

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

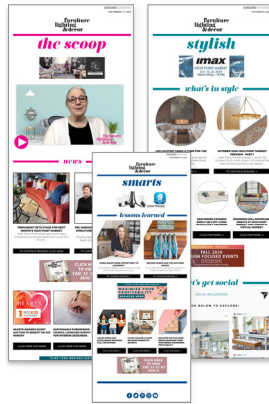
CHANNELS

FURNITURE, LIGHTING & DECOR
MAGAZINE



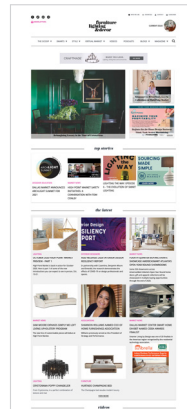
7 Issues in the Period
40,734 Average Circulation

FURNITURE, LIGHTING & DECOR
NEWSLETTERS



7 Products Served
32,672 Unique Audience Served

FURNITURE, LIGHTING & DECOR
WEBSITE



21,104 Average Monthly Users
in 7-Month Period

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



106,702 Active Audience
Users in Past 180 Days

FURNITURE, LIGHTING & DECOR
SOCIAL MEDIA



5 Social Media Channels Served
33,005 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 (7 issues in the period)	17,722	23,012	40,734
FURNITURE, LIGHTING & DECOR NEWSLETTERS Unique Audience of Subscribers (7 newsletter products served)			32,672
FURNITURE, LIGHTING & DECOR WEBSITE Average Monthly Audience of Users in 7-month period			21,104
FURNITURE, LIGHTING & DESIGN WEBSITE RETARGETING PIXEL Active Audience of Users in past 180 days			106,702
FURNITURE, LIGHTING & DECOR SOCIAL MEDIA Cumulative Audience of Followers or Subscribers (5 social media channels served)			33,005

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	40,734	100.0%
TOTAL QUALIFIED CIRCULATION	40,734	100.0%

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

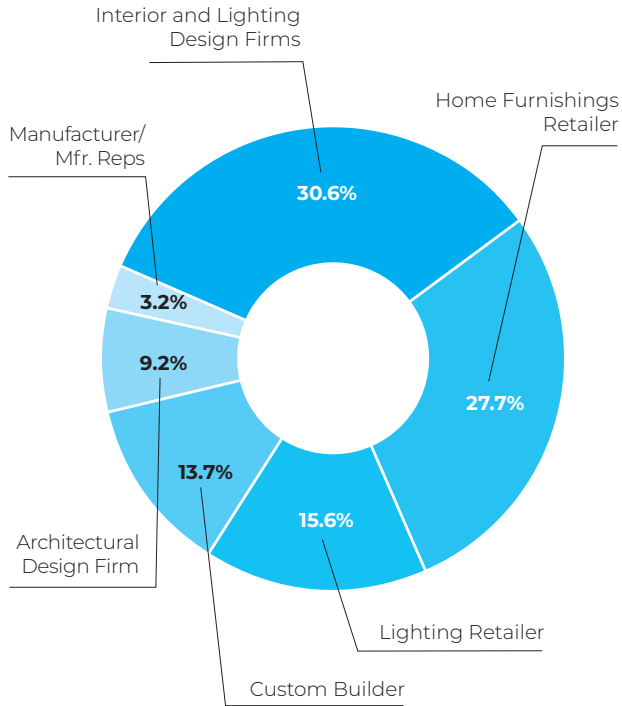
2023 Issue	Print	Digital	Total Qualified
January	18,008	22,658	40,666
February	18,009	22,709	40,718
March	18,015	22,889	40,904
April	18,007	22,906	40,913
May	18,010	22,754	40,764
June	18,004	22,742	40,746
July	16,001	24,425	40,426

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023

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 Retailer (includes Internet Retailers and Mass Merchandising/Discount Retailers)	11,209	27.7%	5,508	5,701	2,277	2,080	173	88	714	467	486
Lighting Retailer	6,285	15.6%	2,844	3,441	6,017	3,028	332	456	885	27	464
SUB-TOTAL RETAILERS	17,494	43.3%	8,352	9,142	8,294	5,108	505	544	1,599	494	950
Designers											
Interior Design Firm	11,417	28.2%	4,222	7,195	5,388	669	187	4,608	189	43	333
Lighting Design Firm	955	2.4%	387	568	581	98	9	23	38	124	82
SUB-TOTAL DESIGNERS	12,372	30.6%	4,609	7,763	5,969	767	196	4,631	227	167	415
Others Industries Served											
Custom Builder	5,529	13.7%	1,735	3,794	5,091	132	22	195	44	9	36
Architectural Design Firm	3,717	9.2%	1,080	2,637	1,164	72	12	2,416	10	21	22
Manufacturer/Mfr. Reps	1,314	3.2%	225	1,089	697	160	17	39	204	33	164
TOTAL	40,426	100.0%	16,001	24,425	21,215	6,239	752	7,825	2,084	724	1,587

