

# CIRCULATION STATEMENT

FOR TWELVE MONTH PERIOD ENDING IN JUNE 2016

Kitchen & Bath Business, Emerald Expositions, 100 Broadway, New York, NY 10005

## FIELD SERVED

KITCHEN & BATH BUSINESS serves kitchen and bath design firms, specialists/dealers, interior design firms, architectural firms, kitchen/bath remodeling firms, home improvement contracting firms, custom building firms, fabricator/cabinet shops, plumbing retail, plumbing distributors/wholesalers, appliance distributors/wholesalers, decorative hardware retailers, building supply dealers, home centers, department stores, OEM distributors/wholesalers, distributors/wholesalers, independent sales reps, manufacturer's sales forces, other manufacturers, other retailers and others allied to the field.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners/partners, company executives including president/CEO/VP, manager/ directors, buyers and other related to the field.

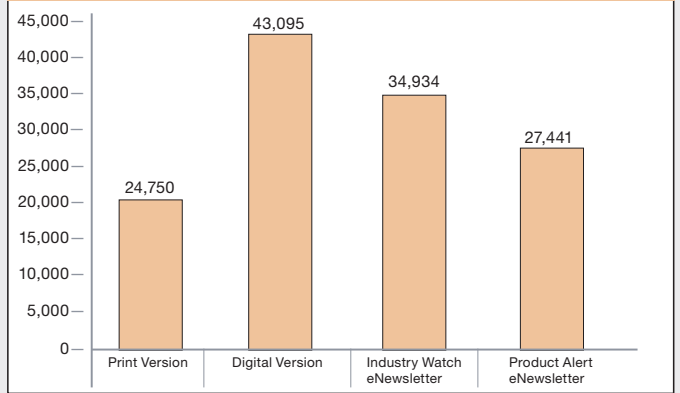


Circulation By Issue

Circulation by Issue	Print Version	Digital Version	Industry Watch eNewsletter	Product Alert eNewsletter
July*	24,750	37,475	36,110	28,329
August	n/a	n/a	35,931	28,084
September	24,750	37,050	35,713	27,864
October	24,750	37,071	35,504	27,654
November*	24,750	36,764	35,301	27,461
December	n/a	n/a	35,069	27,290
January	24,750	36,427	33,100	25,361
February	n/a	n/a	32,414	25,197
March*	24,750	36,703	34,294	25,293
April	24,750	63,753	37,194	30,320
May*	24,750	59,520	34,430	28,326
June	n/a	n/a	34,151	28,116
<b>Average</b>	<b>24,750</b>	<b>43,095</b>	<b>34,934</b>	<b>27,441</b>

\*Denotes combination, two month issue

Average Circulation for Twelve-Month Period



## Print Edition

### Average Distribution

Average Monthly Distribution	Copies	Percent
Qualified Non Paid	24,750	90%
Non Qualified Paid	80	0%
Trade Shows/Conventions	1,769	6%
Advertisers/Agencies	669	2%
All Other	294	1%
<b>Total Average Distribution</b>	<b>27,561</b>	<b>100%</b>

## PROFILE OF PRINT SUBSCRIBERS FOR THE MAY/JUNE 2016 ISSUE

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	91%
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Type of Business	Copies	Percent
Kitchen/Bath Designer	3,720	15%
Kitchen/Bath Specialist/Dealer	3,659	15%
Interior Designer	3,444	14%
Architect	1,422	6%
Kitchen/Bath Remodeler	3,410	14%
Home Improvement Contractor	372	2%
Custom Builder	892	4%
Fabricator/Cabinet Shop	2,160	9%
Plumbing Retailer/ Distributor/Wholesaler	1,541	6%
Building Supply Center	125	1%
Home Center/Department Store	513	2%
Appliance Distributor	472	2%
Home Design Showroom	1,046	4%
Installer	68	0%
Others Allied to Field	1,906	8%
<b>Total Qualified</b>	<b>24,750</b>	<b>100%</b>

Annual Number of Kitchen Projects	Copies	Percent
Under 10	5443	38%
10-25	3565	25%
25-50	1880	13%
50-100	1260	9%
Over 100	2111	15%
<b>Total Responses</b>	<b>14,259</b>	<b>100%</b>

Annual Number of Bath Projects	Copies	Percent
Under 10	5,441	39%
10-25	3,758	27%
25-50	1,731	12%
50-100	1,069	8%
Over 100	1,948	14%
<b>Total Responses</b>	<b>13,947</b>	<b>100%</b>

Geographic Region	Copies	Percent
New England	913	4%
Middle Atlantic	2,796	11%
East North Central	4,628	19%
West North Central	1,752	7%
South Atlantic	3,728	15%
East South Central	771	3%
West South Central	1,652	7%
Mountain	2,985	12%
Pacific	5,487	22%
US Territories	38	0%
<b>Total US</b>	<b>24,750</b>	<b>100%</b>
Canada	-	0%
Mexico	-	0%
Other International	-	0%
<b>Total Qualified</b>	<b>24,750</b>	<b>100%</b>

The information provided above for print subscribers is based on data collected through subscription forms that is data entered, maintained and reported on by our third party subscription fulfillment company, Omeda Data Systems, located in Northbrook, IL.

This data has been reviewed and attested to by the following Emerald Expositions employees:

Natasha Selhi  
Publisher

Joanne Wheatley  
VP, Marketing Services

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## Digital Edition

### Profile of Digital Subscribers for the May/June 2016 Issue

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	80%
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Type of Business	Percent
Kitchen/Bath Designer	14%
Kitchen/Bath Specialist/Dealer	10%
Interior Designer	12%
Architect	5%
Kitchen/Bath Builder/Remodeler	14%
Home Improvement Contractor	1%
Custom Builder	3%
Fabricator/Cabinet Shop	8%
Plumbing Retailer/Distributor/Wholesaler	8%
Building Supply Center	0%
Home Center/Department Store	3%
Appliance Distributor	2%
Home Design Showroom	4%
Installer	1%
Others Allied to Field	14%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Kitchen Projects	Percent
Under 10	38%
10-25	24%
25-50	13%
50-100	9%
Over 100	16%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Bath Projects	Percent
Under 10	39%
10-25	25%
25-50	13%
50-100	8%
Over 100	15%
<b>Total Qualified</b>	<b>100%</b>

## eNewsletter

### Profile of eNewsletter Subscribers Based on July 2016

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	90%
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Type of Business	Percent
Kitchen/Bath Designer	18.2%
Kitchen/Bath Specialist/Dealer	14.1%
Interior Designer	11.3%
Architect	5.5%
Kitchen/Bath Remodeler	8.6%
Home Improvement Contractor	6.5%
Custom Builder	3.8%
Fabricator/Cabinet Shop	7.6%
Plumbing Retailer/Distributor/Wholesaler	7.6%
Building Supply Center	0.3%
Home Center/Department Store	2.1%
Appliance Distributor	n/a
Home Design Showroom	n/a
Installer	n/a
Others Allied to Field	14%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Kitchen Projects	Percent
Under 10	36.0%
10-25	18.9%
25-50	13.5%
50-100	12.0%
Over 100	19.6%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Bath Projects	Percent
Under 10	32.0%
10-25	27.2%
25-50	12.1%
50-100	11.0%
Over 100	17.7%
<b>Total Qualified</b>	<b>100%</b>

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The information provided above for eNewsletter subscribers was collected through a survey sent to eNewsletter subscribers in July 2016.

This data has been reviewed and attested to by the following Emerald Expositions employees:

Natasha Selhi  
Publisher

Joanne Wheatley  
VP, Marketing Services