

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

**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)<br>(See Paragraph 3b for Source) | 15,988   | -    | 15,988  |
| <b>FLOOR TRENDS E-NEWSLETTER</b>   |          |      |         |
| TalkFloor (129 issued in the period)   | 9,565    | -    | 9,565   |
| <b>FLOOR TRENDS WEBSITE</b><br>(Monthly Users with 56,897 average Pageviews)                   | 30,360   | -    | 30,360  |
| <b>FLOOR TRENDS SOCIAL MEDIA</b>   |          |      |         |
| a. Twitter followers   | *9,948   | -    | *9,948  |
| b. LinkedIn fans   | *5,373   | -    | *5,373  |
| c. Facebook likes  | *3,781   | -    | *3,781  |

\*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                    | 1          |
| Advertiser and Agency                     | 283        |
| Allocated for Trade Shows and Conventions | -          |
| All Other                                 | -          |
| <b>TOTAL</b>                              | <b>284</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                         | 15,988          | 100.0        | 15,988             | 100.0        | -              | -        |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>15,988</b>   | <b>100.0</b> | <b>15,988</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

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

| 2022 Issue | Total Qualified |
|------------|-----------------|
| January    | 16,307          |
| February   | 16,246          |
| March      | 16,173          |
| April      | 16,082          |
| May        | 15,621          |
| June       | 15,499          |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022**  
 This issue is 2.7% or 440 copies below 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   | 6,180           | 39.6             | 3,671                                   | 1,160                       | 152                 | 444   | 674               | 65         | 14              |
| Architecture Firm/Interior Design Firm | 5,332           | 34.1             | 1,756                                   | 465                         | 2,961               | 47  | 68                | 28         | 7               |
| Remodeler/Builder/Renovation (Note 3)  | 2,077           | 13.3             | 1,257                                   | 448                         | 96                  | 148   | 98                | 29         | 1               |
| Distributor/Wholesaler                 | 1,582           | 10.1             | 649                                     | 302                         | 37                  | 23  | 508               | 60         | 3               |
| Others Allied to the Field             | 450             | 2.9              | 204                                     | -                           | -                   | -   | 199               | 7          | 40              |
| <b>TOTAL QUALIFIED CIRCULATION</b>     | <b>15,621</b>   | <b>100.0</b>     | <b>7,537</b>                            | <b>2,375</b>                | <b>3,246</b>        | <b>662</b>                                      | <b>1,547</b>      | <b>189</b> | <b>65</b>       |
| <b>PERCENT</b>                         | <b>100.0</b>    |                  | <b>48.3</b>                             | <b>15.2</b>                 | <b>20.8</b>         | <b>4.2</b>                                      | <b>9.9</b>        | <b>1.2</b> | <b>0.4</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 MAY 2022**

| Qualification Source  | Qualified Within |              |              | Total Qualified | Percent      |
|---|------------------|--------------|--------------|-----------------|--------------|
|   | 1 Year           | 2 Years      | 3 Years      |                 |              |
| I. Direct Request:  | 8,538            | 5,753        | 1,330        | 15,621          | 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>8,538</b>     | <b>5,753</b> | <b>1,330</b> | <b>15,621</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>54.7</b>      | <b>36.8</b>  | <b>8.5</b>   | <b>100.0</b>    |              |

