

furniturelightingdecor.com

MISSION STATEMENT

Furniture, Lighting & Decor is a B2B brand serving the information needs of the lighting and home furnishings market through its print, digital and social media channels.

ESTABLISHED: 2017 | ISSUES PER YEAR: 12

**SCRANTON GILLETTE
COMMUNICATIONS**

220 N Smith St, Suite 440
Palatine, IL 60067
Tel: 847-391-1000

CHANNELS

FURNITURE, LIGHTING & DECOR
MAGAZINE



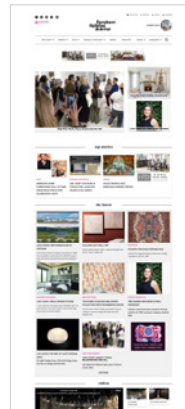
6 Issues in the Period
40,225 Average Circulation

FURNITURE, LIGHTING & DECOR
NEWSLETTERS



5 Products Served
41,585 Unique Audience Served

FURNITURE, LIGHTING & DECOR
WEBSITE



26,762 Average Monthly Users
in 6-Month Period

FURNITURE, LIGHTING & DECOR
**WEBSITE
RETARGETING PIXEL**



125,934 Active Audience
Users in Past 180 Days

FURNITURE, LIGHTING & DECOR
SOCIAL MEDIA



5 Social Media Channels Served
24,160 Cumulative Audience Served

EXECUTIVE SUMMARY

BELOW ARE THE AVERAGE CONTACTS PER OCCURRENCE, INCLUDING FREQUENCY PER PERIOD REPORTED.

	Print	Digital	Total Audience
FURNITURE, LIGHTING & DECOR MAGAZINE (6 issues in the period)	18,004	22,221	40,225
FURNITURE, LIGHTING & DECOR NEWSLETTERS Unique Audience of Subscribers (5 newsletter products served)			41,585
FURNITURE, LIGHTING & DECOR WEBSITE Average Monthly Audience of Users in 6-month period			26,762
FURNITURE, LIGHTING & DESIGN WEBSITE RETARGETING PIXEL Active Audience of Users in past 180 days			125,934
FURNITURE, LIGHTING & DECOR SOCIAL MEDIA Cumulative Audience of Followers or Subscribers (5 social media channels served)			24,160

MAGAZINE CHANNEL

FIELD SERVED

Furniture, Lighting & Decor reaches the decision makers and influencers responsible for product choices at lighting and home furnishings retailers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include lighting and home furnishings retailers, interior design firms, building companies and architecture firms, including owners, presidents, store managers and purchasing managers and others allied to the industry.

AVERAGE QUALIFIED CIRCULATION FOR THE PERIOD

Qualified Circulation	Total Qualified	
	Copies	Percent
Individual	40,225	100.0%
TOTAL QUALIFIED CIRCULATION	40,225	100.0%

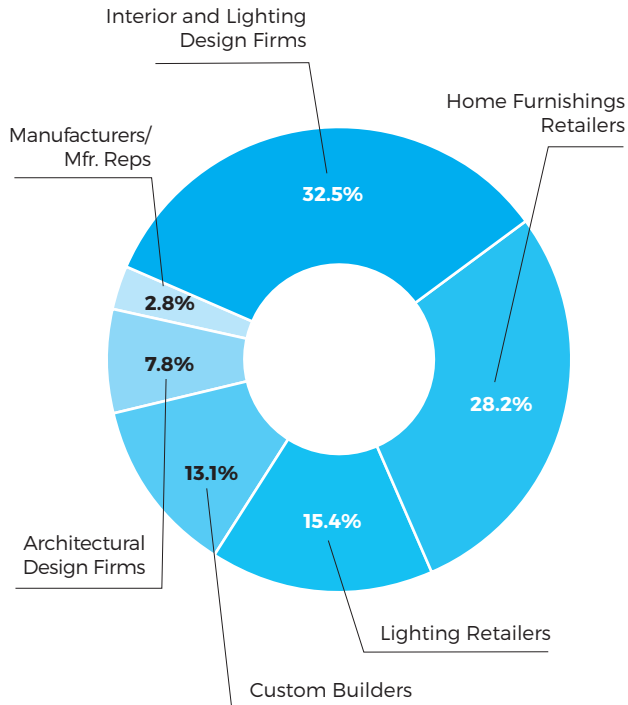
QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2022 Issue	Print	Digital	Total Qualified
January	18,002	22,002	40,004
February	18,001	22,003	40,004
March	18,006	22,095	40,101
April	18,008	22,146	40,154
May	18,001	22,524	40,525
June	18,006	22,557	40,563

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	PRINT EDITION	DIGITAL EDITION	President, Owner, VP or Other Corporate Officer	GM, Store or Branch Manager, Department Manager or Purchasing Manager	Buyer	Interior Designer/Architect	Sales Manager	Lighting Designer	Other
Retailers											
Home Furnishings Retailers (includes Internet Retailers and Mass Merchandising/Discount Retailers)	11,448	28.2%	7,474	3,974	2,352	2,011	135	96	680	446	545
Lighting Retailers	6,265	15.4%	3,221	3,044	6,272	3,224	311	445	962	20	214
SUB-TOTAL RETAILERS	17,713	43.7%	10,695	7,018	8,624	5,235	446	541	1,642	466	759
Designers											
Interior Design Firms	12,197	30.1%	5,145	7,052	5,667	699	197	5,050	180	44	360
Lighting Design Firms	990	2.4%	479	511	610	93	8	23	42	128	86
SUB-TOTAL DESIGNERS	13,187	32.5%	5,624	7,563	6,277	792	205	5,073	222	172	446
Others Industries Served											
Custom Builders	5,295	13.1%	1,020	4,275	4,969	84	15	167	31	5	24
Architectural Design Firms	3,153	7.8%	532	2,621	920	46	8	2,138	6	18	17
Manufacturers/Mfr. Reps	1,215	2.8%	135	1,080	677	125	10	34	179	28	162
TOTAL	40,563	100.0%	18,006	22,557	21,467	6,282	684	7,953	2,080	689	1,408

BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE CIRCULATION



GEOGRAPHICAL BREAKOUT FOR ISSUE OF JUNE 2022

State	Print Edition	Digital Edition	Total Qualified
Maine	83	103	186
New Hampshire	77	104	181
Vermont	54	85	139
Massachusetts	362	556	918
Rhode Island	56	74	130
Connecticut	235	417	652
New England	867	1,339	2,206
New York	870	1,558	2,428
New Jersey	409	773	1,182
Pennsylvania	556	842	1,398
Middle Atlantic	1,835	3,173	5,008
Ohio	509	728	1,237
Indiana	294	436	730
Illinois	624	809	1,433
Michigan	492	611	1,103
Wisconsin	283	374	657
East North Central	2,202	2,958	5,160
Minnesota	327	374	701
Iowa	176	191	367
Missouri	338	394	732
North Dakota	64	51	115
South Dakota	62	59	121
Nebraska	112	155	267
Kansas	202	218	420
West North Central	1,281	1,442	2,723
Delaware	67	75	142
Maryland	233	421	654
DC - Washington DC	34	58	92
Virginia	480	668	1,148
West Virginia	62	79	141
North Carolina	816	1,187	2,003
South Carolina	311	441	752
Georgia	596	786	1,382
Florida	1,490	2,098	3,588
South Atlantic	4,089	5,813	9,902
Kentucky	215	253	468
Tennessee	412	484	896
Alabama	298	303	601
Mississippi	157	148	305

State	Print Edition	Digital Edition	Total Qualified
East South Central	1,082	1,188	2,270
Arkansas	205	179	384
Louisiana	193	188	381
Oklahoma	225	242	467
Texas	1,679	1,674	3,353
West South Central	2,302	2,283	4,585
Montana	89	98	187
Idaho	128	106	234
Wyoming	34	40	74
Colorado	386	374	760
New Mexico	113	112	225
Arizona	381	400	781
Utah	165	179	344
Nevada	168	154	322
Mountain	1,464	1,463	2,927
Alaska	40	40	80
Washington	401	315	716
Oregon	371	293	664
California	1,929	2,063	3,992
Hawaii	36	61	97
Pacific	2,777	2,772	5,549
Total USA 50 States	17,899	22,431	40,330
US Territories	8	16	24
Canada	94	89	183
Mexico		2	2
Other International	5	19	24
APO/FPO			
Territories/ Foreign			
Total Qualified	18,006	22,557	40,563

NEWSLETTER CHANNEL

NEWSLETTER PRODUCTS SERVED DURING THE 6-MONTH PERIOD* JANUARY TO JUNE 2022

Product	Average Qualified Subscribers
The Scoop	34,851
The Scoop: Newsfeed	31,450
Friday Finds	38,018

Product	Average Qualified Subscribers
Smarts	34,206
Stylish	34,735
TOTAL UNIQUE AUDIENCE	41,585

*Note: Effective late December 2021, all newsletters now have an engagement filter applied and only include individuals who have opened emails in the previous 12 months. As newsletter subscribers are acquired, Furniture, Lighting & Decor takes the additional step of validating these subscribers by Fresh Address to ensure they meet the highest level of deliverability expectations.

WEBSITE CHANNEL

JANUARY TO JUNE 2022 DATA WAS PROVIDED BY GOOGLE ANALYTICS

FURNITURELIGHTINGDECOR.COM

2022	Pageviews	Sessions	Users
Monthly Average	44,540	30,566	26,762

USAGE BY TYPE OF DEVICE

Device Type	Sessions	Percent
Desktop	112,299	61.2%
Mobile	67,291	36.7%
Tablet	3,806	2.1%
TOTAL:	183,396	100.0%

GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy or from a browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of activity will terminate the session.

Users: An identified and unduplicated Cookied Browser that accesses internet content or advertising during a measurement period.

SOCIAL MEDIA CHANNEL

FURNITURE, LIGHTING & DECOR SOCIAL MEDIA JANUARY TO JUNE 2022

FACEBOOK FOLLOWERS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	PINTEREST FOLLOWERS	YOUTUBE SUBSCRIBERS
facebook.com/furniturelightingdecor	instagram.com/furniturelightingdecor	twitter.com/FLD_mag	pinterest.com/furniturelightingdecor/_created	youtube.com/channel/UCZtm5o6x8HLNyFQooKiofTA
Ending Balance June 2022	Ending Balance June 2022	Ending Balance June 2022	Ending Balance June 2022	Ending Balance June 2022
18,813	3,673	956	618	100

INDUSTRY-LEADING MEDIA PARTNERS



PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
Susan Jones, Publisher
Jim Cowart, Director of Audience Development

Date Signed: 7/15/2022
State: Illinois
County: Cook