



Best Practices in Woodworking Technology & Business

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### ***Publisher's Sworn Statement***

FDMC is published monthly and is dedicated to providing the best practices in woodworking, technology and business to the people who manufacture furniture, cabinets, millwork and fixtures. This Publisher's Sworn Statement provides a detailed look at the audience of FDMC using the May 2018 issue and averages based on January-June 2018. This information is to be used exclusively and solely by CCI Media, *FDMC* Magazine, and their clients.

### ***Field Served:***

*FDMC* serves manufacturers of Kitchen, Bath or Custom Cabinets; Residential Furniture & Case goods; Commercial/Institutional/Contract Furniture; Architectural Woodwork; Office/Store Fixtures; Laminator/Counter Top Manufacturers; Dealers/Distributors/Wholesalers; Educator/University; Supplier; Designers; Builders/Remodelers; Closets; Millwork/Floors/Stairs; Garages; Other Wood Products.

### ***Definition of Recipient Qualification:***

Qualified recipients include Corporate/Operation Management, Owners, Sole Proprietors; Production Management, Engineering, Design, Purchasing, Marketing/Sales and other titled professionals in the field served.

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<b>EXECUTIVE SUMMARY</b>		6 Month Average
<b>FDMC MAGAZINE</b>		53,884
<b>PRINT</b>		46,876
<b>DIGITAL</b>		10,470
Digital (requested)		10,470
Digital (non-requested)		
<b>FDMC E-NEWSLETTERS</b>		
Week in Review		19,913
Daily Brief		18,117
Red Book		20,616
<b>WWN WEBSITE</b> (January-June 2018 average - unique users)		154,677

<b>Integrated Database Analysis - May 2018</b>	
<b>NET UNIQUE INDIVIDUALS</b>	69,171
<b>INDIVIDUALS RECEIVING ONLY ONE CHANNEL</b>	46,302
<b>AVERAGE CHANNELS PER INDIVIDUAL</b>	1.83

<b>Communication Channels - May 2018</b>					<i>Non-integrated Channels (6 Month Avg-unique users)</i>	
CHANNELS	FDMC Magazine	Week In Review e-Newsletter	Daily Brief e-Newsletter	Red Book e-Newsletter	Tradeshaw	Woodworkingnetwork Website
FDMC Magazine	66,290	19,346	16,131	19,899	91	
Week In Review e-Newsletter	19,346	20,383	16,291	18,370	50	
Daily Brief e-Newsletter	16,131	16,291	18,018	16,149	41	
Red Book e-Newsletter	19,899	18,370	16,149	21,197	55	
Tradeshaw	91	50	41	55	440	
Woodworkingnetwork Website						154,677

\*Note: All Data contained in this report is "Publishers' Own Data" as of May 2018

**Total Unique Individuals - May 2018**

CHANNELS RECEIVED	FDMC Magazine	Week in Review e-Newsletter	Daily Brief e-Newsletter	Red Book e-Newsletter	Tradeshow	Net Unique Individuals
Multiple Channel Recipients	21,718	20,121	17,126	20,958	97	22,869
Single Channel Recipients	44,572	262	892	239	343	46,302
Total	66,290	20,383	18,018	21,197	440	69,171

