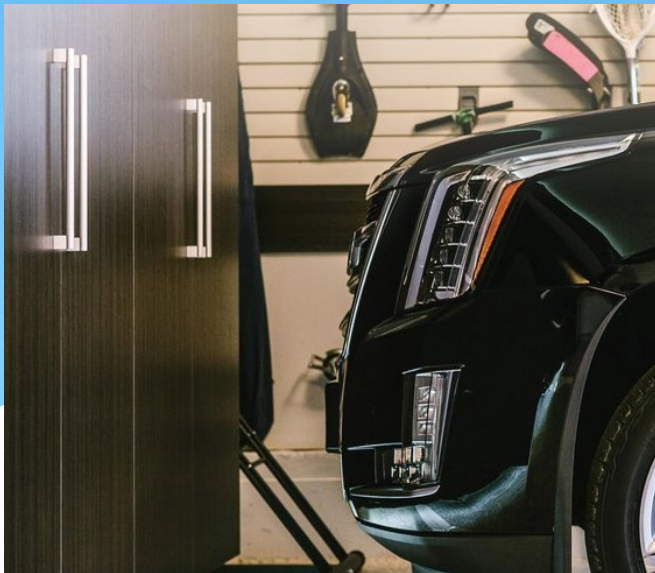


Closets & Organized Storage

Subscriber Profile 2018

Conducted by:

Preston/Rogers Associates, Inc.
Market Research & Media Consulting



Readership Report Study Objectives

The objectives of the survey were to determine among Closets & Organized Storage (COS) magazine subscribers:

- Their involvement in closets and/or garages and organized storage planning, their work experience and responsibility for purchasing equipment/supplies.
- Reading intensity, loyalty and pass-along readership of the magazine.
- Actions taken as a result of the ads and articles in the magazine.
- Other publications they read.
- Their participation in trade shows and trade associations.

Readership Report Study Methodology

- Conducted by Preston/Rogers Associates, Inc. of Medfield, MA, at the request of *Closets & Organized Storage (COS)* magazine.
- Preston/Rogers Associates, Inc. fielded the study, with invitations sent by COS. All phases of the project after invitations were conducted by Preston/Rogers – including field monitoring, data tabulations and report preparation.
- Email invitations were sent to 8,480 subscribers of *Closets & Organized Storage* on Monday July 23, 2018, with reminders on Tuesday, July 31, Monday, August 6, and Friday, August 10.
- As of August 13, 2018, the sample was cut off at 96 respondents, which yields a margin error of 8% at a 90% confidence level.
- The following report is based upon this response.
- A sample of the questionnaire can be found in the appendix.

Executive Summary

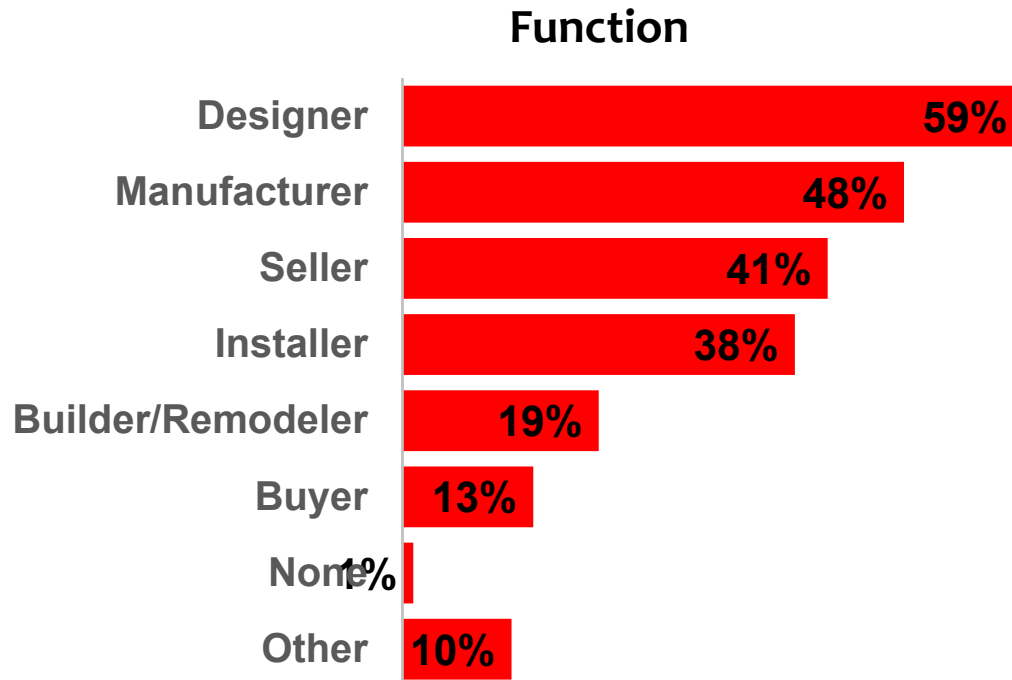
- The majority of respondents are involved in design, followed by manufacturers, sales and installing – and most fulfill several functions in closets and/or garages and organized storage planning.
- 57% of Closets subscribers have more than 10 years of experience.
- 52% of Closets subscribers are final decision makers with 80% having some purchasing role.
- 50% have taken an action in the past 4 weeks as a result of the advertising in Closets. 9% report purchasing the advertised product.
- Two-thirds of Closets subscribers read every issue, almost half spend more than a half hour reading, and the majority pass their copy along to other readers. The average readers per copy is 2.1.
- Over three-quarters of subscribers rate Closets 4 or higher (outstanding) on a 5-point scale.
- In just the past 4 weeks, almost three quarters of Closets subscribers took an action as a result of an article in the magazine. 36% shared an article, 33% used an article for reference, 30% saved an article for a future project and 29% visited the Closets web page.
- 76% of Closets subscribers attend at least one trade show. The leading trade shows attended are Cabinets & Closets and IWF, with local home shows strong when aggregated. 44% say they belong to a trade association or have a certification – led by NAHB and ACSP.

