



Closets & Organized Storage

Publisher's Sworn Statement

CLOSETS & Organized Storage is published four times per year and is dedicated to providing the most current trends in design, materials and technology to the professional closets, garage and organized storage industry. This Publisher's Sworn Statement provides a detailed look at the audience of CLOSETS & Organized Storage using averages from March to June 2018. This information is to be used exclusively and solely by CCI Media, *CLOSETS* Magazine, and their clients.

Field Served:

CLOSETS & Organized Storage serves Franchisers, Manufacturers, Retailers, and Servicers/Designers. Architects/Installers of Closets & Components, Garage Organization & Products, RTA Furniture, Residential/Commercial Cabinets, Custom Interior Woodwork, Custom Home Builder/Remodeler, Store/Office Furniture and others allied to the field.

Definition of Recipient Qualification:

Qualified recipients include Owner/President/Partner/Corporate Management, Production Management & Engineering, Product Design, Purchasing, Design/Sales/Marketing and others allied to the field.



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EXECUTIVE SUMMARY		6 Month Average
CLOSETS & Organized Storage		22,606
PRINT		20,498
DIGITAL		7103
CLOSETS E-NEWSLETTERS		
Closets & Storage Solutions		18,164
WWN WEBSITE (Jun-Dec 2017 Average Unique Users)**		154,677

Integrated Database Analysis - June 2018	
NET UNIQUE INDIVIDUALS	32,206
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	23,701
AVERAGE CHANNELS PER INDIVIDUAL	1.27

Communication Channels - June 2018			<i>Non-integrated Channels (6 Month Avg-unique browsers)</i>	
CHANNELS	Closets & Organized Storage	Closets & Organized Storage e-Newsletter	Tradeshow	Woodworkingnetwork Website
CLOSETS & Organized Storage Magazine	21,111	8,412	128	
CLOSETS e-Newsletter	8,412	25,555	139	
Tradeshow	128	139	1,237	
Woodworkingnetwork Website				154,677

Total Unique Individuals - June 2018				
CHANNELS RECEIVED	Closets & Organized Storage	Closets & Organized Storage e-Newsletter	Tradeshow	Net Unique Individuals
Multiple Channel Recipients	8,453	8,464	180	8,505
Single Channel Recipients	12,658	17,091	1,057	23,701
Total Unique	21,111	25,555	1,237	32,206



**Note: All data contained in this report is "Publishers Own Data" as of June 2018

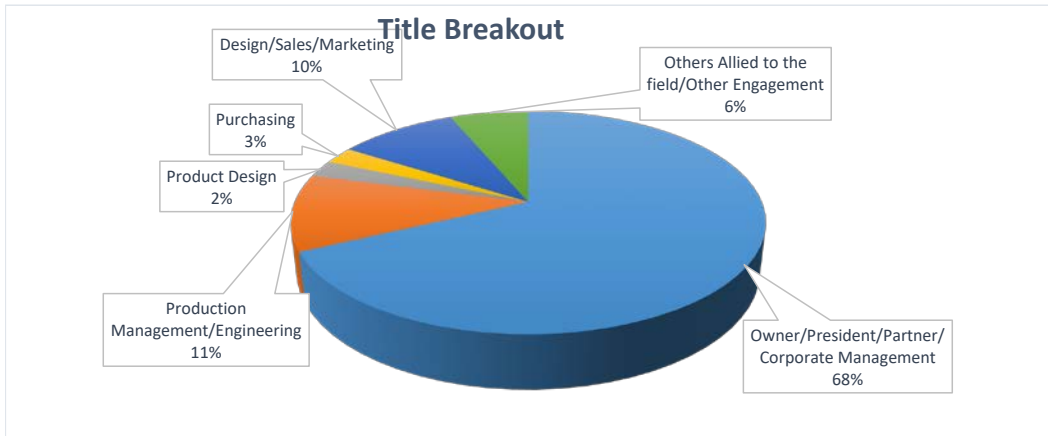
Total Unique Individuals - June 2018		
Publications Received	# Unique Subscribers	% of total (unique)
Closets & Organized Storage <i>and</i> FDMC	11,629	17.3%
Only Closets & Organized Storage	14,976	22.3%
Only FDMC	40,688	60.5%
Grand Total	67,293	100.0%

Brand - Employee Size - June 2018				
Employee Size	Total Unique Individuals	CLS Magazine	Closets & Organized Storage e-Newsletter	Tradeshow
<i>1 to 19</i>	13,099	13,020	5,345	92
<i>20 to 49</i>	3,045	3,015	1,207	11
<i>50 to 99</i>	1,282	1,275	509	8
<i>100 or more</i>	2,001	1,969	877	16
<i>No Data Available</i>	12,779	1,832	10,512	1,110
<i>Brand Total</i>	32,206	21,111	18,450	1,237



