

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.

**MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES**

**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 DIGITAL MAGAZINE**

**FLOOR TRENDS E-NEWSLETTER**

**FLOOR TRENDS WEBSITE**

**FLOOR TRENDS SOCIAL MEDIA**

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>FLOOR TRENDS DIGITAL MAGAZINE</b> (6 issues in the period) (See Paragraph 3b for Source)	16,022	1	16,023
<b>FLOOR TRENDS E-NEWSLETTER</b>			
TalkFloor (131 issued in the period)	9,754	-	9,754
<b>FLOOR TRENDS WEBSITE</b> (Monthly Users with 45,510 average Pageviews)	22,163	-	22,163
<b>FLOOR TRENDS SOCIAL MEDIA</b>			
a. Twitter followers	*9,863	-	*9,863
b. LinkedIn fans	*4,259	-	*4,259
c. Facebook likes	*3,715	-	*3,715

\*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	345
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>345</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,023	100.0	16,022	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,023</b>	<b>100.0</b>	<b>16,022</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
July	16,064
August	16,063
September	15,909
October	15,884
November	16,056
December	16,162

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

This issue is 0.2% or 40 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	7,099	44.2	4,410	1,251	141	487	731	68	11
Architecture Firm/Interior Design Firm	5,374	33.5	1,767	493	2,937	53	86	34	4
Remodeler/Builder/Renovation (Note 3)	1,625	10.1	984	354	74	115	72	25	1
Distributor/Wholesaler	1,579	9.8	659	309	40	28	484	58	1
Others Allied to the Field	379	2.4	38	70	22	33	180	5	31
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,056</b>	<b>100.0</b>	<b>7,858</b>	<b>2,477</b>	<b>3,214</b>	<b>716</b>	<b>1,553</b>	<b>190</b>	<b>48</b>
<b>PERCENT</b>	<b>100.0</b>		<b>48.9</b>	<b>15.4</b>	<b>20.0</b>	<b>4.5</b>	<b>9.7</b>	<b>1.2</b>	<b>0.3</b>

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 2021**

Qualification Source	Total Qualified	Percent
I. Direct Request:	16,056	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:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,056</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

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 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	69		Kentucky	197	
New Hampshire	86		Tennessee	315	
Vermont	52		Alabama	214	
Massachusetts	352		Mississippi	73	
Rhode Island	38		<b>EAST SO. CENTRAL</b>	<b>799</b>	<b>5.0</b>
Connecticut	213		Arkansas	141	
<b>NEW ENGLAND</b>	<b>810</b>	<b>5.0</b>	Louisiana	158	
New York	977		Oklahoma	113	
New Jersey	521		Texas	964	
Pennsylvania	705		<b>WEST SO. CENTRAL</b>	<b>1,376</b>	<b>8.6</b>
<b>MIDDLE ATLANTIC</b>	<b>2,203</b>	<b>13.7</b>	Montana	80	
Ohio	638		Idaho	110	
Indiana	323		Wyoming	39	
Illinois	735		Colorado	262	
Michigan	516		New Mexico	91	
Wisconsin	365		Arizona	280	
<b>EAST NO. CENTRAL</b>	<b>2,577</b>	<b>16.1</b>	Utah	160	
Minnesota	375		Nevada	98	
Iowa	206		<b>MOUNTAIN</b>	<b>1,120</b>	<b>7.0</b>
Missouri	346		Alaska	33	
North Dakota	75		Washington	335	
South Dakota	68		Oregon	181	
Nebraska	134		California	1,595	
Kansas	193		Hawaii	77	
<b>WEST NO. CENTRAL</b>	<b>1,397</b>	<b>8.7</b>	<b>PACIFIC</b>	<b>2,221</b>	<b>13.8</b>
Delaware	43		<b>UNITED STATES</b>	<b>15,679</b>	<b>97.7</b>
Maryland	252		U.S. Territories	43	
Washington, DC	53		Canada	81	
Virginia	398		Mexico	15	
West Virginia	66		Other International	236	
North Carolina	448		APO/FPO	2	
South Carolina	213				
Georgia	658		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,056</b>	<b>100.0</b>
Florida	1,045				
<b>SOUTH ATLANTIC</b>	<b>3,176</b>	<b>19.8</b>			

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2021	TalkFloor
July	9,759
August	9,741
September	9,739
October	9,760
November	9,771
December	9,756
<b>DAILY AVERAGE:</b>	<b>9,754</b>

TalkFloor (131 issued in the period)  
Monthly Averages reported.

## WEBSITE CHANNEL

### WWW.FLOORTRENDSMAG.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	43,076	27,576	21,244	1:14
August	44,168	28,036	21,539	1:18
September	44,824	28,174	21,901	1:17
October	50,598	31,601	24,905	1:20
November	47,785	29,202	22,699	1:22
December	42,611	26,598	20,687	1:18
<b>AVERAGE:</b>	<b>45,510</b>	<b>28,531</b>	<b>22,163</b>	<b>1:18</b>

July – December 2021 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 fans\*

<https://linkedin.com/company/floor-trends-mag>



Facebook likes

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

#### 2021

Beginning Balance:	9,784	3,376	3,676
July	9,789	3,640	3,688
August	9,811	3,736	3,697
September	9,814	3,816	3,707
October	9,832	3,934	3,712
November	9,854	4,103	3,714
December	9,863	4,259	3,715

\*Effective July 1, 2021, LinkedIn Company Page Data is reported.

## 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

January 5, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

January 5, 2022

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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.