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Function in Closets And Organized Storage

The majority of the respondents are involved in design, followed by manufacturing, sales and installation.

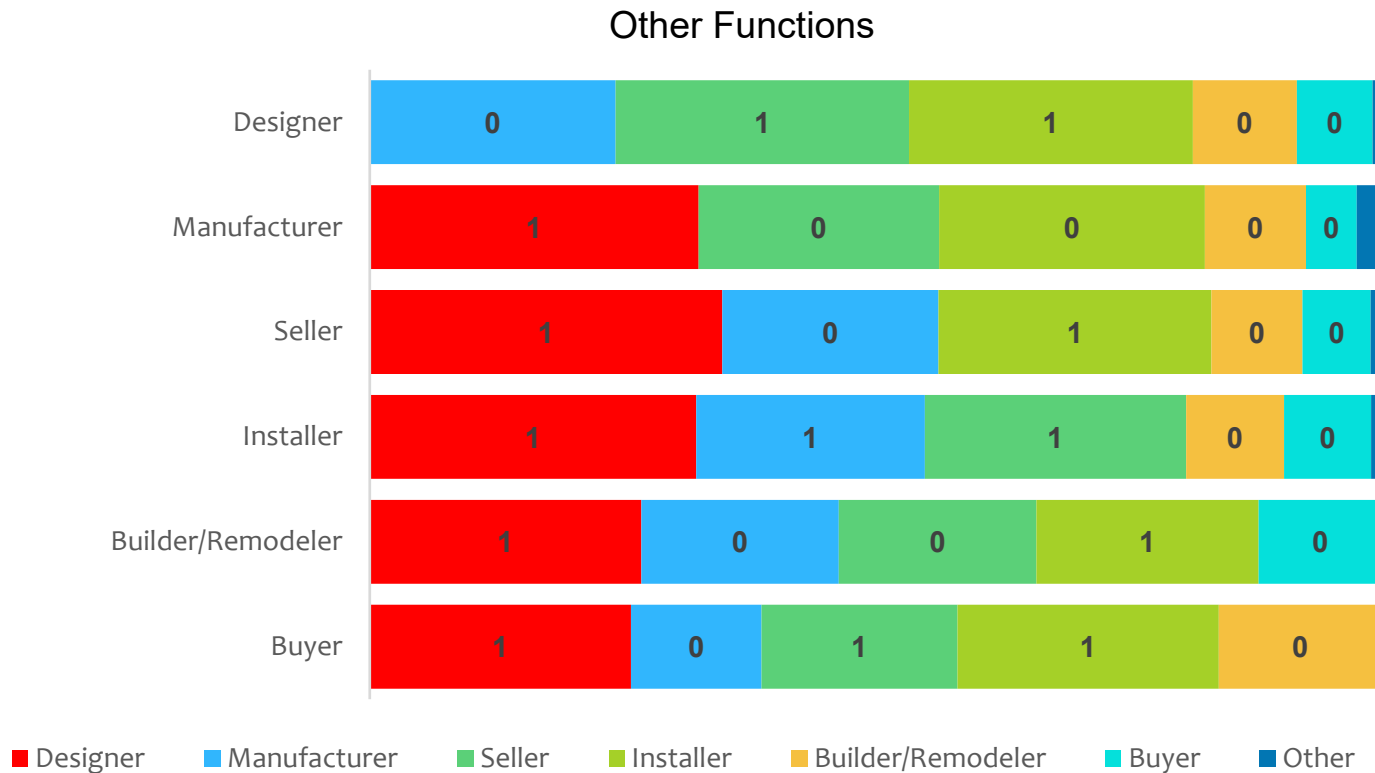


Q1 How are you involved in closets and/or garages and organized storage planning?

Base: 96

Cross-Function in Closets And Organized Storage

Most COS subscribers fulfill several functions. For example, over half of designers are also sellers (54%) and installers (53%). And the majority of other functions are also designers and installers.



