
c. Electronic	2,197	551	-	2,748	11.0
II. TOTAL - Request from recipient's company:	1	3	-	4	-
a. Written	1	3	-	4	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	2,864	-	-	2,864	11.4
a. Individual	2,864	-	-	2,864	11.4
b. Organizational	-	-	-	-	-
IV. TOTAL - Communications (other than request):	810	310	-	1,120	4.5
a. Written	810	310	-	1,120	4.5
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	8,186	-	-	8,186	32.7
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	8,186	-	-	8,186	32.7
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,761	2,917	1,347	25,025	100.0
PERCENT	83.0	11.6	5.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	25,025	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multiple Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	25,025	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2020

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	121		Kentucky	338	
New Hampshire	209		Tennessee	552	
Vermont	77		Alabama	279	
Massachusetts	628		Mississippi	124	
Rhode Island	96		EAST SO. CENTRAL	1,293	5.2
Connecticut	324		Arkansas	191	
NEW ENGLAND	1,455	5.8	Louisiana	272	
New York	1,297		Oklahoma	178	
New Jersey	750		Texas	1,595	
Pennsylvania	1,003		WEST SO. CENTRAL	2,236	8.9
MIDDLE ATLANTIC	3,050	12.2	Montana	123	
Ohio	811		Idaho	163	
Indiana	456		Wyoming	42	
Illinois	849		Colorado	583	
Michigan	735		New Mexico	118	
Wisconsin	611		Arizona	360	
EAST NO. CENTRAL	3,462	13.8	Utah	256	
Minnesota	579		Nevada	145	
Iowa	243		MOUNTAIN	1,790	7.2
Missouri	577		Alaska	39	
North Dakota	66		Washington	598	
South Dakota	56		Oregon	409	
Nebraska	162		California	2,614	
Kansas	226		Hawaii	87	
WEST NO. CENTRAL	1,909	7.6	PACIFIC	3,747	15.0
Delaware	81		UNITED STATES	24,118	96.4
Maryland	457		U.S. Territories	2	
Washington, DC	40		Canada	613	
Virginia	666		Mexico	15	
West Virginia	78		Other International	277	
North Carolina	910		APO/FPO	-	
South Carolina	328				
Georgia	1,066		TOTAL QUALIFIED CIRCULATION	25,025	100.0
Florida	1,550				
SOUTH ATLANTIC	5,176	20.7			

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 2,864 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 there from.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 8,186 copies or 32.7%, including InfoUSA Database, a division of InfoGroup, Inc.

AVERAGE ANNUAL ORDER PRICE: \$20.00

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Michael Martin, President & CEO
Libby Johnston, Publisher & VP of Media

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	July 9, 2020
State	Missouri
County	St. Louis County
Received by BPA Worldwide	July 9, 2020
Type	BD
ID Number	H279B0JO

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.