

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.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**HARDWOOD FLOORS** is produced in a print format. The editorial for the print copy is the same for all recipients.

**FIELD SERVED**

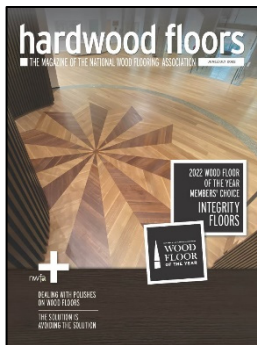
**HARDWOOD FLOORS** serves the fields of Architects/Designers/Builders, Business Services, Consultants, Contractors, Dealers/Retailers, Distributors, Importers/Exporters, Inspectors, Maintenance Companies, Manufacturers, Manufacturer Reps and all Others allied to the field.

**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 PRINT MAGAZINE**



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>HARDWOOD FLOORS PRINT MAGAZINE</b> (3 issues in the period)	22,339	2,661	25,000

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	500
All Other	2,196
<b>TOTAL</b>	<b>2,696</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,339	89.4	22,339	89.4	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	2,661	10.6	-	-	2,661	10.6
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>22,339</b>	<b>89.4</b>	<b>2,661</b>	<b>10.6</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2022 Issue	Total Qualified
February/March	25,000
April/May	25,000
June/July	25,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2022**

This issue is equal to the average of the other 2 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Owner/ Pres/CEO/ Partner/VP			Buyer/ Merchandise			Architect	Designer	Manufac- turer Rep	Other
			General Mgr/Mgr	Marketing Mgr	Sales Rep	Sales Mgr	Mgr	Sales Rep				
Architect/Designer/Builder	470	1.9	334	57	4	2	8	10	24	23	1	7
Business Service	484	1.9	276	93	23	3	19	17	-	5	1	47
Consultant	193	0.8	117	27	12	-	8	10	-	5	-	14
Contractor	12,279	49.1	10,773	780	27	28	98	96	8	24	5	440
Dealer/Retailer	6,440	25.8	4,400	1,148	55	49	367	268	2	41	4	106
Distributor	1,408	5.6	546	383	44	41	172	116	1	3	3	99
Importer/Exporter	153	0.6	74	23	2	4	11	5	-	1	1	32
Inspector	161	0.7	121	9	-	-	2	-	-	-	-	29
Maintenance Company	49	0.2	27	9	2	4	2	-	-	1	1	3
Manufacturer	2,821	11.3	1,621	400	192	22	167	201	-	12	33	173
Manufacturer Rep	258	1.0	36	10	4	-	46	22	2	-	20	118
Other	284	1.1	209	40	10	2	12	9	-	2	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>18,534</b>	<b>2,979</b>	<b>375</b>	<b>155</b>	<b>912</b>	<b>754</b>	<b>37</b>	<b>117</b>	<b>69</b>	<b>1,068</b>
<b>PERCENT</b>	<b>100.0</b>		<b>74.1</b>	<b>11.9</b>	<b>1.5</b>	<b>0.6</b>	<b>3.7</b>	<b>3.0</b>	<b>0.1</b>	<b>0.5</b>	<b>0.3</b>	<b>4.3</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2022**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	<b>5,858</b>	<b>5,236</b>	<b>2,795</b>	<b>13,889</b>	<b>55.6</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	<b>2,778</b>	-	-	<b>2,778</b>	<b>11.1</b>
IV. Communications (other than request):	<b>341</b>	<b>445</b>	-	<b>786</b>	<b>3.1</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,519</b>	<b>5,028</b>	-	<b>7,547</b>	<b>30.2</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,519	5,028	-	7,547	30.2
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,496</b>	<b>10,709</b>	<b>2,795</b>	<b>25,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>46.0</b>	<b>42.8</b>	<b>11.2</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2022**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	25,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multiple Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2022**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	121		Kentucky	310	
New Hampshire	195		Tennessee	587	
Vermont	75		Alabama	294	
Massachusetts	585		Mississippi	126	
Rhode Island	103		EAST SO. CENTRAL	1,317	5.3
Connecticut	320		Arkansas	172	
NEW ENGLAND	1,399	5.6	Louisiana	272	
New York	1,225		Oklahoma	168	
New Jersey	715		Texas	1,546	
Pennsylvania	997		WEST SO. CENTRAL	2,158	8.6
MIDDLE ATLANTIC	2,937	11.7	Montana	133	
Ohio	806		Idaho	159	
Indiana	467		Wyoming	44	
Illinois	877		Colorado	569	
Michigan	744		New Mexico	113	
Wisconsin	604		Arizona	349	
EAST NO. CENTRAL	3,498	14.0	Utah	252	
Minnesota	547		Nevada	133	
Iowa	265		MOUNTAIN	1,752	7.0
Missouri	588		Alaska	38	
North Dakota	61		Washington	602	
South Dakota	56		Oregon	412	
Nebraska	169		California	2,626	
Kansas	243		Hawaii	99	
WEST NO. CENTRAL	1,929	7.7	PACIFIC	3,777	15.1
Delaware	89		UNITED STATES	24,033	96.1
Maryland	465		U.S. Territories	2	
Washington, DC	37		Canada	687	
Virginia	646		Mexico	10	
West Virginia	70		Other International	268	
North Carolina	938		APO/FPO	-	
South Carolina	355				
Georgia	1,040		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>
Florida	1,626				
SOUTH ATLANTIC	5,266	21.1			

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 2,661 copies were sold to qualified recipients at the following subscription prices: \$20.00. Members' yearly subscription price is included in the dues and is non-deductible therefrom.

### PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 2,082 copies or 8.3% to 5,465 copies or 21.9%, including Data Axle database and Response Solutions database.

**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 8, 2022
State	Missouri
County	St. Louis
Received by BPA Worldwide	July 8, 2022
Type	BD
ID Number	H279B0J2

#### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.