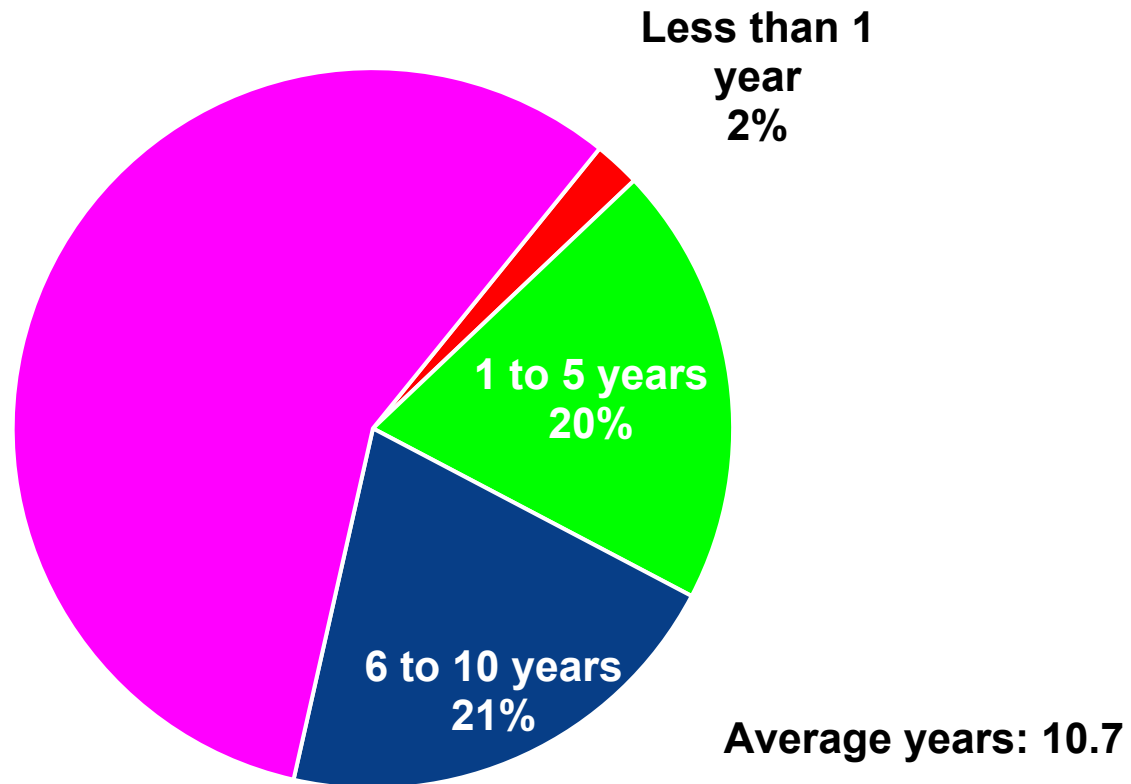
Q1 How are you involved in closets and/or garages and organized storage planning?

Base: 90

Average: 2.3 functions

Experience in Closets And Organized Storage Planning

57% of COS subscribers have more than 10 years of closets and storage planning experience, and over three-quarters have over 6 years.



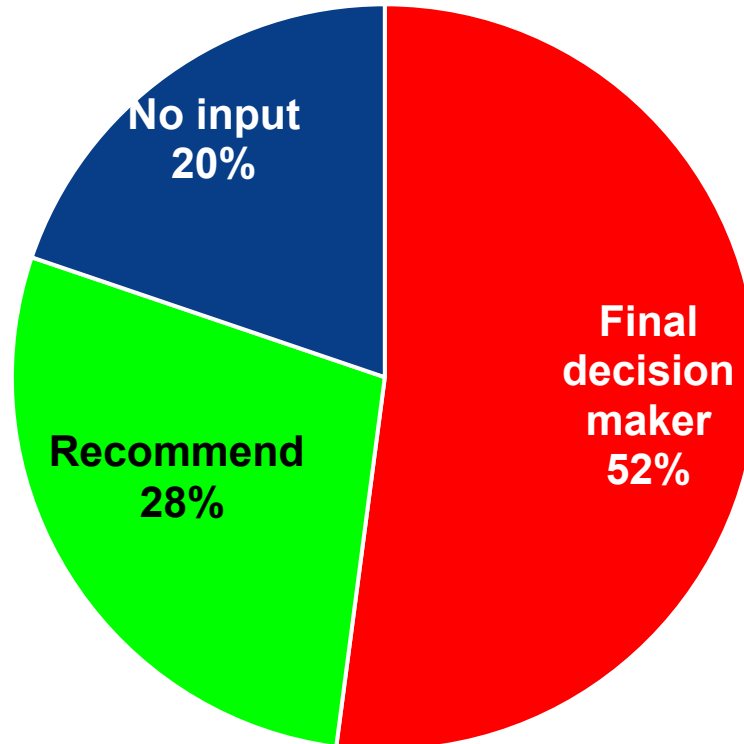
Q2 How many years have you been involved in closets and/or garages and organized storage planning?

Base: 96

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Purchase Involvement in Closets And Organized Storage

52% of COS subscribers are final decision makers, with 80% having some purchasing role.



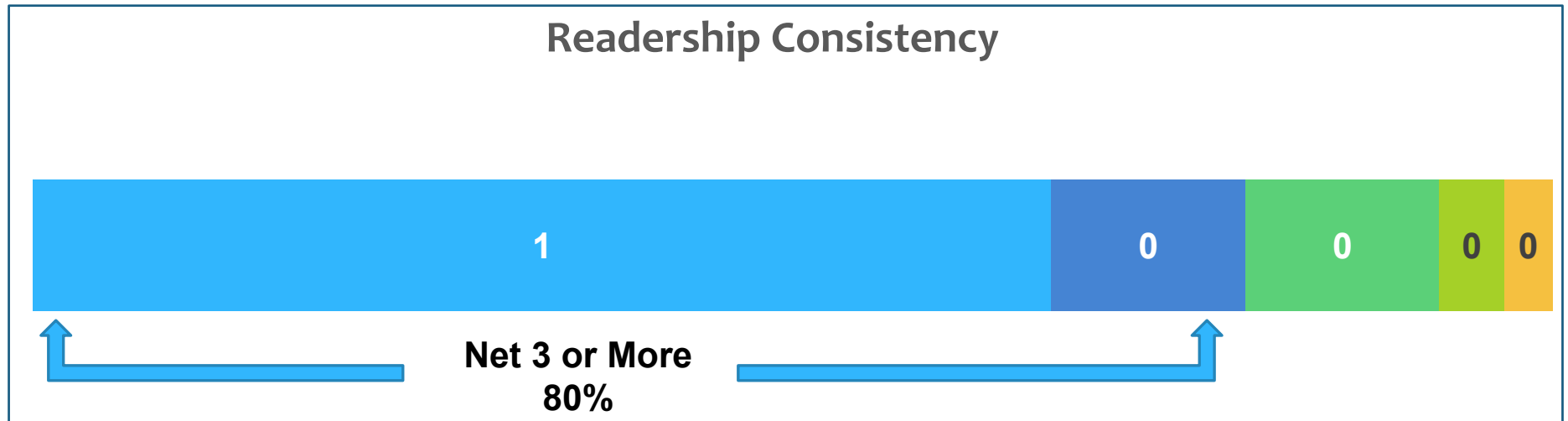
Q3 Are you involved in purchasing equipment or supplies for closets and/or garages and organized storage projects?

