

B2B Media

Publisher's Statement

6 months ended June 30, 2025

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.



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| TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION | | | | 25,000 |
|--|--------------|--|--|---------------|
| AVERAGE QUALIFIED PAID CIRCULATION | | AVERAGE QUALIFIED NONPAID CIRCULATION | | |
| Qualified Paid Membership Benefit - Print | 2,397 | Qualified Nonpaid Individual - Print | | 22,603 |
| Total Average Qualified Paid Circulation | 2,397 | Total Average Qualified Nonpaid Circulation | | 22,603 |

| AVERAGE NONQUALIFIED CIRCULATION | | | |
|--|--|--|--------------|
| Nonqualified Allocated for Shows & Conventions - Print | | | 900 |
| Nonqualified Miscellaneous, Including Staff Copies - Print | | | 1,932 |
| Total Average Nonqualified Circulation | | | 2,832 |

| CIRCULATION BY ISSUES | | | |
|-----------------------|------------------------|---------------------------|--------|
| Issue | Qualified Paid - Print | Qualified Nonpaid - Print | Total |
| Feb/Mar | 2,341 | 22,659 | 25,000 |
| Apr/May | 2,374 | 22,626 | 25,000 |
| Jun/Jul | 2,476 | 22,524 | 25,000 |

| BUSINESS 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 | 1,052 | 4.2 | 1,052 | 707 | 74 | 3 | 4 | 8 | 13 | 28 | 209 | 1 | 5 |
| 2. | Business Service | 646 | 2.6 | 646 | 389 | 106 | 35 | 6 | 24 | 20 | | 14 | 3 | 49 |
| 3. | Consultant | 172 | 0.7 | 172 | 105 | 24 | 11 | 1 | 10 | 5 | 2 | 10 | 2 | 2 |
| 4. | Contractor | 12,930 | 51.7 | 12,930 | 11,508 | 777 | 31 | 39 | 98 | 110 | 7 | 28 | 17 | 315 |
| 5. | Dealer/Retailer | 6,030 | 24.1 | 6,030 | 3,999 | 1,100 | 53 | 50 | 371 | 284 | 2 | 91 | 15 | 65 |
| 6. | Distributor | 1,457 | 5.8 | 1,457 | 645 | 358 | 42 | 39 | 168 | 111 | | 12 | 6 | 76 |
| 7. | Importer/Exporter | 131 | 0.5 | 131 | 58 | 21 | 5 | 4 | 8 | 8 | | | 2 | 25 |
| 8. | Inspector | 135 | 0.5 | 135 | 109 | 6 | 1 | | | | | 1 | 2 | 16 |
| 9. | Maintenance Company | 60 | 0.2 | 60 | 45 | 6 | 2 | 1 | 1 | 2 | | | 1 | 2 |
| 10. | Manufacturer | 2,055 | 8.2 | 2,055 | 1,055 | 330 | 170 | 17 | 132 | 200 | 1 | 7 | 25 | 118 |
| 11. | Manufacturer Rep | 109 | 0.4 | 109 | 32 | 7 | 2 | | 33 | 16 | | 1 | 16 | 2 |
| | Others Allied to the Field | 223 | 0.9 | 223 | 105 | 19 | 10 | 1 | 5 | 6 | | 2 | 1 | 74 |
| | Subtotal | 25,000 | 100.0 | 25,000 | 18,757 | 2,828 | 365 | 162 | 858 | 775 | 40 | 375 | 91 | 749 |
| | Percent | | | 100.0 | 75.0 | 11.3 | 1.5 | 0.6 | 3.4 | 3.1 | 0.2 | 1.5 | 0.4 | 3.0 |
| | Other Paid Circulation: | | | | | | | | | | | | | |
| | Subscriptions | | | | | | | | | | | | | |
| | Single Copy Sales | | | | | | | | | | | | | |
| | Total Qualified Circulation | 25,000 | 100.0 | 25,000 | | | | | | | | | | |
| | Percent | 100.0 | | 100.0 | | | | | | | | | | |