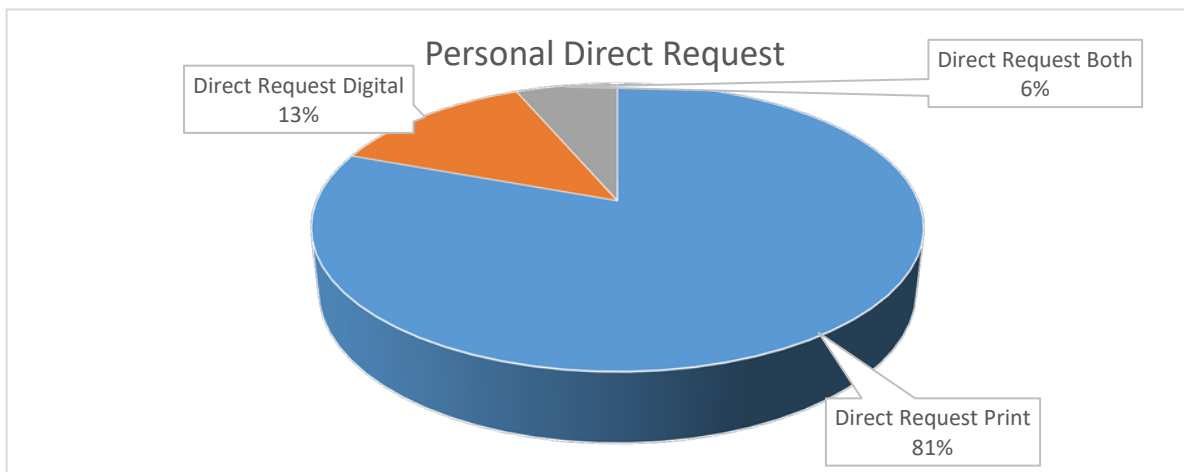
**Total Unique Individuals - May 2018**

Publications Received	Total Unique	% of Total (unique)
Only FDMC	40,688	60.5%
FDMC and Closets & Organized Storage	11,629	17.3%
Only Closets & Organized Storage	14,976	22.3%
Grand Total	67,293	100.0%

\*Note: All Data contained in this report is "Publishers' Own Data" as of May 2018

## Brand - Business & Industry - May 2018

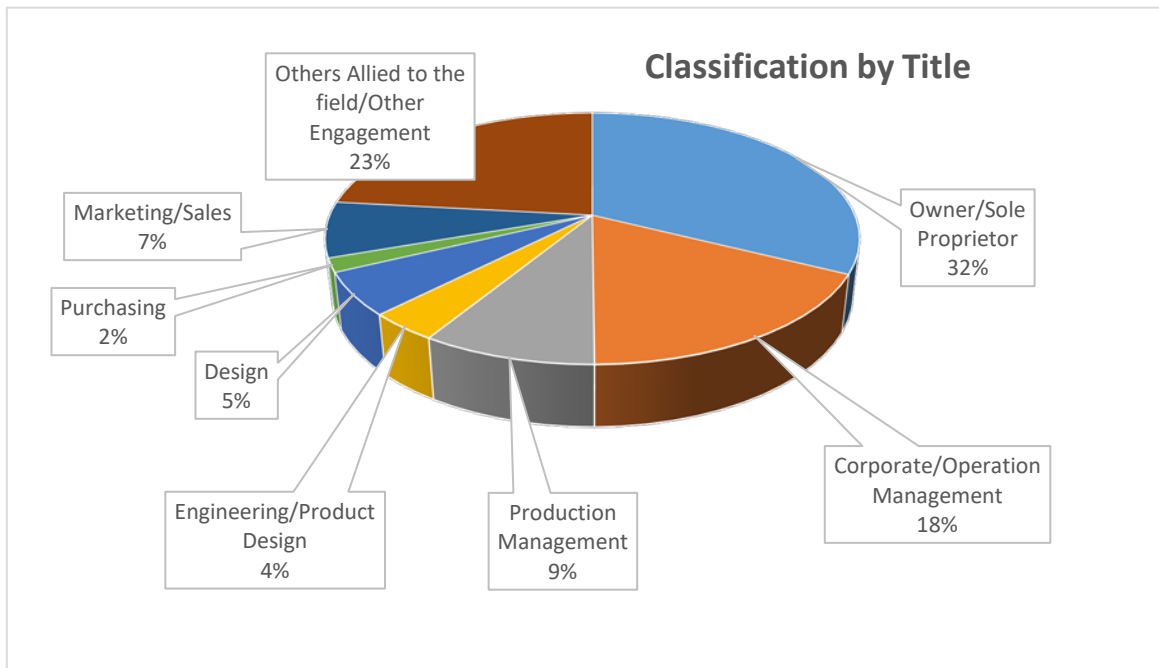
	Total Unique Individuals	%	FDMC Magazine	Week In Review Recipients	Daily Brief Recipients	Red Book Recipients	Tradeshow
<i>Kitchen, Bath or Custom Cabinets</i>	21,125	30.5%	20,964	6,588	5,507	6,924	136
<i>Residential Furniture &amp; Case Goods</i>	7,782	11.3%	7,747	2,294	1,891	2,424	19
<i>Commercial/Institutional Furniture</i>	4,947	7.2%	4,933	1,488	1,267	1,615	12
<i>Architectural/Millwork</i>	5,845	8.5%	5,814	2,018	1,726	2,144	25
<i>Store Fixtures</i>	1,426	2.1%	1,420	443	373	477	2
<i>Other Wood Products</i>	4,584	6.6%	4,508	1,148	1,002	1,186	29
<i>Laminator/Counter Top Manufacturer</i>	1,398	2.0%	1,375	381	345	418	12
<i>Dealers, Distributors, Wholesalers</i>	2,796	4.0%	2,756	900	778	1,006	26
<i>Educator/University</i>	351	0.5%	343	153	128	150	4
<i>Supplier/Woodworking Machinery</i>	3,523	5.1%	3,430	736	696	795	34
<i>Designers</i>	2,325	3.4%	2,303	600	511	603	4
<i>Builders/Remodelers</i>	4,078	5.9%	4,055	961	824	970	3
<i>Closets</i>	499	0.7%	482	203	175	215	1
<i>Millwork/Floors/Stairs</i>	3,725	5.4%	3,705	1,059	880	1,061	8
<i>Garages</i>	454	0.7%	453	104	83	108	0
<i>Others Allied to the field/Other Engagement</i>	4,313	6.2%	2,002	1,307	1,832	1,101	125
<b>Grand Total</b>	<b>69,171</b>	<b>100.0%</b>	<b>66,290</b>	<b>20,383</b>	<b>18,018</b>	<b>21,197</b>	<b>440</b>



