

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.

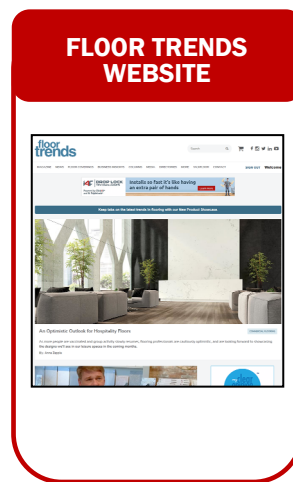
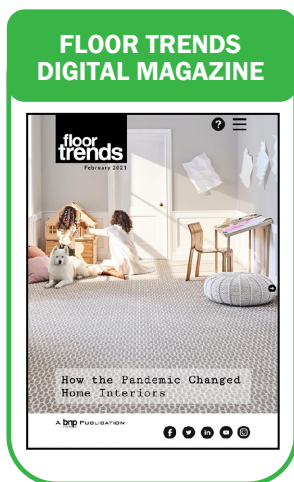
MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FLOOR TRENDS DIGITAL MAGAZINE (6 issues in the period) (See Paragraph 3b for Source)	15,297	1	15,298
FLOOR TRENDS E-NEWSLETTER			
TalkFloor (129 issued in the period)	9,765	-	9,765
FLOOR TRENDS WEBSITE (Monthly Users with 45,383 average Pageviews)	22,634	-	22,634
FLOOR TRENDS SOCIAL MEDIA			
a. Twitter followers	*9,784	-	*9,784
b. LinkedIn group members	*2,582	-	*2,582
c. Facebook likes	*3,676	-	*3,676

*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, other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	424
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	424

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,298	100.0	15,297	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,298	100.0	15,297	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	13,751
February	14,799
March	14,605
April	16,262
May	16,291
June	16,082

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

This issue is 7.9% or 1,191 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	Functions Not Available
Flooring Dealer/Contracting/Retailer	7,519	46.1	4,581	1,320	149	567	816	73	12	1
Architecture Firm/Interior Design Firm	5,371	33.0	1,804	506	2,865	66	86	38	5	1
Remodeler/Builder/Renovation (Note 3)	1,106	6.8	614	262	59	88	62	19	2	-
Distributor/Wholesaler	1,610	9.9	663	315	41	32	501	54	3	1
Others Allied to the Field	685	4.2	208	63	28	26	158	4	40	158
TOTAL QUALIFIED CIRCULATION	16,291	100.0	7,870	2,466	3,142	779	1,623	188	62	161
PERCENT	100.0		48.3	15.1	19.3	4.8	10.0	1.1	0.4	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.

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 MAY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	16,291	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	16,291	100.0
PERCENT	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 MAY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	76		Kentucky	202	
New Hampshire	88		Tennessee	303	
Vermont	55		Alabama	209	
Massachusetts	357		Mississippi	78	
Rhode Island	39		EAST SO. CENTRAL	792	4.8
Connecticut	212		Arkansas	135	
NEW ENGLAND	827	5.1	Louisiana	165	
New York	1,008		Oklahoma	122	
New Jersey	512		Texas	964	
Pennsylvania	718		WEST SO. CENTRAL	1,386	8.5
MIDDLE ATLANTIC	2,238	13.7	Montana	82	
Ohio	652		Idaho	113	
Indiana	321		Wyoming	38	
Illinois	744		Colorado	272	
Michigan	526		New Mexico	93	
Wisconsin	383		Arizona	297	
EAST NO. CENTRAL	2,626	16.1	Utah	167	
Minnesota	385		Nevada	98	
Iowa	216		MOUNTAIN	1,160	7.1
Missouri	336		Alaska	31	
North Dakota	79		Washington	342	
South Dakota	66		Oregon	186	
Nebraska	134		California	1,638	
Kansas	197		Hawaii	80	
WEST NO. CENTRAL	1,413	8.7	PACIFIC	2,277	14.0
Delaware	43		UNITED STATES	15,908	97.6
Maryland	244		U.S. Territories	48	
Washington, DC	55		Canada	90	
Virginia	394		Mexico	14	
West Virginia	68		Other International	229	
North Carolina	449		APO/FPO	2	
South Carolina	216				
Georgia	659				
Florida	1,061				
SOUTH ATLANTIC	3,189	19.6			
			TOTAL QUALIFIED CIRCULATION	16,291	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2021	TalkFloor
January	9,824
February	9,743
March	9,687
April	9,667
May	9,850
June	9,825
DAILY AVERAGE:	9,765

TalkFloor (129 issued in the period)
Monthly Averages reported.

WEBSITE CHANNEL

WWW.FLOORTRENDSMAG.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	49,943	30,912	24,921	1:24
February	44,795	27,329	22,431	1:14
March	47,283	29,707	24,500	1:08
April	44,071	26,702	21,709	1:07
May	45,020	27,987	22,043	1:21
June	41,184	26,327	20,197	1:19
AVERAGE:	45,383	28,161	22,634	1:15

January – June 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 group members

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



Facebook likes

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

2021

Beginning Balance:	9,838	2,402	3,599
January	9,801	2,447	3,614
February	9,831	2,493	3,620
March	9,860	2,511	3,657
April	9,865	2,530	3,669
May	9,789	2,529	3,671
June	9,784	2,582	3,676

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

July 2, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

July 2, 2021

Type

BJ

ID Number

E164B0J1

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.