| SOURCE ANALYSIS | | | | |
|---|--------|---------|--------|---------|
| Source | Print | Digital | Total | Percent |
| Total Direct Request From Recipient | 15,517 | | 15,517 | 62.1 |
| Total Direct Request From Recipient's Company | | | | |
| Total Communication Other Than Request | 1,240 | | 1,240 | 5.0 |
| Membership Benefit | 2,476 | | 2,476 | 9.9 |
| Business Directories | | | | |
| Lists | | | | |
| Acquired Circulation | | | | |
| Other Sources | 5,767 | | 5,767 | 23.1 |
| Total Qualified Subscriptions | 25,000 | | 25,000 | 100.0 |
| Percent | 100.0 | | 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 | 2,476 | 22,524 | 25,000 | 100.0 |
| Individual by Name Only | | | | |
| Title or Occupation Only | | | | |
| Company Name Only | | | | |
| Multicopy Same Addressee | | | | |
| Total Qualified Subscriptions | 2,476 | 22,524 | 25,000 | 100.0 |
| Single Copy Sales | | | | |
| Total Qualified Circulation | | | 25,000 | |

| GEOGRAPHIC ANALYSIS | | | |
|---|------------------------|---------------------------|---------------|
| State | Qualified Paid - Print | Qualified Nonpaid - Print | Total |
| Alabama | 23 | 266 | 289 |
| Arizona | 19 | 328 | 347 |
| Arkansas | 17 | 144 | 161 |
| California | 197 | 2,282 | 2,479 |
| Colorado | 69 | 521 | 590 |
| Connecticut | 37 | 290 | 327 |
| Delaware | 8 | 34 | 42 |
| District of Columbia | 9 | 73 | 82 |
| Florida | 125 | 1,550 | 1,675 |
| Georgia | 113 | 894 | 1,007 |
| Idaho | 17 | 149 | 166 |
| Illinois | 81 | 840 | 921 |
| Indiana | 34 | 464 | 498 |
| Iowa | 11 | 242 | 253 |
| Kansas | 18 | 242 | 260 |
| Kentucky | 32 | 301 | 333 |
| Louisiana | 16 | 236 | 252 |
| Maine | 14 | 93 | 107 |
| Maryland | 32 | 449 | 481 |
| Massachusetts | 49 | 507 | 556 |
| Michigan | 58 | 659 | 717 |
| Minnesota | 44 | 564 | 608 |
| Mississippi | 8 | 112 | 120 |
| Missouri | 74 | 504 | 578 |
| Montana | 19 | 94 | 113 |
| Nebraska | 12 | 159 | 171 |
| Nevada | 10 | 124 | 134 |
| New Hampshire | 18 | 162 | 180 |
| New Jersey | 77 | 622 | 699 |
| New Mexico | 4 | 107 | 111 |
| New York | 125 | 1,107 | 1,232 |
| North Carolina | 112 | 791 | 903 |
| North Dakota | 5 | 69 | 74 |
| Ohio | 78 | 790 | 868 |
| Oklahoma | 13 | 158 | 171 |
| Oregon | 46 | 390 | 436 |
| Pennsylvania | 86 | 935 | 1,021 |
| Rhode Island | 7 | 71 | 78 |
| South Carolina | 43 | 318 | 361 |
| South Dakota | 4 | 62 | 66 |
| Tennessee | 62 | 490 | 552 |
| Texas | 127 | 1,485 | 1,612 |
| Utah | 22 | 240 | 262 |
| Vermont | 8 | 68 | 76 |
| Virginia | 70 | 591 | 661 |
| Washington | 61 | 552 | 613 |
| West Virginia | 9 | 58 | 67 |
| Wisconsin | 59 | 550 | 609 |
| Wyoming | 1 | 43 | 44 |
| TOTAL 48 CONTERMINOUS STATES | 2,183 | 21,780 | 23,963 |
| Alaska | | 43 | 43 |
| Hawaii | 12 | 98 | 110 |
| TOTAL ALASKA & HAWAII | 12 | 141 | 153 |
| Single Copy Sales | | | |
| U.S. Unclassified | | | |
| TOTAL UNITED STATES | 2,195 | 21,921 | 24,116 |
| Poss. & Other Areas | 1 | 2 | 3 |
| U.S. & POSS., etc. | 2,196 | 21,923 | 24,119 |
| Canada | 187 | 434 | 621 |
| International | 93 | 167 | 260 |
| Military or Civilian Personnel Overseas | | | |
| Total International | 280 | 601 | 881 |
| E-mail Address Only | | | |
| Other Unclassified | | | |
| GRAND TOTAL | 2,476 | 22,524 | 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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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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