



# CIRCULATION STATEMENT

FOR TWELVE MONTH PERIOD ENDING IN JUNE 2017

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

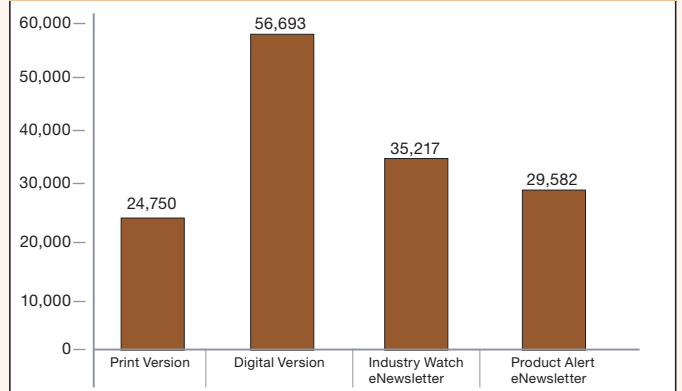
Qualified recipients are owners/partners, company executives including president/CEO/VP, manager/ directors, buyers and other related to the field.

Circulation By Issue

Circulation by Issue	Print Version	Digital Version	Industry Watch eNewsletter	Product Alert eNewsletter
July*	24,750	57,081	33,843	27,820
August	n/a	n/a	33,589	27,582
September	24,750	57,230	33,551	27,628
October	24,750	56,714	33,376	27,511
November*	24,750	56,129	33,147	27,308
December	n/a	n/a	32,905	27,166
January	24,750	55,481	32,612	26,945
February	n/a	n/a	38,697	33,320
March*	24,750	57,459	38,405	33,046
April	24,750	57,050	37,987	32,849
May*	24,750	56,398	37,502	31,973
June	n/a	n/a	36,993	31,838
<b>Average</b>	<b>24,750</b>	<b>56,693</b>	<b>35,217</b>	<b>29,582</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	91%
Non Qualified Paid	66	0%
Trade Shows/Conventions	1,481	5%
Advertisers/Agencies	760	3%
All Other	278	1%
<b>Total Average Distribution</b>	<b>27,335</b>	<b>100%</b>

Note: 10,050 copies of Jan 17 distributed at KBIS 2017 (Orlando)

## PROFILE OF PRINT SUBSCRIBERS FOR THE MAY/JUNE 2017 ISSUE

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	92%
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Type of Business	Copies	Percent
Kitchen/Bath Designer	4,372	18%
Kitchen/Bath Specialist/Dealer	3,936	16%
Interior Designer	3,484	14%
Architect	1,534	6%
Kitchen/Bath Remodeler	3,676	15%
Home Improvement Contractor	358	1%
Custom Builder	934	4%
Fabricator/Cabinet Shop	2,157	9%
Plumbing Retailer/Distributor/Wholesaler	1,689	7%
Building Supply Center	137	1%
Home Center/Department Store	481	2%
Appliance Distributor	432	2%
Home Design Showroom	944	4%
Installer	64	0%
Others Allied to Field	552	2%
<b>Total Qualified</b>	<b>24,750</b>	<b>100%</b>

Annual Number of Kitchen Projects	Copies	Percent
Under 10	5857	37%
10-25	3938	25%
25-50	2210	13%
50-100	1394	9%
Over 100	2291	15%
<b>Total Responses</b>	<b>15,690</b>	<b>99%</b>

Annual Number of Bath Projects	Copies	Percent
Under 10	5,929	39%
10-25	4,181	27%
25-50	2,013	13%
50-100	1,201	8%
Over 100	2,059	13%
<b>Total Responses</b>	<b>15,383</b>	<b>100%</b>

Geographic Region	Copies	Percent
New England	917	4%
Middle Atlantic	2,815	11%
East North Central	4,772	19%
West North Central	1,685	7%
South Atlantic	4,047	16%
East South Central	774	3%
West South Central	1,724	7%
Mountain	2,790	11%
Pacific	5,182	21%
US Territories	44	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 2017 Issue

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	80%
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Type of Business	Percent
Kitchen/Bath Designer	13%
Kitchen/Bath Specialist/Dealer	9%
Interior Designer	11%
Architect	5%
Kitchen/Bath Builder/Remodeler	13%
Home Improvement Contractor	2%
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	18%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Kitchen Projects	Percent
Under 10	39%
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	12%
50-100	8%
Over 100	15%
<b>Total Qualified</b>	<b>100%</b>

## eNewsletter

### Profile of eNewsletter Subscribers Based on July 2017

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	92%
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Type of Business	Percent
Kitchen/Bath Designer	25%
Kitchen/Bath Specialist/Dealer	13%
Interior Designer	16%
Architect	6%
Kitchen/Bath Remodeler	7%
Home Improvement Contractor	2%
Custom Builder	4%
Fabricator/Cabinet Shop	7%
Plumbing Retailer/Distributor/Wholesaler	3%
Building Supply Center	2%
Home Center/Department Store	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%
10-25	26%
25-50	15%
50-100	8%
Over 100	15%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Bath Projects	Percent
Under 10	39.0%
10-25	28.0%
25-50	12.0%
50-100	8.0%
Over 100	13.0%
<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 2017.

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Natasha Selhi  
Publisher

Joanne Wheatley  
VP, Marketing Services