

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.

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.floortrendsmag.com



Scan for Publisher's contact information

FLOOR TRENDS is a B2B brand magazine covering color and design trends for both commercial and residential professionals in the floor covering industry to help them succeed in business. The editorial scope of the brand covers all types of floor covering and related information including carpet, resilient, wood, ceramics, rugs, cushion, rubber floors and accessories.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**FLOOR TRENDS
MAGAZINE**



6 issues in the period
20,000 average circulation

**FLOOR TRENDS
E-NEWSLETTER**



127 issued in the period
14,284 average per occurrence

**FLOOR TRENDS
WEBSITE**



21,344 average users

**FLOOR TRENDS
SOCIAL MEDIA**



9,596 Twitter followers
1,958 LinkedIn group members
3,098 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FLOOR TRENDS MAGAZINE (6 issues in the period)	19,994	6	20,000
a. Print	18,666	6	18,672
b. Digital	1,328	-	1,328
1. Requested	1,320	-	1,320
2. Non-Requested	8	-	8
FLOOR TRENDS E-NEWSLETTER			
TalkFloor (127 issued in the period)	14,284	-	14,284
FLOOR TRENDS WEBSITE (Monthly Users with 45,132 average Pageviews)	21,344	-	21,344
FLOOR TRENDS SOCIAL MEDIA			
a. Twitter followers	*9,596	-	*9,596
b. LinkedIn group members	*1,958	-	*1,958
c. Facebook likes	*3,098	-	*3,098

*Social Media claims are cumulative figures, not averages.

Proud Partner of www.buysafemedia.com

FIELD SERVED

FLOOR TRENDS serves the following: flooring dealer/contracting/retailer, architecture firm/interior design firm, distributor/wholesaler and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: corporate/executive management (including owner, partner, president, vice president, C-level officer), general management (including project manager, facility/building manager, energy manager, fabrication/manufacturing manager, physical plant manager, production manager, supervisor, foreman, team leader), architecture/design, contracting/installation/technician/maintenance, sales & marketing, purchasing and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency	600
Allocated for Trade Shows and Conventions	-
All Other	1,376
TOTAL	1,986

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,000	100.0	19,994	100.0	6	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	19,994	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January	18,877	1,123	20,000
February	18,885	1,115	20,000
March	18,956	1,044	20,000
April	18,981	1,019	20,000
May	18,131	1,869	20,000
June	18,200	1,800	20,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Classification By Job Function										
	Total Qualified	Percent of Total	Print	Digital	Corporate/Executive Management (Note 1)	General Management (Note 2)	Architecture/Design	Contracting/Installation/Technician/Maintenance	Sales & Marketing	Purchasing	Other Functions
Flooring Dealer/Contracting/Retailer	14,629	73.1	13,157	1,472	10,038	2,401	124	831	1,099	136	-
Architecture Firm/Interior Design Firm	4,230	21.2	3,960	270	1,219	339	2,459	95	82	36	-
Distributor/Wholesaler	1,141	5.7	1,014	127	500	211	-	-	430	-	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	18,131	1,869	11,757	2,951	2,583	926	1,611	172	-
PERCENT	100.0		90.7	9.3	58.8	14.8	12.9	4.6	8.0	0.9	-

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.