Base: 96

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Reading Consistency

Two-thirds of COS subscribers read every issue, 80% read at least 3 out of 4. The average issue is read by 84% of subscribers.



Average Issue Readership: 84%

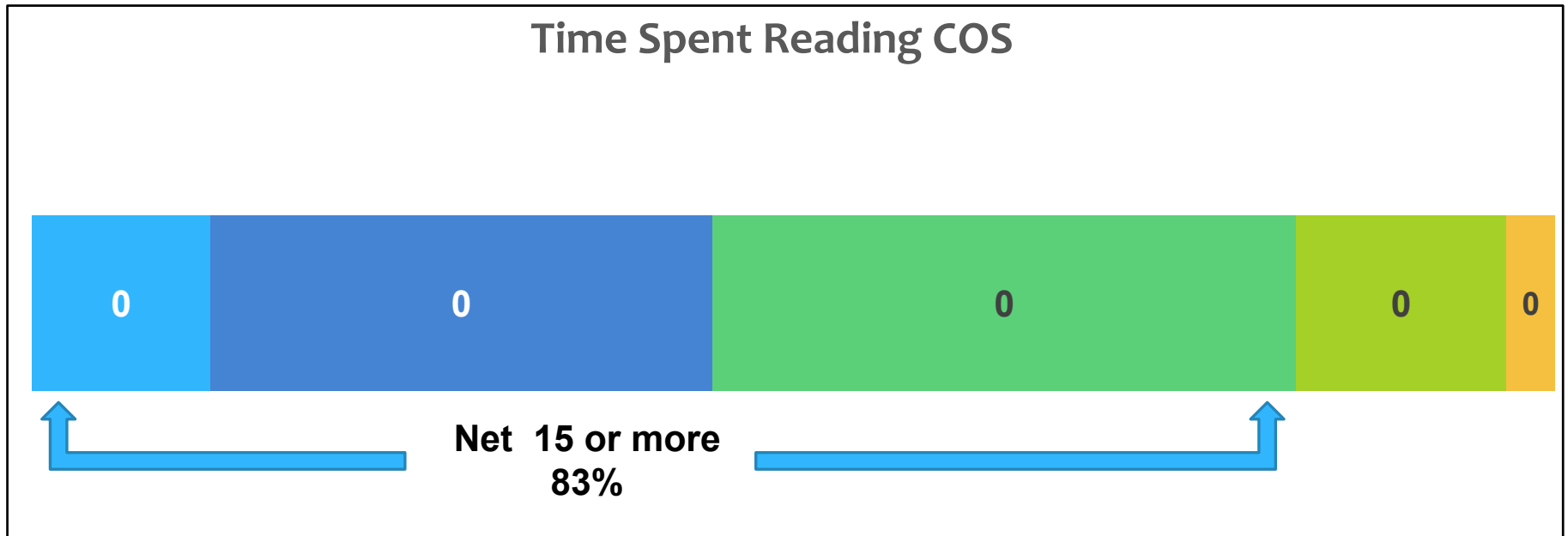
Q7 How many of the last 4 issues of COS have you read/looked through?

Base: 94

Reading Time

Almost half of COS subscribers read a typical issue for over half an hour, and 83% over 15 minutes. The average time spent reading is 32 minutes

