

B2B Media

Publisher's Statement

6 months ended June 30, 2020

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		34,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		34,000
Total Average Qualified Nonpaid Circulation		34,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	1,580
Nonqualified Allocated for Shows & Conventions - Print	410
Nonqualified Miscellaneous, Including Staff Copies - Print	360
Total Average Nonqualified Circulation	2,350

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		34,000
Feb		34,000
Mar		34,000
Apr		34,000
May		34,000

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)	31,844	93.7	27,087	18,058	12,782	1,004
2.	Wholesalers						
	Hardware, Lumber/Building Material and Home Improvement Wholesalers	2,156	6.3	1,757	956	877	323
Total Qualified Circulation		34,000	100.0	28,844	19,014	13,659	1,327

#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	27,087	93.9
2. Wholesalers: Hardware, Lumber/ Building Material and Home Improvement Wholesalers	1,757	6.1

Classification by Job Title	Copies	%
A. Executives	19,014	55.9
B. Management/Purchasing	13,659	40.2
C. Sales and Other	1,327	3.9

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	16,666	4,904		21,570	63.4
Total Direct Request From Recipient's Company	3,547	486		4,033	11.9
Total Communication Other Than Request					
Association					
Business Directories					
Lists	8,397			8,397	24.7
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	28,610	5,390		34,000	100.0
Percent	84.1	15.9		100.0	

GEOGRAPHIC ANALYSIS		
State	Qualified Nonpaid - Print	Units
Alabama	533	444
Arizona	444	370
Arkansas	352	298
California	2,261	1,926
Colorado	569	482
Connecticut	380	314
Delaware	97	85
District of Columbia	22	17
Florida	1,448	1,282
Georgia	879	756
Idaho	264	220
Illinois	1,446	1,152
Indiana	796	648
Iowa	612	496
Kansas	515	420
Kentucky	557	463
Louisiana	517	448
Maine	320	259
Maryland	464	372
Massachusetts	726	590
Michigan	1,327	1,092
Minnesota	971	813
Mississippi	332	279
Missouri	829	704
Montana	270	217
Nebraska	370	322
Nevada	156	140
New Hampshire	248	205
New Jersey	733	641
New Mexico	238	199
New York	1,886	1,594
North Carolina	964	841
North Dakota	215	188
Ohio	1,399	1,181
Oklahoma	429	365
Oregon	512	422
Pennsylvania	1,592	1,360
Rhode Island	90	83
South Carolina	506	430
South Dakota	235	201
Tennessee	692	594
Texas	1,949	1,685
Utah	310	267
Vermont	181	142
Virginia	697	583
Washington	741	628
West Virginia	245	208
Wisconsin	925	755
Wyoming	127	110
TOTAL 48 CONTERMINOUS STATES	32,371	27,291
Alaska	111	89
Hawaii	112	94
TOTAL ALASKA & HAWAII	223	183
Single Copy Sales		
U.S. Unclassified		
TOTAL UNITED STATES	32,594	27,474
Poss. & Other Areas	19	17
U.S. & POSS., etc.	32,613	27,491
Canada	1,387	1,353
International		
Military or Civilian Personnel Overseas		
Total International	1,387	1,353
E-mail Address Only		
Other Unclassified		
GRAND TOTAL	34,000	28,844

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 issue.

Age of Source Projection: The figures used are based on percentages established for the November 2019 issue and projected against the totals for the May 2020 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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