

**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**

furniturelightingdecor.com

**SCRANTON GILLETTE  
COMMUNICATIONS**

3030 W Salt Creek Lane, Suite 201  
Arlington Heights, IL 60005  
Tel: 847-391-1000  
Fax: 847-390-0408

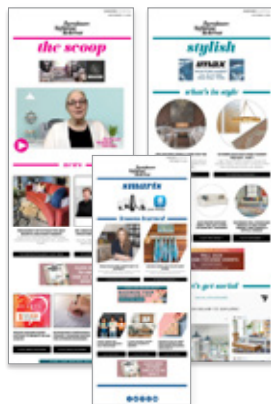
**CHANNELS**

FURNITURE, LIGHTING & DECOR  
**MAGAZINE**



6 Issues in the Period  
40,576 Average Circulation

FURNITURE, LIGHTING & DECOR  
**NEWSLETTERS**



5 Products Served  
40,146 Unique Audience Served

FURNITURE, LIGHTING & DECOR  
**WEBSITE**



39,552 Average Monthly Users  
in 6-Month Period

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



185,997 Active Audience  
Users in Past 180 Days

FURNITURE, LIGHTING & DECOR  
**SOCIAL MEDIA**



5 Social Media Channels Served  
15,116 Cumulative  
Audience Served

**EXECUTIVE SUMMARY**

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

	Print	Digital	Total Audience
<b>FURNITURE, LIGHTING &amp; DECOR MAGAZINE</b> (6 issues in the period)	20,324	20,252	40,576
<b>FURNITURE, LIGHTING &amp; DECOR NEWSLETTERS</b> Unique Audience of Subscribers (5 newsletter products served)			40,146
<b>FURNITURE, LIGHTING &amp; DECOR WEBSITE</b> Average Monthly Audience of Users in 6-month period			39,552
<b>FURNITURE LIGHTING &amp; DESIGN WEBSITE RETARGETING PIXEL</b> Active Audience of Users in past 180 days			185,997
<b>FURNITURE, LIGHTING &amp; DECOR SOCIAL MEDIA</b> Cumulative Audience of Followers or Subscribers (5 social media channels served)			15,116

## 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

	Total Qualified	
Qualified Circulation	Copies	Percent
Individual	40,576	100.0%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,576</b>	<b>100.0%</b>

### QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

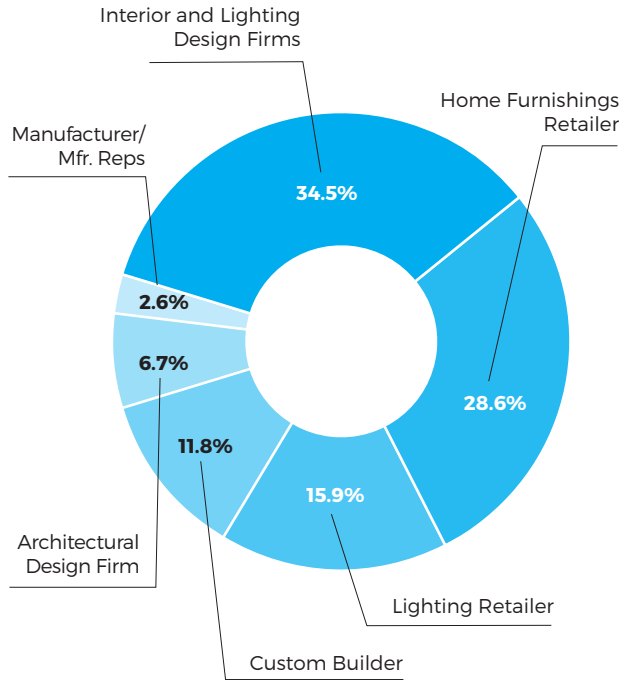
2021 Issue	Print	Digital	Total Qualified
January	20,324	20,226	40,550
February	20,324	20,226	40,550
March	20,324	20,261	40,585
April	20,324	20,273	40,597
May	20,324	20,263	40,587
June	20,325	20,262	40,587

### BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

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
<b>Retailers</b>											
Home Furnishings Retailer (includes Internet Retailers and Mass Merchandising/Discount Retailers)	11,591	28.6%	7,897	3,694	6,208	3,334	310	458	1,015	21	245
Lighting Retailer	6,443	15.9%	3,870	2,573	2,332	2,094	138	94	689	449	647
SUB-TOTAL RETAILERS	18,034	44.4%	11,767	6,267	8,540	5,428	448	552	1,704	470	892
<b>Designers</b>											
Interior Design Firm	12,958	31.9%	7,954	5,004	5,657	744	206	5,736	191	38	386
Lighting Design Firm	1,049	2.6%	597	452	611	106	6	25	53	133	115
SUB-TOTAL DESIGNERS	14,007	34.5%	8,551	5,456	6,268	850	212	5,761	244	171	501
<b>Others Industries Served</b>											
Custom Builder	4,778	11.8%	7	4,771	4,495	74	10	146	23	4	26
Architectural Design Firm	2,706	6.7%	0	2,706	754	39	5	1,870	5	17	16
Manufacturer/Mfr. Reps	1,062	2.6%	0	1,062	555	110	7	30	160	21	179
<b>TOTAL</b>	<b>40,587</b>	<b>100.0%</b>	<b>20,325</b>	<b>20,262</b>	<b>20,612</b>	<b>6,501</b>	<b>682</b>	<b>8,359</b>	<b>2,136</b>	<b>683</b>	<b>1,614</b>