Time Spent Reading COS



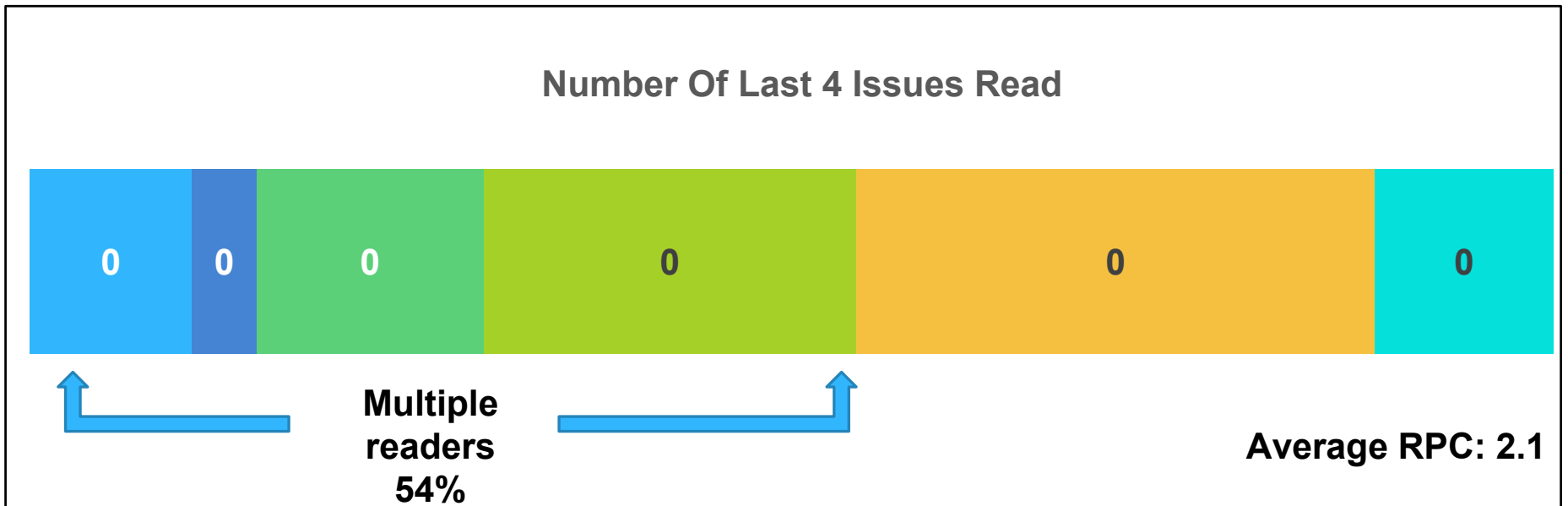
Average time spent reading: 32 minutes

Q8 How much time do you spend reading/ looking through a typical issue of COS?

Base: 94

Pass-Along Readership

Over half of COS subscribers pass their copy along to other readers. Average known readers-per-copy is 2.1.



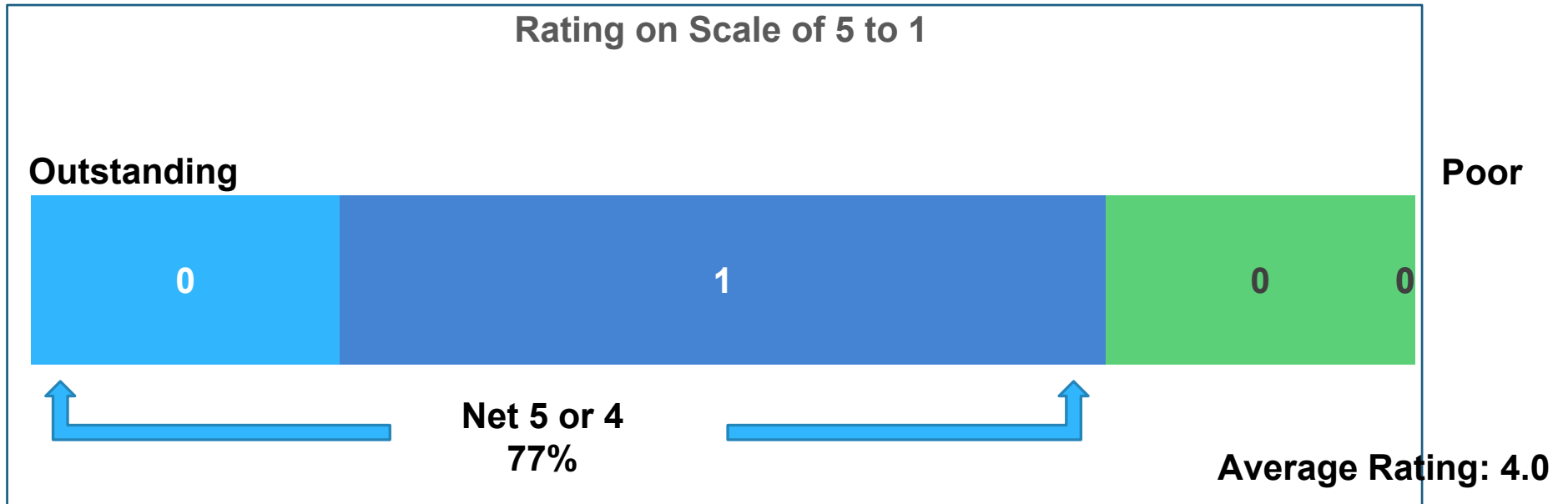
Q9 How many other people, besides yourself, usually read/look through your copy of the magazine?

Base: 94

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Rating

Over three-quarters of subscribers rate COS 4 or higher (outstanding) on a 5-point scale. None rated 1 (poor) or even 2. Average rating is 4.0.



* Totals less than 100% due to rounding.

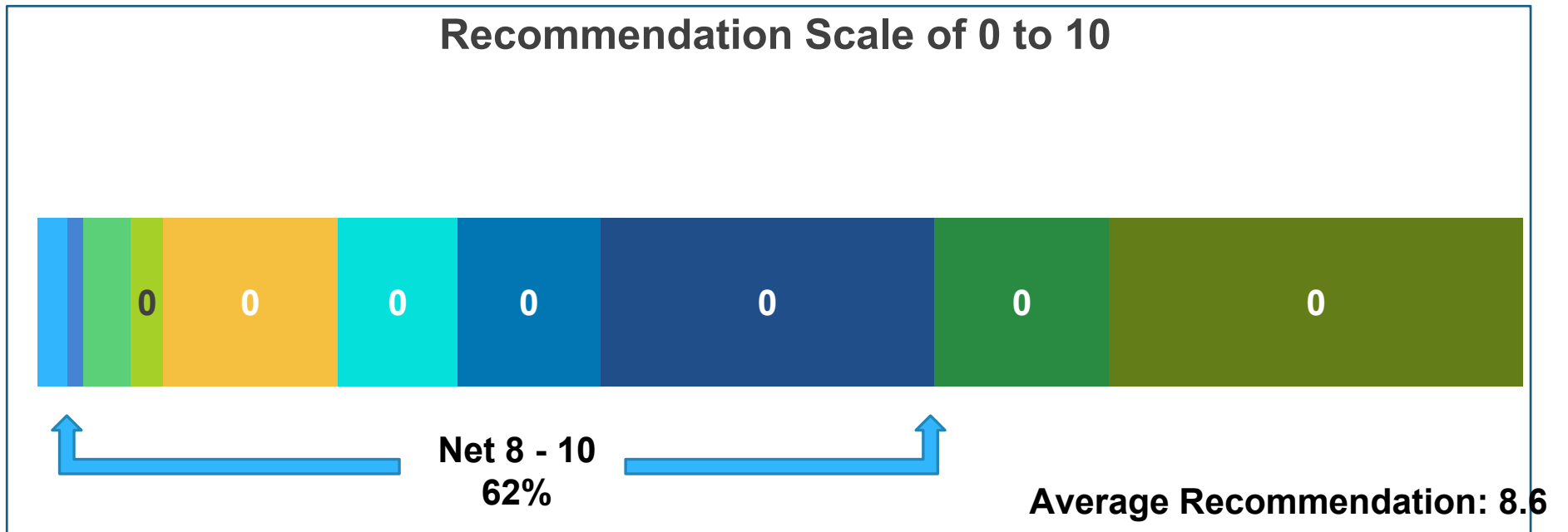
Q11 How would you rate Closets & Organized Storage as a publication, with 5 being outstanding and 1 being poor?