MAGAZINE CHANNEL

BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE CIRCULATION



GEOGRAPHICAL BREAKOUT FOR ISSUE OF JULY 2023

State	Print Edition	Digital Edition	Total Qualified
Maine	94	86	180
New Hampshire	84	111	195
Vermont	56	90	146
Massachusetts	334	558	892
Rhode Island	48	80	128
Connecticut	224	418	642
New England	840	1,343	2,183
New York	822	1,614	2,436
New Jersey	415	786	1,201
Pennsylvania	572	867	1,439
Middle Atlantic	1,809	3,267	5,076
Ohio	484	757	1,241
Indiana	292	451	743
Illinois	544	895	1,439
Michigan	456	654	1,110
Wisconsin	276	427	703
East North Central	2,052	3,184	5,236
Minnesota	295	397	692
Iowa	177	203	380
Missouri	318	434	752
North Dakota	56	57	113
South Dakota	65	75	140
Nebraska	119	172	291
Kansas	178	265	443
West North Central	1,208	1,603	2,811
Delaware	64	78	142
Maryland	245	429	674
DC - Washington DC	34	57	91
Virginia	424	696	1,120
West Virginia	73	71	144
North Carolina	759	1,168	1,927
South Carolina	315	441	756
Georgia	554	796	1,350
Florida	1,364	2,138	3,502
South Atlantic	3,832	5,874	9,706
Kentucky	202	270	472
Tennessee	362	503	865
Alabama	234	331	565
Mississippi	139	157	296

State	Print Edition	Digital Edition	Total Qualified
East South Central	937	1,261	2,198
Arkansas	163	210	373
Louisiana	200	212	412
Oklahoma	174	270	444
Texas	1,301	1,996	3,297
West South Central	1,838	2,688	4,526
Montana	101	111	212
Idaho	126	113	239
Wyoming	35	37	72
Colorado	317	451	768
New Mexico	101	125	226
Arizona	306	477	783
Utah	152	210	362
Nevada	128	187	315
Mountain	1,266	1,711	2,977
Alaska	38	48	86
Washington	308	405	713
Oregon	272	350	622
California	1,509	2,462	3,971
Hawaii	27	71	98
Pacific	2,154	3,336	5,490
Total USA 50 States	15,936	24,267	40,203
US Territories	3	15	18
Canada	57	123	180
Mexico		2	2
Other International	5	18	23
APO/FPO			
Territories/Foreign			
Total Qualified	16,001	24,425	40,426

NEWSLETTER CHANNEL

NEWSLETTER PRODUCTS SERVED DURING THE 7-MONTH PERIOD*

Product	Average Qualified Subscribers
The Scoop	24,318
The Scoop: Newsfeed	23,636
Friday Finds	26,712

Product	Average Qualified Subscribers
Breaking News	24,923
Lighting Doctor	23,807
Smarts	24,259

Product	Average Qualified Subscribers
Stylish	25,106
TOTAL UNIQUE AUDIENCE	32,672

*Note: Newsletters have an engagement filter applied and only include individuals who have opted in to receive the newsletter or clicked on a digital product 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 JULY 2023 WEBSITE DATA WAS PROVIDED BY GOOGLE ANALYTICS

FURNITURELIGHTINGDECOR.COM

2023	Pageviews	Sessions	Users
January	39,367	27,824	24,143
February	32,601	23,459	20,287
March	35,147	25,644	21,800
April	31,066	22,608	19,730
May	29,760	21,775	18,942
June	32,405	24,887	21,690
July	31,179	24,255	21,138
TOTAL:	231,525	170,452	147,730
Monthly Average:	33,075	24,350	21,104

USAGE BY TYPE OF DEVICE

Device Type	Sessions	Percent
Mobile	70,970	58.1%
Desktop	48,995	40.1%
Tablet	2,290	1.9%
TOTAL:	122,255	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 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	YOUTUBE SUBSCRIBERS
facebook.com/furniturelightingdecor	instagram.com/furniturelightingdecor	twitter.com/FLD_mag	pinterest.com/furniturelightingdecor/_created	youtube.com/channel/UCZtm5o6x8HLNyFQooKiofTA
Ending Balance July 2023	Ending Balance July 2023	Ending Balance July 2023	Ending Balance July 2023	Ending Balance July 2023
26,064	5,052	1,008	746	135

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: August 8, 2023
 State: Illinois
 County: Cook