Brand - Business & Industry - June 2018				
	Total Unique Individuals	%	Print/Both	Digital/Both
<i>Closet or Closet Component</i>	2,288	10.9%	2,029	697
<i>Garage Organization or Product</i>	451	2.1%	405	95
<i>RTA Furniture</i>	1,434	6.8%	1,302	398
<i>Residential/Commercial Cabinet</i>	9,346	44.5%	8,684	1,800
<i>Custom Interior Woodwork</i>	4,058	19.3%	3,694	1,143
<i>Custom Home Builder/Remodeler</i>	1,375	6.5%	1,265	236
<i>Store/Office Furniture</i>	603	2.9%	534	147
<i>Independent Architects/Designers/Specifiers</i>	1,287	6.1%	1,111	337
<i>Others Allied to the field/Other Engagement</i>	182	0.9%	167	30
Grand Total	21,024	100.0%	19,191	4,883

Brand - Classification by Function - June 2018				
	Total Unique Individuals	%	Print/Both	Digital/Both
<i>Owner/President/Partner/Corporate Management</i>	14,280	67.9%	13,233	3,019
<i>Production Management/Engineering</i>	2,340	11.1%	2,066	655
<i>Product Design</i>	517	2.5%	449	133
<i>Purchasing</i>	518	2.5%	452	142
<i>Design/Sales/Marketing</i>	2,029	9.7%	1,797	581
<i>Others Allied to the field/Other Engagement</i>	1,340	6.4%	1,194	353
Grand Total	21,024	100.0%	19,191	4,883



****Note:** All data contained in this report is "Publishers Own Data" as of June 2018

Brand - Geographic Distribution - June 2018					
STATE	Total Unique Individuals	PRINT	DIGITAL	**CLOSETS Magazine UNIQUE Total	CLOSETS eNewsletter
Maine	162	98	28	109	93
New Hampshire	161	99	28	113	94
Vermont	126	84	23	90	76
Massachusetts	580	359	98	391	334
Rhode Island	88	52	15	59	54
Connecticut	470	304	58	327	259
NEW ENGLAND	1,587	996	250	1,089	910
New York	1,613	1,021	245	1,116	903
New Jersey	703	429	106	464	435
Pennsylvania	1,334	901	179	966	709
MIDDLE ATLANTIC	3,650	2,351	530	2,546	2,047
Ohio	1,166	783	170	842	659
Indiana	829	537	131	586	470
Illinois	1,345	863	236	940	795
Michigan	987	624	138	679	582
Wisconsin	966	612	156	667	566
EAST NORTH CENTRAL	5,293	3,419	831	3,714	3,072
Minnesota	822	552	122	605	437
Iowa	438	304	64	333	217
Missouri	644	441	102	493	325
North Dakota	137	104	20	112	63
South Dakota	133	98	20	104	67
Nebraska	220	163	24	173	107
Kansas	283	204	43	216	147
WEST NORTH CENTRAL	2,677	1,866	395	2,036	1,363
Delaware	84	54	8	58	46
Maryland	417	264	65	294	222
Washington DC	15	10	1	10	8
Virginia	688	469	100	508	364
West Virginia	116	76	15	82	64
North Carolina	1,306	777	200	854	815
South Carolina	363	234	65	260	201
Georgia	894	585	139	630	529
Florida	1,791	1,152	272	1,239	1,038

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Brand - Geographic Distribution - June 2018					
STATE	Total Unique Individuals	PRINT	DIGITAL	**CLOSETS Magazine UNIQUE Total	CLOSETS eNewsletter
SOUTH ATLANTIC	5,674	3,621	865	3,935	3,287
Kentucky	359	249	46	264	199
Tennessee	578	402	78	431	310
Alabama	427	280	61	304	223
Mississippi	193	133	16	141	100
EAST SOUTH CENTRAL	1,557	1,064	201	1,140	832
Arkansas	264	184	35	199	138
Louisiana	328	212	58	230	190
Oklahoma	242	148	37	160	140
Texas	1,446	891	255	982	881
WEST SOUTH CENTRAL	2,280	1,435	385	1,571	1,349
Montana	167	126	21	134	76
Idaho	212	138	41	150	118
Wyoming	68	49	8	51	33
Colorado	504	319	84	359	283
New Mexico	148	85	23	95	94
Arizona	423	260	57	278	249
Utah	319	202	58	223	186
Nevada	142	88	26	94	89
MOUNTAIN	1,983	1,267	318	1,384	1,128
Alaska	57	39	7	44	29
Washington	660	403	103	455	390
Oregon	501	303	87	340	294
California	2,964	1,663	472	1,814	1,902
Hawaii	101	58	14	66	64
PACIFIC	4,283	2,466	683	2,719	2,679
10 969 & 004-009 US Territories	16	3	5	6	12
UNITED STATES	29,000	18,488	4,463	20,140	16,679
Canada	1,316	699	363	852	956
Mexico	43	7	16	16	40
Other International	122	24	51	52	108
Email Address Only	1,725	0	51	51	7,772
UNIQUE TOTAL**	32,206	19,218	4,944	21,111	25,555



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