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022\***

| State                   | Total Qualified | Percent     | State                              | Total Qualified | Percent      |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine                   | 62              |             | Kentucky                           | 183             |              |
| New Hampshire           | 89              |             | Tennessee                          | 307             |              |
| Vermont                 | 51              |             | Alabama                            | 206             |              |
| Massachusetts           | 362             |             | Mississippi                        | 70              |              |
| Rhode Island            | 36              |             | <b>EAST SO. CENTRAL</b>            | <b>766</b>      | <b>4.9</b>   |
| Connecticut             | 207             |             | Arkansas                           | 128             |              |
| <b>NEW ENGLAND</b>      | <b>807</b>      | <b>5.2</b>  | Louisiana                          | 153             |              |
| New York                | 936             |             | Oklahoma                           | 79              |              |
| New Jersey              | 521             |             | Texas                              | 1,003           |              |
| Pennsylvania            | 700             |             | <b>WEST SO. CENTRAL</b>            | <b>1,363</b>    | <b>8.8</b>   |
| <b>MIDDLE ATLANTIC</b>  | <b>2,157</b>    | <b>13.8</b> | Montana                            | 72              |              |
| Ohio                    | 603             |             | Idaho                              | 107             |              |
| Indiana                 | 324             |             | Wyoming                            | 39              |              |
| Illinois                | 725             |             | Colorado                           | 255             |              |
| Michigan                | 496             |             | New Mexico                         | 85              |              |
| Wisconsin               | 338             |             | Arizona                            | 278             |              |
| <b>EAST NO. CENTRAL</b> | <b>2,486</b>    | <b>15.9</b> | Utah                               | 147             |              |
| Minnesota               | 336             |             | Nevada                             | 96              |              |
| Iowa                    | 194             |             | <b>MOUNTAIN</b>                    | <b>1,079</b>    | <b>6.9</b>   |
| Missouri                | 336             |             | Alaska                             | 37              |              |
| North Dakota            | 66              |             | Washington                         | 352             |              |
| South Dakota            | 68              |             | Oregon                             | 167             |              |
| Nebraska                | 123             |             | California                         | 1,486           |              |
| Kansas                  | 187             |             | Hawaii                             | 71              |              |
| <b>WEST NO. CENTRAL</b> | <b>1,310</b>    | <b>8.4</b>  | <b>PACIFIC</b>                     | <b>2,113</b>    | <b>13.5</b>  |
| Delaware                | 47              |             | <b>UNITED STATES</b>               | <b>15,224</b>   | <b>97.5</b>  |
| Maryland                | 240             |             | U.S. Territories                   | 29              |              |
| Washington, DC          | 53              |             | Canada                             | 82              |              |
| Virginia                | 411             |             | Mexico                             | 16              |              |
| West Virginia           | 56              |             | Other International                | 268             |              |
| North Carolina          | 436             |             | APO/FPO                            | 2               |              |
| South Carolina          | 207             |             |                                    |                 |              |
| Georgia                 | 650             |             | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>15,621</b>   | <b>100.0</b> |
| Florida                 | 1,043           |             |                                    |                 |              |
| <b>SOUTH ATLANTIC</b>   | <b>3,143</b>    | <b>20.1</b> |                                    |                 |              |

\*See Additional Data

**E-NEWSLETTER CHANNEL**

| 2022                  | TalkFloor    |
|-----------------------|--------------|
| January               | 9,736        |
| February              | 9,611        |
| March                 | 9,576        |
| April                 | 9,487        |
| May                   | 9,538        |
| June                  | 9,451        |
| <b>DAILY AVERAGE:</b> | <b>9,565</b> |

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

## WEBSITE CHANNEL

WWW.FLOORTRENDSMAG.COM

| 2022            | Pageviews     | Sessions      | Users         | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| January         | 55,475        | 35,156        | 27,955        | 1:13                     |
| February        | 56,185        | 35,290        | 28,362        | 1:10                     |
| March           | 63,013        | 42,575        | 34,601        | 1:02                     |
| April           | 54,156        | 37,308        | 30,855        | 1:03                     |
| May             | 56,142        | 36,923        | 29,760        | 1:10                     |
| June            | 56,413        | 37,925        | 30,628        | 1:06                     |
| <b>AVERAGE:</b> | <b>56,897</b> | <b>37,530</b> | <b>30,360</b> | <b>1:07</b>              |

January – June 2022 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>

2022

|                    |       |       |       |
|--------------------|-------|-------|-------|
| Beginning Balance: | 9,863 | 4,259 | 3,715 |
| January            | 9,882 | 4,417 | 3,713 |
| February           | 9,897 | 4,639 | 3,724 |
| March              | 9,901 | 4,915 | 3,740 |
| April              | 9,923 | 5,062 | 3,768 |
| May                | 9,940 | 5,244 | 3,779 |
| June               | 9,948 | 5,373 | 3,781 |

\*Due to technical difficulties, the June LinkedIn fans are as of June 21, 2022.

## 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 12, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

July 12, 2022

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BJ

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E164B0J2

### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

**MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.**

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