

B2B Media

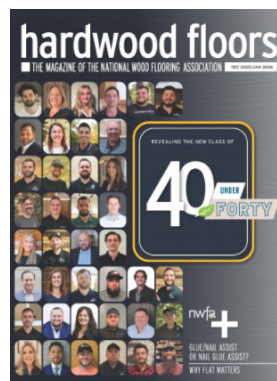
Publisher's Statement

6 months ended December 31, 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				25,001
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Membership Benefit - Print	2,395	Qualified Nonpaid Individual - Print		22,606
Total Average Qualified Paid Circulation	2,395	Total Average Qualified Nonpaid Circulation		22,606

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	250
Nonqualified Miscellaneous, Including Staff Copies - Print	1,799
Total Average Nonqualified Circulation	2,049

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Aug/Sep	2,492	22,508	25,000
Oct/Nov	2,459	22,541	25,000
Industry Guide	2,458	22,542	25,000
Dec/Jan	2,169	22,831	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	1,089	4.4	1,089	728	93	4	4	8	9	31	209	1	2
2.	Business Service	642	2.6	642	392	106	28	6	24	24		13	4	45
3.	Consultant	187	0.7	187	115	32	9	1	12	8	2	6	1	1
4.	Contractor	13,354	53.4	13,354	11,919	847	34	39	83	120	7	29	13	263
5.	Dealer/Retailer	5,881	23.5	5,881	3,887	1,106	50	48	342	294	2	81	14	57
6.	Distributor	1,361	5.4	1,361	555	395	44	32	155	101		11	5	63
7.	Importer/Exporter	121	0.5	121	55	19	2	3	10	9			1	22
8.	Inspector	127	0.5	127	106	3	2					2	1	13
9.	Maintenance Company	53	0.2	53	42	4	1	1	1	2			1	1
10.	Manufacturer	1,900	7.6	1,900	948	320	165	15	115	197	1	5	21	113
11.	Manufacturer Rep	93	0.4	93	23	6	2		27	17		1	15	2
	Others Allied to the Field	192	0.8	192	91	17	5	1	4	3		2	1	68
	Subtotal	25,000	100.0	25,000	18,861	2,948	346	150	781	784	43	359	78	650
	Percent			100.0	75.4	11.8	1.4	0.6	3.1	3.1	0.2	1.4	0.3	2.6
	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	15,329		15,329	61.3
Total Direct Request From Recipient's Company				
Total Communication Other Than Request	1,382		1,382	5.5
Membership Benefit	2,169		2,169	8.7
Business Directories				
Lists				
Acquired Circulation				
Other Sources	6,120		6,120	24.5
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	1,885	22,831	24,716	98.9
Individual by Name Only	284		284	1.1
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	2,169	22,831	25,000	100.0
Single Copy Sales				
Total Qualified Circulation			25,000	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	19	262	281
Arizona	15	322	337
Arkansas	12	150	162
California	180	2,203	2,383
Colorado	65	528	593
Connecticut	35	272	307
Delaware	8	33	41
District of Columbia	8	77	85
Florida	105	1,806	1,911
Georgia	103	881	984
Idaho	15	162	177
Illinois	72	863	935
Indiana	27	473	500
Iowa	10	253	263
Kansas	17	254	271
Kentucky	26	350	376
Louisiana	12	249	261
Maine	11	90	101
Maryland	26	462	488
Massachusetts	41	505	546
Michigan	46	699	745
Minnesota	42	548	590
Mississippi	6	115	121
Missouri	65	491	556
Montana	19	103	122
Nebraska	10	168	178
Nevada	11	131	142
New Hampshire	14	156	170
New Jersey	66	547	613
New Mexico	5	106	111
New York	106	1,105	1,211
North Carolina	99	827	926
North Dakota	2	67	69
Ohio	73	804	877
Oklahoma	12	167	179
Oregon	40	368	408
Pennsylvania	75	972	1,047
Rhode Island	6	56	62
South Carolina	40	322	362
South Dakota	4	65	69
Tennessee	56	521	577
Texas	115	1,519	1,634
Utah	21	219	240
Vermont	8	60	68
Virginia	66	591	657
Washington	55	539	594
West Virginia	6	66	72
Wisconsin	52	556	608
Wyoming	1	47	48
TOTAL 48 CONTERMINOUS STATES	1,928	22,130	24,058
Alaska		98	98
Hawaii	11	40	51
TOTAL ALASKA & HAWAII	11	138	149
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	1,939	22,268	24,207
Poss. & Other Areas		3	3
U.S. & POSS., etc.	1,939	22,271	24,210
Canada	164	388	552
International	66	172	238
Military or Civilian Personnel Overseas			
Total International	230	560	790
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	2,169	22,831	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%.

Paid Membership Benefit Subscriptions: Represent copies served to members of National Wood Flooring Association. \$20.00 is allocated for a one year subscription to this publication and is nondeductible from dues. This publication is the official journal of the National Wood Flooring Association.

Other Sources: Represent copies served to subscribers obtained from the Response Solutions database and the Data Axle database.

Source Analysis Reporting : Includes both paid and nonpaid circulation.

Analyzed Issue: The information in Business Analysis, Source Analysis; Mailing Address Analysis, and Geographic is from an analysis of the Dec/Jan issue.

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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