

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Hardwood Floors

The magazine of the National Wood Flooring Association

Athletic Business Publications, Inc.
4130 Lien Road
Madison, WI 53704
Tel.: (608) 249-0186
Fax: (608) 249-1153
www.nwfa.org

Official Publication of: National Wood Flooring Association
Established: 1988
Issues Per Year: 7

FIELD SERVED

HARDWOOD FLOORS serves installers/contractors/sanders/refinishers, retail floor covering stores, distributors, manufacturers, architects, interior designers, builders, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners, presidents, CEOs, partners, vice presidents, general managers, managers, marketing managers, buyers, merchandise managers, sales representatives, sales managers, architects, designers, and other titled and non-titled personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	25
Advertiser and Agency _____	837
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	150
Electronic _____	-
All Other _____	1,544
TOTAL	2,556

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,750	100.0	23,750	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,750	100.0	23,750	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February/ March _____	213	213			23,750						
June/ July _____						June/ July _____	223	223			23,750
April/ May _____	2,148	2,148			23,750	TOTAL	2,584	2,584			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owners/ Presidents/ CEOs	General Managers/ Managers	Sales Representatives/ Sales Managers	Buyers/ Merchandise Managers	Marketing Managers	Partners, Vice-Presidents	Architects, Designers	Other Titled & Non-Titled Personnel & Company Copies
Installer/Contractor/ Sander/Refinishers __	13,683	57.6	11,961	705	235	31	41	431	29	250
Retail Floor Covering Stores _____	6,059	25.5	4,656	670	419	64	40	190	18	2
Distributors _____	1,261	5.3	466	325	279	35	33	70	2	51
Manufacturers _____	1,201	5.1	441	233	254	6	38	112	4	113
Interior Designers _____	347	1.5	239	17	9	6	2	21	53	-
Builders _____	459	1.9	372	41	4	6	5	20	11	-
Architects _____	548	2.3	243	69	109	3	21	43	60	-
Others Allied to the Field _____	192	0.8	147	23	2	-	-	2	-	18
TOTAL QUALIFIED CIRCULATION	23,750	100.0	18,525	2,083	1,311	151	180	889	177	434
PERCENT	100.0		78.0	8.8	5.5	0.6	0.8	3.7	0.7	1.9

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF APRIL/MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Personal direct request from the recipient: _____	13,070	4,748	-			17,818	75.0
II. Request from recipient's company: _____	139	-	-			139	0.6
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,793	-	-			5,793	24.4
*Association rosters and directories _____	2,835	-	-			2,835	11.9
*Business directories _____	2,958	-	-			2,958	12.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	19,002	4,748	-			23,750	100.0
*See Paragraph 9 PERCENT	80.0	20.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			23,366	98.4
Individuals by name only _____			384	1.6
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			23,750	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009						
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	150		400-427 Kentucky _____	345		
030-038 New Hampshire _____	195		370-385 Tennessee _____	464		
050-059 Vermont _____	84		350-369 Alabama _____	301		
010-027 Massachusetts _____	620		386-397 Mississippi _____	141		
028-029 Rhode Island _____	90		EAST SO. CENTRAL	1,251	5.3	
060-069 Connecticut _____	378		716-729 Arkansas _____	182		
NEW ENGLAND	1,517	6.4	700-714 Louisiana _____	226		
100-149 New York _____	1,262		730-749 Oklahoma _____	162		
070-089 New Jersey _____	700		750-799 Texas _____	1,105		
150-196 Pennsylvania _____	963		WEST SO. CENTRAL	1,675	7.1	
MIDDLE ATLANTIC	2,925	12.3	590-599 Montana _____	141		
430-459 Ohio _____	787		832-838 Idaho _____	183		
460-479 Indiana _____	444		820-831 Wyoming _____	63		
600-629 Illinois _____	955		800-816 Colorado _____	533		
480-499 Michigan _____	797		870-884 New Mexico _____	89		
530-549 Wisconsin _____	600		850-865 Arizona _____	291		
EAST NO. CENTRAL	3,583	15.1	840-847 Utah _____	194		
550-567 Minnesota _____	560		889-898 Nevada _____	117		
500-528 Iowa _____	249		MOUNTAIN	1,611	6.8	
630-658 Missouri _____	519		995-999 Alaska _____	41		
580-588 North Dakota _____	61		980-994 Washington _____	611		
570-577 South Dakota _____	70		970-979 Oregon _____	361		
680-693 Nebraska _____	149		900-961 California _____	2,279		
660-679 Kansas _____	182		967-968 Hawaii _____	74		
WEST NO. CENTRAL	1,790	7.5	PACIFIC	3,366	14.2	
197-199 Delaware _____	88		UNITED STATES	22,392	94.4	
206-219 Maryland _____	428		969 & 004-009 U.S. Territories _____	10		
200-205 Washington, DC _____	10		Canada _____	1,121		
220-246 Virginia _____	608		Mexico _____	19		
247-268 West Virginia _____	92		Other International _____	207		
270-289 North Carolina _____	790		APO/FPO _____	1		
290-299 South Carolina _____	351		TOTAL QUALIFIED CIRCULATION	23,750	100.0	
300-319 Georgia _____	770					
320-349 Florida _____	1,537					
SOUTH ATLANTIC	4,674	19.7				

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	24,426	24,929	25,012	25,000	24,375	23,750
Qualified Non-Paid: _____	24,426	24,929	25,012	25,000	24,375	23,750
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008-June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 2,835 copies or 11.9%, including National Wood Flooring Association. Business directories include 1 source of circulation for a quantity of 2,958 copies or 12.5%, including Dun & Bradstreet.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Kris Thimmesch, Publisher

Denise R. Thompson, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	June 11, 2009
State	Wisconsin
County	Dane
Received by BPA Worldwide	June 11, 2009
Type	PJ
ID Number	H063P0J9