

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.

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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.

PUBLICATION FORMAT – DIGITAL

FLOOR TRENDS is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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
12,379 average circulation

FLOOR TRENDS E-NEWSLETTER

132 issued in the period
10,300 average per occurrence

FLOOR TRENDS WEBSITE

20,708 average users

FLOOR TRENDS SOCIAL MEDIA

9,838 Twitter followers
2,402 LinkedIn group members
3,599 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)	12,378	1	12,379
FLOOR TRENDS E-NEWSLETTER			
TalkFloor (132 issued in the period)	10,300	-	10,300
FLOOR TRENDS WEBSITE (Monthly Users with 42,437 average Pageviews)	20,708	-	20,708
FLOOR TRENDS SOCIAL MEDIA			
a. Twitter followers	*9,838	-	*9,838
b. LinkedIn group members	*2,402	-	*2,402
c. Facebook likes	*3,599	-	*3,599

*Social Media claims are cumulative figures, not averages.

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FIELD SERVED

FLOOR TRENDS serves the following: flooring dealer/contracting/retailer, architecture firm/interior design firm, remodeler/builder/renovation (includes building service, remodeling, general contracting and building construction contracting 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	-
Advertiser and Agency	588
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	588

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,379	100.0	12,378	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,379	100.0	12,378	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July	11,572
August	11,609
September	12,196
October	12,617
November	13,006
December	13,273

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

This issue is 6.1% or 753 copies above the average of the other 5 issues reported in Paragraph 2.

Classification By Job Function

Business and Industry	Total Qualified	Percent of Total	Corporate/Executive Management (Note 1)	General Management (Note 2)	Architecture/Design	Contracting/Installation/Technician/Maintenance	Sales & Marketing	Purchasing	Other Functions
Flooring Dealer/Contracting/Retailer	6,973	53.6	4,325	1,162	118	594	707	67	-
Architecture Firm/Interior Design Firm	3,973	30.6	1,350	333	2,108	67	71	44	-
Remodeler/Builder/Renovation (Note 3)	330	2.5	189	67	20	33	14	7	-
Distributor/Wholesaler	1,254	9.6	517	231	29	30	407	40	-
Others Allied to the Field	476	3.7	261	57	24	19	111	4	-
TOTAL QUALIFIED CIRCULATION	13,006	100.0	6,642	1,850	2,299	743	1,310	162	-
PERCENT	100.0		51.1	14.2	17.7	5.7	10.1	1.2	-

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.

Note 3: Remodeler/Builder/Renovation includes building service, remodeling, general contracting and building construction contracting firm.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	13,006	100.0
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (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:	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	13,006 100.0	100.0

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	63		Kentucky	173	
New Hampshire	76		Tennessee	223	
Vermont	47		Alabama	162	
Massachusetts	216		Mississippi	51	
Rhode Island	30		EAST SO. CENTRAL	609	4.7
Connecticut	170		Arkansas	120	
NEW ENGLAND	602	4.6	Louisiana	107	
New York	818		Oklahoma	128	
New Jersey	384		Texas	690	
Pennsylvania	563		WEST SO. CENTRAL	1,045	8.0
MIDDLE ATLANTIC	1,765	13.6	Montana	73	
Ohio	517		Idaho	100	
Indiana	268		Wyoming	33	
Illinois	603		Colorado	194	
Michigan	455		New Mexico	68	
Wisconsin	316		Arizona	245	
EAST NO. CENTRAL	2,159	16.6	Utah	147	
Minnesota	315		Nevada	83	
Iowa	159		MOUNTAIN	943	7.3
Missouri	251		Alaska	17	
North Dakota	62		Washington	296	
South Dakota	49		Oregon	151	
Nebraska	105		California	1,395	
Kansas	166		Hawaii	66	
WEST NO. CENTRAL	1,107	8.5	PACIFIC	1,925	14.8
Delaware	31		UNITED STATES	12,697	97.6
Maryland	200		U.S. Territories	45	
Washington, DC	41		Canada	74	
Virginia	321		Mexico	15	
West Virginia	55		Other International	175	
North Carolina	400		APO/FPO	-	
South Carolina	184				
Georgia	530				
Florida	780				
SOUTH ATLANTIC	2,542	19.5			
			TOTAL QUALIFIED CIRCULATION	13,006	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	TalkFloor
July	10,823
August	10,601
September	10,371
October	10,134
November	9,964
December	9,898
DAILY AVERAGE:	10,300

TalkFloor (132 issued in the period)
Monthly Averages reported.

WEBSITE CHANNEL

WWW.FLOORTRENDSMAG.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	52,333	29,154	22,138	3:20
August	44,608	26,533	21,547	1:28
September	43,446	26,624	21,573	1:14
October	41,034	25,013	20,732	1:12
November	37,176	22,878	19,236	1:06
December	36,024	22,847	19,023	1:06
AVERAGE:	42,437	25,508	20,708	1:34

July – December 2020 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>

2020

Beginning Balance:	9,824	2,087	3,532
July	9,816	2,132	3,546
August	9,821	2,187	3,556
September	9,824	2,261	3,579
October	9,838	2,310	3,590
November	9,831	2,320	3,592
December	9,838	2,402	3,599

ADDITIONAL DATA

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 Silvestri, Audience Audit Manager

Nikki Smith, Online Development 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

State

County

Received by BPA Worldwide

Type

ID Number

January 11, 2021

Michigan

Oakland

January 11, 2021

BJ

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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.

Publication Format: This publication is produced in an only digital format.

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