

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
13,427 average per occurrence

**FLOOR TRENDS
WEBSITE**



17,907 average users

**FLOOR TRENDS
SOCIAL MEDIA**



9,238 Twitter followers
1,887 LinkedIn group members
2,717 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)	19,993	7	20,000
a. Print	18,594	7	18,601
b. Digital	1,399	-	1,399
1. Requested	1,355	-	1,355
2. Non-Requested	44	-	44
FLOOR TRENDS E-NEWSLETTER			
TalkFloor (127 issued in the period)	13,427	-	13,427
FLOOR TRENDS WEBSITE (Monthly Users with 38,305 average Pageviews)	17,907	-	17,907
FLOOR TRENDS SOCIAL MEDIA			
a. Twitter followers	*9,238	-	*9,238
b. LinkedIn group members	*1,887	-	*1,887
c. Facebook likes	*2,717	-	*2,717

*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 and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	29
Advertiser and Agency	576
Allocated for Trade Shows and Conventions	-
All Other	1,723
TOTAL	2,328

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	19,993	100.0	7	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	19,993	100.0	7	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	18,603	1,397	20,000
February	18,627	1,373	20,000
March	18,631	1,369	20,000
April	18,588	1,412	20,000
May	18,413	1,587	20,000
June	18,746	1,254	20,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

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 and Functions not Available
Flooring Dealer/Contracting/Retailer	14,987	74.9	13,958	1,029	10,921	1,882	91	893	1,092	108	-
Architecture Firm/Interior Design Firm	3,533	17.7	3,106	427	1,363	349	1,606	90	83	42	-
Distributor/Wholesaler	1,480	7.4	1,349	131	614	284	10	25	490	57	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	18,413	1,587	12,898	2,515	1,707	1,008	1,665	207	-
PERCENT	100.0		92.1	7.9	64.5	12.6	8.5	5.1	8.3	1.0	-

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 2018

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year					
I. Direct Request:	10,234	5,998	-		14,901	1,331	16,232	81.2
II. Request from recipient's company:	-	2	-		2	-	2	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-		-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	3,766	-	-		3,510	256	3,766	18.8
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,000	6,000	-		18,413	1,587	20,000	100.0
PERCENT	70.0	30.0	-		92.1	7.9	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent
Maine	88	6	94	
New Hampshire	138	12	150	
Vermont	49	4	53	
Massachusetts	376	31	407	
Rhode Island	68	2	70	
Connecticut	244	27	271	
NEW ENGLAND	963	82	1,045	5.2
New York	1,051	88	1,139	
New Jersey	549	51	600	
Pennsylvania	830	55	885	
MIDDLE ATLANTIC	2,430	194	2,624	13.1
Ohio	764	53	817	
Indiana	448	35	483	
Illinois	764	66	830	
Michigan	633	44	677	
Wisconsin	469	21	490	
EAST NO. CENTRAL	3,078	219	3,297	16.5
Minnesota	429	30	459	
Iowa	229	16	245	
Missouri	363	27	390	
North Dakota	70	5	75	
South Dakota	72	5	77	
Nebraska	140	10	150	
Kansas	223	25	248	
WEST NO. CENTRAL	1,526	118	1,644	8.2
Delaware	54	4	58	
Maryland	313	28	341	
Washington, DC	38	3	41	
Virginia	440	43	483	
West Virginia	82	7	89	
North Carolina	580	52	632	
South Carolina	263	14	277	
Georgia	669	77	746	
Florida	1,190	95	1,285	
SOUTH ATLANTIC	3,629	323	3,952	19.8
Kentucky	254	14	268	
Tennessee	357	29	386	
Alabama	246	16	262	
Mississippi	110	12	122	
EAST SO. CENTRAL	967	71	1,038	5.2
Arkansas	186	14	200	
Louisiana	204	27	231	
Oklahoma	208	16	224	
Texas	1,068	105	1,173	
WEST SO. CENTRAL	1,666	162	1,828	9.1
Montana	109	8	117	
Idaho	129	14	143	
Wyoming	60	8	68	
Colorado	312	31	343	
New Mexico	107	8	115	
Arizona	285	42	327	
Utah	191	19	210	
Nevada	112	8	120	
MOUNTAIN	1,305	138	1,443	7.2
Alaska	50	1	51	
Washington	393	42	435	
Oregon	246	11	257	
California	1,878	162	2,040	
Hawaii	81	8	89	
PACIFIC	2,648	224	2,872	14.4
UNITED STATES	18,212	1,531	19,743	98.7
U.S. Territories	44	2	46	
Canada	64	27	91	
Mexico	3	2	5	
Other International	87	25	112	
APO/FPO	3	-	3	
TOTAL QUALIFIED CIRCULATION	18,413	1,587	20,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	TalkFloor
January	12,327
February	12,312
March	13,442
April	14,044
May	14,246
June	14,179
DAILY AVERAGE:	13,427

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

WEBSITE CHANNEL

WWW.FLOORTRENDSMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	37,896	20,741	16,205	1:28
February	37,949	21,406	17,194	1:17
March	40,588	24,131	19,860	1:09
April	39,493	23,813	19,307	1:08
May	37,713	21,940	17,661	1:10
June	36,192	21,682	17,213	1:14
AVERAGE:	38,305	22,285	17,907	1:14

January – June 2018 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 Cookie 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>

2018

Beginning Balance:	8,875	1,865	2,480
January	8,949	1,862	2,533
February	9,019	1,872	2,590
March	9,073	1,872	2,638
April	9,133	1,876	2,658
May	9,186	1,884	2,658
June	9,238	1,887	2,717

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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:

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.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,766 copies or 18.8%, 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. Fournia, Corporate Strategy 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 3, 2018

State

Michigan

County

Oakland

Received by BPA Worldwide

July 3, 2018

Type

BJ

ID Number

E164B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.