Base: 94

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Recommendation

Two-thirds of COS subscribers recommend the magazine to a colleague. Average recommendation is 8.6.



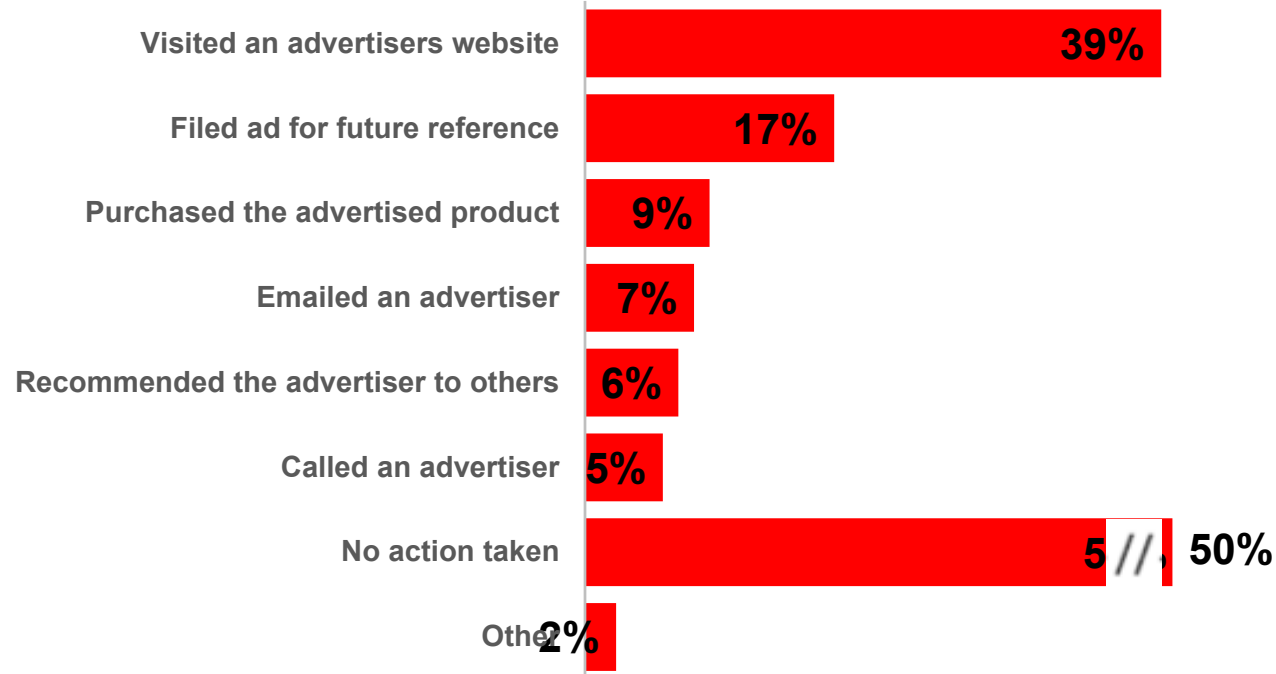
Q10 How likely is it that you would recommend Closets & Organized Storage to a friend or colleague (scale of 0-10)?

Base: 94

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Follow-up Actions – Ads

In just the past 4 weeks, half of the subscribers took an action as a result of the advertising in COS – including 9% who purchased an advertised product.

