

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  
19,989 average circulation

**FLOOR TRENDS  
E-NEWSLETTER**



125 issued in the period  
12,581 average per occurrence

**FLOOR TRENDS  
WEBSITE**



27,562 average users

**FLOOR TRENDS  
SOCIAL MEDIA**



9,824 Twitter followers  
2,087 LinkedIn group members  
3,532 Facebook likes

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>FLOOR TRENDS MAGAZINE</b> (6 issues in the period)	19,986	3	19,989
(See Paragraph 3b for Format Type and Source)			
<b>FLOOR TRENDS E-NEWSLETTER</b>			
TalkFloor (125 issued in the period)	12,581	-	12,581
<b>FLOOR TRENDS WEBSITE</b> (Monthly Users with 56,822 average Pageviews)	27,562	-	27,562
<b>FLOOR TRENDS SOCIAL MEDIA</b>			
a. Twitter followers	*9,824	-	*9,824
b. LinkedIn group members	*2,087	-	*2,087
c. Facebook likes	*3,532	-	*3,532

\*Social Media claims are cumulative figures, not averages.

**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	4
Advertiser and Agency	549
Allocated for Trade Shows and Conventions	-
All Other	781
<b>TOTAL</b>	<b>1,334</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	19,989	100.0	19,986	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,989</b>	<b>100.0</b>	<b>19,986</b>	<b>100.0</b>	<b>3</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Total Qualified
January	16,872	3,128	20,000
February	16,831	3,169	20,000
March	16,799	3,201	20,000
April	16,552	3,448	20,000
May	6,361	13,574	19,935
June	6,697	13,303	20,000

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

This issue is 0.1% or 11 copies above 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	13,619	68.1	5,834	7,785	9,790	1,710	192	783	1,045	99	-
Architecture Firm/Interior Design Firm	5,287	26.4	706	4,581	1,511	364	3,202	75	91	44	-
Distributor/Wholesaler	1,094	5.5	157	937	480	275	11	3	309	16	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>6,697</b>	<b>13,303</b>	<b>11,781</b>	<b>2,349</b>	<b>3,405</b>	<b>861</b>	<b>1,445</b>	<b>159</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>33.5</b>	<b>66.5</b>	<b>58.9</b>	<b>11.8</b>	<b>17.0</b>	<b>4.3</b>	<b>7.2</b>	<b>0.8</b>	<b>-</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.

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

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	10,417	4,594	293	3,514	11,790	15,304	76.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	998	-	-	50	948	998	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:	3,698	-	-	3,133	565	3,698	18.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>15,113</b>	<b>4,594</b>	<b>293</b>	<b>6,697</b>	<b>13,303</b>	<b>20,000</b>	<b>100.0</b>
	<b>75.5</b>	<b>23.0</b>	<b>1.5</b>	<b>33.5</b>	<b>66.5</b>		

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020\***

State	Print	Digital	Total Qualified	Percent
Maine	38	69	107	
New Hampshire	50	81	131	
Vermont	18	45	63	
Massachusetts	184	242	426	
Rhode Island	17	30	47	
Connecticut	112	179	291	
NEW ENGLAND	419	646	1,065	5.3
New York	331	829	1,160	
New Jersey	160	387	547	
Pennsylvania	235	578	813	
MIDDLE ATLANTIC	726	1,794	2,520	12.6
Ohio	243	522	765	
Indiana	181	271	452	
Illinois	306	630	936	
Michigan	217	473	690	
Wisconsin	160	308	468	
EAST NO. CENTRAL	1,107	2,204	3,311	16.6
Minnesota	133	328	461	
Iowa	82	163	245	
Missouri	120	263	383	
North Dakota	24	59	83	
South Dakota	19	47	66	
Nebraska	40	112	152	
Kansas	91	172	263	
WEST NO. CENTRAL	509	1,144	1,653	8.3
Delaware	28	34	62	
Maryland	135	224	359	
Washington, DC	8	46	54	
Virginia	152	329	481	
West Virginia	32	57	89	
North Carolina	178	400	578	
South Carolina	89	174	263	
Georgia	305	510	815	
Florida	480	789	1,269	
SOUTH ATLANTIC	1,407	2,563	3,970	19.9

\*See Additional Data

State	Print	Digital	Total Qualified	Percent
Kentucky	113	195	308	
Tennessee	115	215	330	
Alabama	131	171	302	
Mississippi	32	53	85	
EAST SO. CENTRAL	391	634	1,025	5.1
Arkansas	73	130	203	
Louisiana	82	121	203	
Oklahoma	67	133	200	
Texas	309	711	1,020	
WEST SO. CENTRAL	531	1,095	1,626	8.1
Montana	34	72	106	
Idaho	37	113	150	
Wyoming	18	31	49	
Colorado	111	231	342	
New Mexico	41	65	106	
Arizona	111	265	376	
Utah	49	145	194	
Nevada	38	84	122	
MOUNTAIN	439	1,006	1,445	7.2
Alaska	20	22	42	
Washington	152	314	466	
Oregon	82	166	248	
California	868	1,472	2,340	
Hawaii	29	59	88	
PACIFIC	1,151	2,033	3,184	15.9
UNITED STATES	6,680	13,119	19,799	99.0
U.S. Territories	4	38	42	
Canada	6	62	68	
Mexico	-	7	7	
Other International	7	77	84	
APO/FPO	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,697</b>	<b>13,303</b>	<b>20,000</b>	<b>100.0</b>

**E-NEWSLETTER CHANNEL**

2020	TalkFloor
January	14,534
February	14,443
March	14,528
April	12,598
May	8,954
June	10,197
<b>DAILY AVERAGE:</b>	<b>12,581</b>

TalkFloor (125 issued in the period)  
Monthly Averages reported.

## WEBSITE CHANNEL

WWW.FLOORTRENDSMAG.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	74,538	49,810	43,897	0:47
February	57,803	36,158	28,564	1:48
March	53,995	31,697	24,633	2:25
April	55,238	32,918	24,917	2:28
May	49,925	29,015	22,212	3:03
June	49,430	27,420	21,150	3:22
<b>AVERAGE:</b>	<b>56,822</b>	<b>34,503</b>	<b>27,562</b>	<b>2:19</b>

January – June 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:	9,775	1,965	3,278
January	9,806	1,969	3,308
February	9,822	1,991	3,328
March	9,817	2,005	3,389
April	9,850	2,025	3,445
May	9,856	2,047	3,483
June	9,824	2,087	3,532

## 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 (March 2020). 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, April, May and June 2020).

#### PARAGRAPH 3b:

Communication (other than request) includes 1 source of circulation for a quantity of 998 copies or 5.0%. Business directories include 1 source of circulation for a quantity of 3,698 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. Fomia, 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 7, 2020
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County	Oakland
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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.