

B2B Media

Publisher's Statement

6 months ended December 31, 2023

Subject to Audit

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.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		25,000	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Association - Print	2,731	Qualified Nonpaid Individual - Print	22,269
Total Average Qualified Paid Circulation	2,731	Total Average Qualified Nonpaid Circulation	22,269

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	300
Nonqualified Miscellaneous, Including Staff Copies - Print	408
Total Average Nonqualified Circulation	708

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Aug/Sep	2,824	22,176	25,000
Oct/Nov	2,628	22,372	25,000
Industry Guide	2,732	22,268	25,000
Dec/Jan	2,740	22,260	25,000

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Owner/ Pres/CEO/ Partner/VP	General Mgr/Mgr	Marketing Mgr	Buyer/ Merchandise Mgr	Sales Rep	Sales Mgr	Architect	Designer	Manufacturer Rep	Other
1.	Architect/Designer/Builder	502	2.0	502	374	53	3	2	3	15	21	23	1	7
2.	Business Service	533	2.1	533	305	100	32	2	15	20		8	1	50
3.	Consultant	168	0.7	168	100	25	11		9	4	2	7	1	9
4.	Contractor	12,777	51.1	12,777	11,374	740	31	32	98	88	11	25	10	368
5.	Dealer/Retailer	6,226	24.9	6,226	4,165	1,137	60	49	376	280	2	64	13	80
6.	Distributor	1,489	6.0	1,489	731	340	36	38	144	108		6	3	83
7.	Importer/Exporter	136	0.5	136	62	23	5	1	9	7			1	28
8.	Inspector	145	0.6	145	112	8	1					1		23
9.	Maintenance Company	46	0.2	46	30	8	2	1	1				2	2
10.	Manufacturer	2,647	10.6	2,647	1,595	323	181	20	147	202	1	7	36	135
11.	Manufacturer Rep	118	0.5	118	39	6	2		38	18			14	1
	Others Allied to the Field	213	0.9	213	80	21	11	2	6	5	1	1		86
	Other Paid Circulation													
	Subscriptions													
	Single Copy Sales													
	Total Qualified Circulation	25,000	100.0	25,000	18,967	2,784	375	147	846	747	38	142	82	872
	Percent	100.0		100.0	75.9	11.1	1.5	0.6	3.4	3.0	0.2	0.6	0.3	3.5

AGE OF SOURCE ANALYSIS						
Source	Qualified Within				Total	Percent
	1 Year	2 Years	3 Years			
Total Direct Request From Recipient	7,032	5,585	1,599		14,216	56.9
Total Direct Request From Recipient's Company						
Total Communication Other Than Request	172	362	271		805	3.2
Association	2,740				2,740	11.0
Business Directories						
Lists						
Acquired Circulation						
Other Sources	5,086	228	1,925		7,239	29.0
Total Qualified Subscriptions	15,030	6,175	3,795		25,000	100.0
Percent	60.1	24.7	15.2		100.0	
Single Copy Sales						
Total Qualified Circulation					25,000	

MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total Circulation	Percent
Individual by Name and Title and/or Occupation	2,740	22,260	25,000	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	2,740	22,260	25,000	100.0
Single Copy Sales				
Total Qualified Circulation			25,000	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	27	255	282
Arizona	21	312	333
Arkansas	17	157	174
California	230	2,228	2,458
Colorado	80	482	562
Connecticut	36	311	347
Delaware	8	84	92
District of Columbia	10	28	38
Florida	138	1,585	1,723
Georgia	119	906	1,025
Idaho	16	155	171
Illinois	97	824	921
Indiana	37	435	472
Iowa	15	257	272
Kansas	22	229	251
Kentucky	44	272	316
Louisiana	20	224	244
Maine	15	99	114
Maryland	40	450	490
Massachusetts	44	500	544
Michigan	68	659	727
Minnesota	42	535	577
Mississippi	8	115	123
Missouri	85	504	589
Montana	19	106	125
Nebraska	16	169	185
Nevada	9	119	128
New Hampshire	16	169	185
New Jersey	94	619	713
New Mexico	5	107	112
New York	134	1,107	1,241
North Carolina	99	811	910
North Dakota	4	67	71
Ohio	81	738	819
Oklahoma	15	145	160
Oregon	54	378	432
Pennsylvania	80	926	1,006
Rhode Island	7	80	87
South Carolina	45	328	373
South Dakota	5	63	68
Tennessee	65	508	573
Texas	144	1,404	1,548
Utah	25	220	245
Vermont	9	70	79
Virginia	78	585	663
Washington	72	544	616
West Virginia	7	58	65
Wisconsin	69	540	609
Wyoming	2	44	46
TOTAL 48 CONTERMINOUS STATES	2,393	21,511	23,904
Alaska		41	41
Hawaii	13	96	109
TOTAL ALASKA & HAWAII	13	137	150
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	2,406	21,648	24,054
Poss. & Other Areas		2	2
U.S. & POSS., etc.	2,406	21,650	24,056
Canada	224	446	670
International	110	163	273
Military or Civilian Personnel Overseas		1	1
Total International	334	610	944
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	2,740	22,260	25,000

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$40.00
Single Copy	\$8.00

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

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