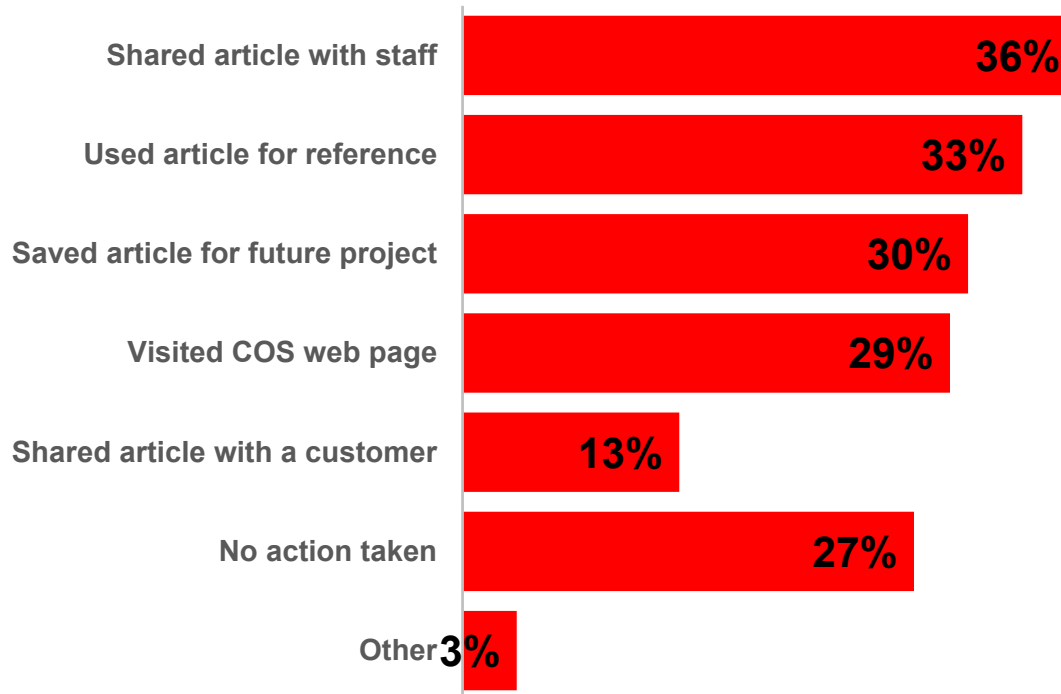


Q14 Thinking about the advertisements in the last 4 issues of COS, have you taken any of these actions?

Base: 94

Follow-up Actions – Articles

In just the past 4 weeks, almost three-quarters of subscribers took an action as a result of an article in COS. About equal proportions of COS subscribers share, refer to and save articles, or visit the webpage as means of follow-up actions.

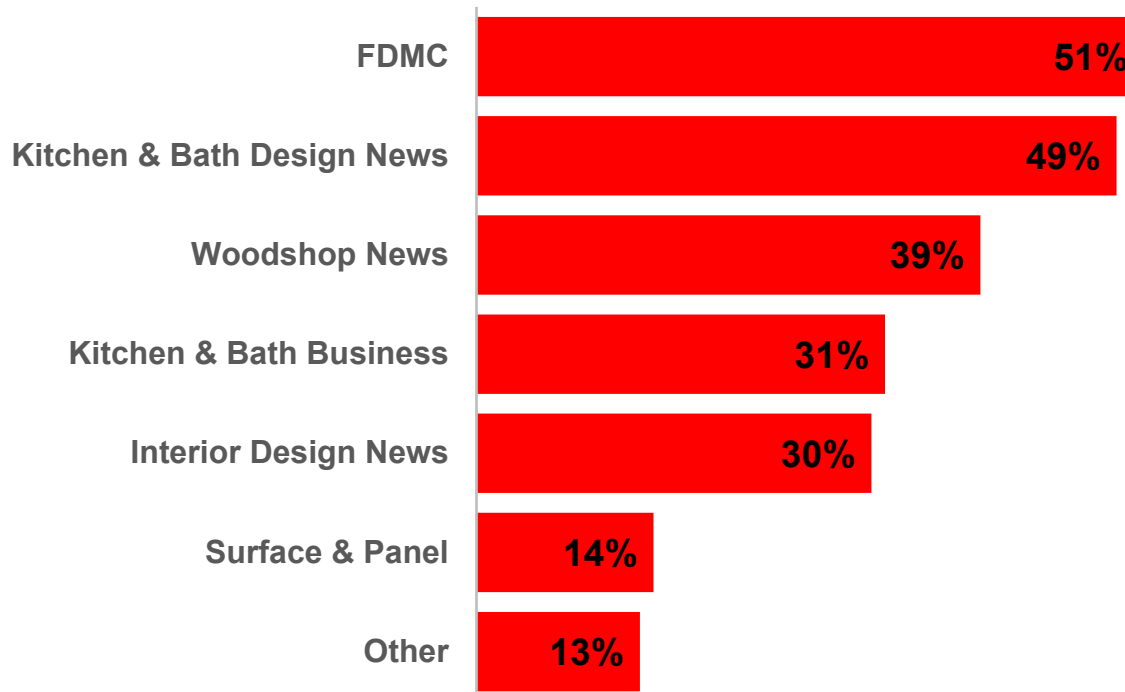


Q15 In the last 4 issues, what actions have you taken as a result of seeing or reading articles in COS?

Base: 94

Trade Publications in Addition to COS

Besides reading COS, subscribers also read several other publications, led by *FDMC* and *Kitchen & Bath Design News*.



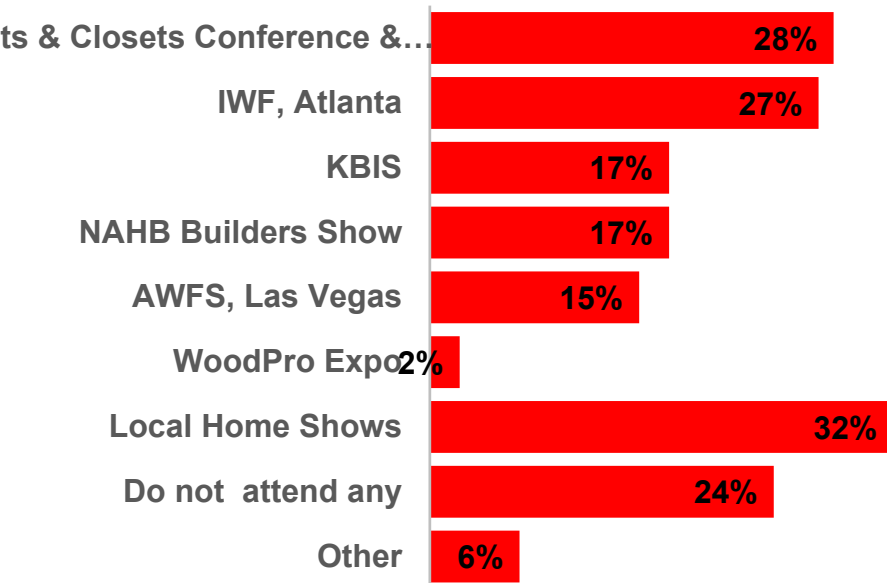
Q4 Which of the following trade publications do you read for information or ideas about closets, garages and/or home organization projects?

