

B2B Media

Publisher's Statement

6 months ended June 30, 2019

Subject to Audit

Field Served:

Do-It-Yourself Home Improvement Retailers, including hardware stores, home centers, lumber and building material dealers and the wholesalers serving these retailers.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		35,000
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Qualified Nonpaid Individual - Print		35,000
Total Average Qualified Nonpaid Circulation		35,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	1,810
Nonqualified Allocated for Shows & Conventions - Print	1,646
Nonqualified Miscellaneous, Including Staff Copies - Print	447
Total Average Nonqualified Circulation	3,903

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		35,000
Feb		35,000
Mar		35,000
Apr		35,000
May		35,000
Jun		35,000

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total Qualified Nonpaid - Print	%	Units#	Classification by Title		
					Executives	Management/Purchasing	Sales & Other
					Owners, Presidents, Vice Presidents & Other Executives	Store, Branch, Merchandise Managers & Buyers	Sales Managers, Salesmen, Other Personnel
1.	Home Improvement Retailers						
	Hardware Stores, Home Centers and Home Improvement Retailers (Incl. DIY Lumber/Building Materials)	32,476	92.8	27,705	18,357	13,227	892
2.	Wholesalers						
	Hardware, Lumber/Building Material and Home Improvement Wholesalers	2,524	7.2	2,126	1,112	1,042	370
Total Qualified Circulation		35,000	100.0	29,831	19,469	14,269	1,262

#At the option of the publisher, unit analysis is made for Classifications 1 and 2. Definition of a unit for Classification #1, Home Improvement Retailers: A unit is a business establishment, including hardware stores, home centers, lumber/building materials dealers and other retail outlets, engaged in the sale of basic hardware lines at a single physical location. Definition of a unit for Classification #2, Wholesalers: A business establishment, including full line wholesalers, lumber/building wholesalers and specialty distributors engaged in the wholesale distribution of basic hardware lines at a single physical location.

Business Type	Units	%
1. Hardware Stores, Home Centers and Home Improvement Retailers	27,705	92.9
2. Wholesalers: Hardware, Lumber/ Building Material and Home Improvement Wholesalers	2,126	7.1

Classification by Job Title	Copies	%
A. Executives	19,469	55.6
B. Management/Purchasing	14,269	40.8
C. Sales and Other	1,262	3.6

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	16,362	6,971		23,333	66.7
Total Direct Request From Recipient's Company	3,446	643		4,089	11.7
Total Communication Other Than Request					
Association					
Business Directories					
Lists	7,578			7,578	21.7
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	27,386	7,614		35,000	100.0
Percent	78.2	21.8		100.0	

GEOGRAPHIC ANALYSIS		
State	Qualified Nonpaid - Print	Units
Alabama	540	456
Arizona	442	373
Arkansas	352	300
California	2,261	1,921
Colorado	565	477
Connecticut	357	314
Delaware	94	82
District of Columbia	27	20
Florida	1,485	1,316
Georgia	891	761
Idaho	269	227
Illinois	1,450	1,195
Indiana	819	646
Iowa	599	491
Kansas	516	429
Kentucky	547	460
Louisiana	511	450
Maine	313	266
Maryland	451	367
Massachusetts	716	599
Michigan	1,342	1,112
Minnesota	957	807
Mississippi	323	282
Missouri	845	717
Montana	269	215
Nebraska	392	327
Nevada	158	141
New Hampshire	252	208
New Jersey	708	634
New Mexico	232	190
New York	1,922	1,624
North Carolina	989	831
North Dakota	208	178
Ohio	1,434	1,198
Oklahoma	448	375
Oregon	531	429
Pennsylvania	1,604	1,370
Rhode Island	90	84
South Carolina	505	435
South Dakota	240	204
Tennessee	683	586
Texas	1,941	1,684
Utah	304	265
Vermont	189	145
Virginia	678	562
Washington	791	649
West Virginia	246	208
Wisconsin	949	783
Wyoming	134	108
TOTAL 48 CONTERMINOUS STATES	32,569	27,501
Alaska	113	92
Hawaii	122	97
TOTAL ALASKA & HAWAII	235	189
Single Copy Sales		
U.S. Unclassified		
TOTAL UNITED STATES	32,804	27,690
Poss. & Other Areas	16	16
U.S. & POSS., etc.	32,820	27,706
Canada	2,180	2,125
International		
Military or Civilian Personnel Overseas		
Total International	2,180	2,125
E-mail Address Only		
Other Unclassified		
GRAND TOTAL	35,000	29,831

NOTES

Definition of Recipient Qualification:

Qualified recipients are: presidents, owners/partners, executive vice-presidents, corporate executives, general managers; regional managers; store managers; department managers; merchandise managers; purchasing directors; agents and buyers; product managers; personnel managers; sales managers; other titled and non-titled personnel in the field served.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Lists: Represent copies served to subscribers obtained from InfoUSA and Chain Store Guide.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the May 2019 issue.

Age of Source Projection: The figures used are based on percentages established for the November 2018 issue and projected against the totals for the May 2019 issue.

Miscellaneous: This publication is the official journal of the National Retail Hardware Association.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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