Note 2: General Management includes project manager, facility/building manager, energy manager, fabrication/manufacturing manager, physical plant manager, production manager, supervisor, foreman, team leader.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	10,300	5,000	-	13,446	1,854	15,300	76.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,000	-	-	1,000	-	1,000	5.0
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	3,700	-	-	3,685	15	3,700	18.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	5,000	-	18,131	1,869	20,000	100.0
PERCENT	75.0	25.0	-	90.7	9.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent
Maine	95	11	106	
New Hampshire	113	19	132	
Vermont	47	10	57	
Massachusetts	400	27	427	
Rhode Island	52	4	56	
Connecticut	249	25	274	
NEW ENGLAND	956	96	1,052	5.3
New York	977	96	1,073	
New Jersey	483	52	535	
Pennsylvania	718	67	785	
MIDDLE ATLANTIC	2,178	215	2,393	12.0
Ohio	683	66	749	
Indiana	423	40	463	
Illinois	796	80	876	
Michigan	602	75	677	
Wisconsin	418	46	464	
EAST NO. CENTRAL	2,922	307	3,229	16.1
Minnesota	391	49	440	
Iowa	228	24	252	
Missouri	352	38	390	
North Dakota	69	8	77	
South Dakota	57	8	65	
Nebraska	114	17	131	
Kansas	217	38	255	
WEST NO. CENTRAL	1,428	182	1,610	8.0
Delaware	62	5	67	
Maryland	328	30	358	
Washington, DC	48	3	51	
Virginia	416	48	464	
West Virginia	82	4	86	
North Carolina	514	77	591	
South Carolina	243	28	271	
Georgia	716	77	793	
Florida	1,237	100	1,337	
SOUTH ATLANTIC	3,646	372	4,018	20.1

State	Print	Digital	Total Qualified	Percent
Kentucky	278	31	309	
Tennessee	339	27	366	
Alabama	271	25	296	
Mississippi	91	9	100	
EAST SO. CENTRAL	979	92	1,071	5.4
Arkansas	187	17	204	
Louisiana	209	20	229	
Oklahoma	168	19	187	
Texas	977	73	1,050	
WEST SO. CENTRAL	1,541	129	1,670	8.3
Montana	104	16	120	
Idaho	137	18	155	
Wyoming	48	6	54	
Colorado	354	24	378	
New Mexico	91	10	101	
Arizona	318	39	357	
Utah	177	22	199	
Nevada	109	9	118	
MOUNTAIN	1,338	144	1,482	7.4
Alaska	44	3	47	
Washington	404	52	456	
Oregon	245	23	268	
California	2,138	206	2,344	
Hawaii	73	10	83	
PACIFIC	2,904	294	3,198	16.0
UNITED STATES	17,892	1,831	19,723	98.6
U.S. Territories	39	1	40	
Canada	71	20	91	
Mexico	6	-	6	
Other International	121	17	138	
APO/FPO	2	-	2	
TOTAL QUALIFIED CIRCULATION	18,131	1,869	20,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	TalkFloor
January	14,241
February	14,340
March	14,385
April	14,298
May	14,236
June	14,199
DAILY AVERAGE:	14,284

TalkFloor (127 issued in the period) Monthly Averages reported.

WEBSITE CHANNEL

WWW.FLOORTRENDSMAG.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	60,391	35,619	29,143	1:02
February	43,186	25,186	20,088	1:12
March	42,870	25,160	20,474	1:11
April	42,825	25,554	20,614	1:13
May	43,052	24,470	19,391	1:40
June	38,469	22,846	18,356	1:09
AVERAGE:	45,132	26,473	21,344	1:15

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Floor Trends Social Media



Twitter followers

<https://twitter.com/floortrendsmag>



LinkedIn group members

<https://linkedin.com/groups/3719991/profile>



Facebook likes

<https://www.facebook.com/floortrendsmag>

2019

Beginning Balance:	9,374	1,926	2,873
January	9,389	1,932	2,930
February	9,435	1,940	2,952
March	9,482	1,937	2,979
April	9,532	1,940	3,018
May	9,570	1,950	3,052
June	9,596	1,958	3,098

ADDITIONAL DATA

MAGAZINE: METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available (April and May 2019). Replica Plus – if a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available (January, February, March and June 2019).

PARAGRAPH 3b:

Communication from Recipient's Company (Other than Request): Written includes 1 source of circulation for a quantity of 23 copies or 0.1%. Telecommunication includes 1 source of circulation for a quantity of 370 copies or 1.9%. Electronic includes 1 source of circulation for a quantity of 607 copies or 3.0%. Business directories include 1 source of circulation for a quantity of 3,700 copies or 18.5%, including Infogroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Anna C. Silvestri, Audience Audit Manager

Rita M. Foumia, HR & IT Director

(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 2, 2019
State	Michigan
County	Oakland
Received by BPA Worldwide	July 2, 2019
Type	BJ
ID Number	E164B0J9

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.