# MAGAZINE CHANNEL

## BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE CIRCULATION



## GEOGRAPHICAL BREAKOUT FOR ISSUE OF JUNE 2021

State	Print Edition	Digital Edition	Total Qualified
Maine	93	92	185
New Hampshire	96	88	184
Vermont	58	77	135
Massachusetts	458	462	920
Rhode Island	69	58	127
Connecticut	349	337	686
New England	1,123	1,114	2,237
New York	1,230	1,267	2,497
New Jersey	572	641	1,213
Pennsylvania	647	742	1,389
Middle Atlantic	2,449	2,650	5,099
Ohio	629	631	1,260
Indiana	343	380	723
Illinois	639	798	1,437
Michigan	524	565	1,089
Wisconsin	322	335	657
East North Central	2,457	2,709	5,166
Minnesota	343	344	687
Iowa	178	170	348
Missouri	331	399	730
North Dakota	65	48	113
South Dakota	61	66	127
Nebraska	114	153	267
Kansas	204	206	410
West North Central	1,296	1,386	2,682
Delaware	77	71	148
Maryland	305	362	667
DC - Washington DC	35	55	90
Virginia	643	518	1,161
West Virginia	75	66	141
North Carolina	1,164	906	2,070
South Carolina	393	363	756
Georgia	707	682	1,389
Florida	1,781	1,730	3,511
South Atlantic	5,180	4,753	9,933
Kentucky	241	235	476
Tennessee	484	388	872
Alabama	325	272	597
Mississippi	175	135	310

State	Print Edition	Digital Edition	Total Qualified
East South Central	1,225	1,030	2,255
Arkansas	218	169	387
Louisiana	210	172	382
Oklahoma	239	229	468
Texas	1,676	1,660	3,336
West South Central	2,343	2,230	4,573
Montana	92	95	187
Idaho	122	111	233
Wyoming	37	40	77
Colorado	372	405	777
New Mexico	101	127	228
Arizona	363	409	772
Utah	141	179	320
Nevada	164	146	310
Mountain	1,392	1,512	2,904
Alaska	39	34	73
Washington	423	288	711
Oregon	371	294	665
California	1,898	2,129	4,027
Hawaii	26	66	92
Pacific	2,757	2,811	5,568
<b>Total USA 50 States</b>	<b>20,222</b>	<b>20,195</b>	<b>40,417</b>
US Territories	7	12	19
Canada	86	45	131
Mexico		1	1
Other International	9	9	18
APO/FPO	1		1
Territories/ Foreign			
<b>Total Qualified</b>	<b>20,325</b>	<b>20,262</b>	<b>40,587</b>

## NEWSLETTER CHANNEL

### NEWSLETTER PRODUCTS SERVED DURING THE 6-MONTH PERIOD

Product	Average Qualified Subscribers
The Scoop	31,824
The Scoop: Newsfeed	27,762
Friday Finds	35,263

Product	Average Qualified Subscribers
Smarts	30,666
Stylish	31,009
<b>TOTAL UNIQUE AUDIENCE</b>	<b>40,146</b>

## WEBSITE CHANNEL

### WEBSITE DATA WAS PROVIDED BY GOOGLE ANALYTICS

#### FURNITURELIGHTINGDECOR.COM

2021	Pageviews	Sessions	Users
Monthly Average	61,427	44,510	39,552
<b>TOTAL:</b>	<b>368,564</b>	<b>267,060</b>	<b>237,314</b>

#### USAGE BY TYPE OF DEVICE

Device Type	Sessions	Percent
Mobile	147,522	55.3%
Desktop	112,566	42.1%
Tablet	6,972	2.6%
<b>TOTAL:</b>	<b>267,060</b>	<b>100.0%</b>

#### 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 Cookie Browser that accesses internet content or advertising during a measurement period.

## SOCIAL MEDIA CHANNEL

### FURNITURE, LIGHTING & DECOR SOCIAL MEDIA

 FACEBOOK FOLLOWERS	 INSTAGRAM FOLLOWERS	 TWITTER FOLLOWERS	 PINTEREST FOLLOWERS	 <b>Launched November 2020:</b> YOUTUBE SUBSCRIBERS
facebook.com/ furniturelightingdecor	instagram.com/ furniturelightingdecor	twitter.com/FLD_mag	pinterest.com/ furniturelightingdecor/_created	youtube.com/channel/ UCZtm5o6x8HLNyFQooKiofTA
Ending Balance June 2021	Ending Balance June 2021	Ending Balance June 2021	Ending Balance June 2021	Ending Balance June 2021
10,574	3,118	876	478	70

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.  
Susan Jones, Publisher  
Bonnie Tow, Vice President of Operations & Marketing

Date Signed: July 31, 2021  
State: Illinois  
County: Cook