Base: 96

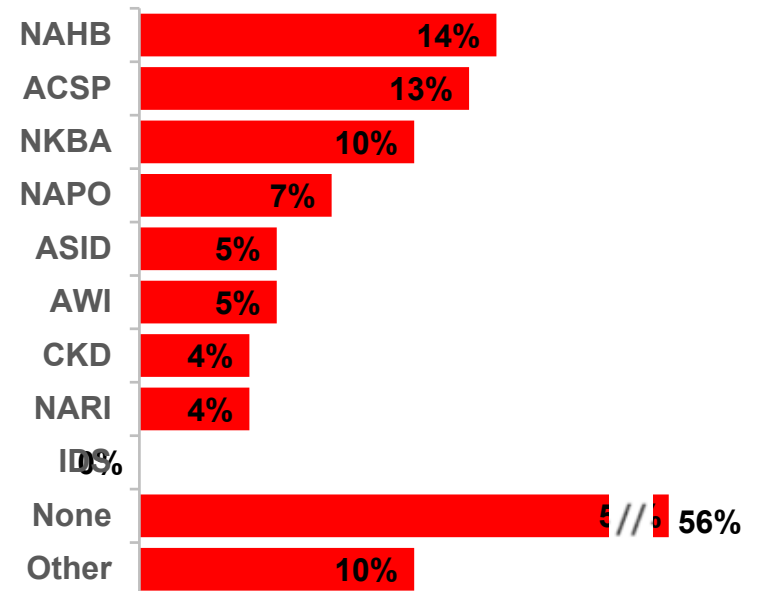
Trade Shows and Trade Associations

Over three-quarters of COS subscribers attended at least one trade show, led by Cabinets & Closets Conference & IWF. Local home shows attendance is also strong. Less than half belong to a trade association or have a certification, led by NAHB and ACSP.

Trade Shows Attended



Trade Associations/Certifications



Q5 Which of the following trade shows do you attend?

Q6 Do you belong to any of the following trade associations/certifications?

Base: 96

Respondent Demographics

Business Type	
Franchise	1%
Franchise, Manufacturing	1%
Franchise, Service, Design, Architect or Installer	3%
Manufacturing	53%
Manufacturing, Retailer	1%
Manufacturing, Retailer, Service, Design, Architect or Installer	1%
Manufacturing, Service, Design, Architect or Installer	4%
Retailer	7%
Retailer, Service, Design, Architect or Installer	7%
Service, Design, Architect or Installer	21%
Total	*100%
Product	
Closet or Closet Component	43%
Independent Architects, Designers and Specifiers	4%
Garage Organization or Product	5%
RTA Furniture	3%
Residential/Commercial Cabinet	24%
Custom Interior Woodwork	12%
Custom Home Builder/Remodeler	7%
Store/Office Furniture	1%
Total	*100%

Job Function	
Owner/President/Partner/Corporate Management	69%
Production Management & Engineering	7%
Product Design	2%
Purchasing	3%
Design/Sales/Marketing	15%
Other	3%
Total	*100%
Employee Size	
1-19	75%
20-49	9%
50-99	4%
100 or more	12%
Total	100%
Have Showroom	
Yes	47%
No	53%
Total	100%

Source: Publisher's Circulation Data

Base: 95

* Totals less than 100% due to rounding.

Demographics reported are from actual circulation data.

Introduction

We need your help!

Closets & Organized Storage is conducting a brief survey among its subscribers to learn more about your reading habits and the sources you rely on for market trends and product information. We are most interested in your opinions on what you like about our publication and areas where we might better serve your needs.

Please take 5 minutes to answer the questions in this survey to help us do the best job we can to serve your needs.

To start, please click on link below.

Thank you in advance for your feedback!

About you...

* 1. How are you involved in closets and/or garages and organized storage planning? Please check all that apply

- Designer
- Manufacturer
- Buyer
- Seller
- Home Builder/Remodeler
- Installer
- None of the above
- Other (please specify)

* 2. How many years have you been involved in closets and/or garages and organized storage planning?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- More than 10 years

* 3. Are you involved in purchasing equipment or supplies for closets and/or garages and organized storage projects?

- Yes, final decision maker
- Yes, recommend
- No input

* 4. Which of the following trade publications do you read for information or ideas about closets, garages and/or home organization projects? Please check all that apply.

- Kitchen & Bath Design News
- Kitchen & Bath Business
- Surface and Panel
- Other (please specify)
- Woodshop News
- FDMC
- Interior Design News

* 5. Which of the following trade shows do you attend? Please check all that apply

- IWF, Atlanta
- AWFS, Las Vegas
- Kitchen & Bath Industry Show
- NAHB Builders Show
- Other (please specify)
- Cabinets & Closets Conference & Expo
- WoodPro Expo
- Local Home Shows
- I do not attend any of these trade shows

* 6. Do you belong to any of the following trade associations/certifications? Please check all that apply.

- ACSP - Association of Closet and Storage Professionals
- ASID - American Society of Interior Designers
- AWI - Architectural Woodwork Industry
- CKD - Certified Kitchen Designer
- IDS - Interior Design Society
- Other (please specify)
- NAPO - National Association of Professional Organizers
- NARI - National Association of Remodeling Industry
- NHBA - National Home Builders Association
- NKBA - National Kitchen and Bath Association
- None of these organizations

