



# CIRCULATION STATEMENT

FOR TWELVE MONTH PERIOD ENDING IN JUNE 2018

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

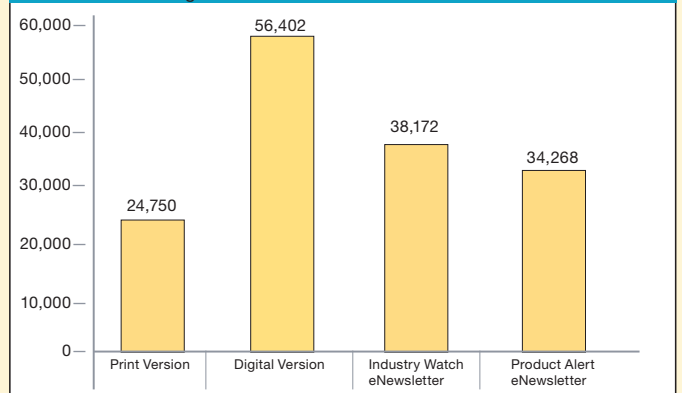
Qualified recipients are owners/partners, company executives including president/CEO/VP, manager/ directors, buyers and other related to the field.

### Circulation By Issue

Circulation by Issue	Print Version	Digital Version	Industry Watch eNewsletter	Product Alert eNewsletter
July/Aug	24,750	55,688	37,439	32,488
August	n/a	n/a	36,721	31,700
September	24,750	54,839	36,519	31,542
October	24,750	54,521	36,323	31,397
November/December	24,750	53,934	36,106	31,265
December	n/a	n/a	35,852	31,009
January	24,750	52,903	38,214	30,795
February	n/a	n/a	41,987	36,983
February/March	24,750	60,793	40,870	39,103
April	24,750	60,061	39,808	38,762
May/June	24,750	58,475	39,246	38,451
June	n/a	n/a	38,982	37,715
<b>Average</b>	<b>24,750</b>	<b>56,402</b>	<b>38,172</b>	<b>34,268</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	51	0%
Trade Shows/Conventions	1,600	6%
Advertisers/Agencies	769	3%
All Other	232	1%
<b>Total Average Distribution</b>	<b>27,402</b>	<b>100%</b>

## PROFILE OF PRINT SUBSCRIBERS FOR THE MAY/JUNE 2018 ISSUE

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	90%
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Type of Business	Copies	Percent
Kitchen/Bath Designer	4,869	20%
Kitchen/Bath Specialist/Dealer	4,146	17%
Interior Designer	3,477	14%
Architect	1,436	6%
Kitchen/Bath Remodeler	4,238	17%
Home Improvement Contractor	226	1%
Custom Builder	731	3%
Fabricator/Cabinet Shop	2,090	8%
Plumbing Retailer/Distributor/Wholesaler	1,290	5%
Building Supply Center	74	0%
Home Center/Department Store	351	1%
Appliance Distributor	390	2%
Home Design Showroom	599	2%
Installer	36	0%
Others Allied to Field	797	3%
<b>Total Qualified</b>	<b>24,750</b>	<b>100%</b>

Annual Number of Kitchen Projects	Copies	Percent
Under 10	5,267	39%
10-25	3,432	25%
25-50	1,876	14%
50-100	1,205	9%
Over 100	1,747	13%
<b>Total Responses</b>	<b>13,527</b>	<b>100%</b>

Annual Number of Bath Projects	Copies	Percent
Under 10	5,269	39%
10-25	3,720	28%
25-50	1,829	14%
50-100	990	7%
Over 100	1,557	12%
<b>Total Responses</b>	<b>13,365</b>	<b>100%</b>

Geographic Region	Copies	Percent
New England	1,039	4%
Middle Atlantic	3,108	13%
East North Central	4,449	18%
West North Central	1,378	6%
South Atlantic	7,179	29%
East South Central	822	3%
West South Central	1,425	6%
Mountain	1,800	7%
Pacific	3,509	14%
US Territories	41	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 2018 Issue

<b>Design Residential Kitchen &amp; Bath Projects and/or Specify Kitchen &amp; Bath Products</b>	<b>81%</b>
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Type of Business	Percent
Kitchen/Bath Designer	12%
Kitchen/Bath Specialist/Dealer	15%
Interior Designer	10%
Architect	4%
Kitchen/Bath Builder/Remodeler	13%
Home Improvement Contractor	1%
Custom Builder	3%
Fabricator/Cabinet Shop	11%
Plumbing Retailer/Distributor/Wholesaler	8%
Building Supply Center	0%
Home Center/Department Store	3%
Appliance Distributor	3%
Home Design Showroom	4%
Installer	1%
Others Allied to Field	12%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Kitchen Projects	Percent
Under 10	36%
10-25	24%
25-50	13%
50-100	9%
Over 100	17%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Bath Projects	Percent
Under 10	38%
10-25	25%
25-50	13%
50-100	8%
Over 100	16%
<b>Total Qualified</b>	<b>100%</b>

## eNewsletter

### Profile of eNewsletter Subscribers Based on June 2018

<b>Design Residential Kitchen &amp; Bath Projects and/or Specify Kitchen &amp; Bath Products</b>	<b>92%</b>
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Industry Segment	Percent
Independent Design Business	25.2%
Design Firm	11.4%
Architectural Firm	6.1%
Showroom	17.2%
Distribution/Wholesale	6.5%
Cabinet Shop/Fabrication	6.5%
Custom Building/Remodeling	15.2%
Home Center/Department Store	3.3%
Manufacturer	8.6%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Kitchen Projects	Percent
Under 10	40.0%
10-25	25.1%
25-50	12.3%
50-100	10.1%
Over 100	12.5%
<b>Total Qualified</b>	<b>100%</b>

Annual Number of Bath Projects	Percent
Under 10	39.2%
10-25	27.7%
25-50	13.1%
50-100	7.5%
Over 100	12.4%
<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 June 2018.

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

Natasha Selhi  
Publisher

Joanne Wheatley  
VP, Marketing Services