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## Brand - Classification by Title - May 2018

	Total Unique Individuals	%	FDMC Magazine	Week In Review Recipients	Daily Brief Recipients	Red Book Recipients	Tradeshow
Owner/Sole Proprietor	22,405	32.4%	22,238	7,902	6,364	8,314	177
Corporate/Operation Management	12,106	17.5%	12,061	4,147	3,546	4,627	44
Production Management	6,142	8.9%	6,081	1,825	1,559	1,940	62
Engineering/Product Design	2,509	3.6%	2,484	957	830	983	21
Design	3,773	5.5%	3,770	965	816	1,015	2
Purchasing	1,218	1.8%	1,206	464	408	482	9
Marketing/Sales	4,931	7.1%	4,853	1,723	1,525	1,803	71
Others Allied to the field/Other Engagement	16,087	23.3%	13,597	2,400	2,970	2,033	54
<b>Grand Total</b>	<b>69,171</b>	<b>100.0%</b>	<b>66,290</b>	<b>20,383</b>	<b>18,018</b>	<b>21,197</b>	<b>440</b>



## Brand - Geographic Distribution - May 2018

STATE	Total Unique Individuals	PRINT	DIGITAL	**FDMC Magazine UNIQUE Total	Week in Review eNewsletter	Daily Brief eNewsletter	Red Book eNewsletter
Maine	414	294	138	414	106	93	110
New Hampshire	393	304	100	388	118	99	125
Vermont	276	210	74	274	82	64	86
Massachusetts	1,375	1,004	426	1,363	392	306	399
Rhode Island	216	134	86	216	53	46	57
Connecticut	889	670	254	881	279	230	283
<b>NEW ENGLAND</b>	<b>3,563</b>	<b>2,616</b>	<b>1,078</b>	<b>3,536</b>	<b>1,030</b>	<b>838</b>	<b>1,060</b>
New York	3,380	2,584	920	3,350	971	813	1,018
New Jersey	1,335	1,000	381	1,319	418	362	418
Pennsylvania	2,851	2,105	822	2,823	782	636	787
<b>MIDDLE ATLANTIC</b>	<b>7,566</b>	<b>5,689</b>	<b>2,123</b>	<b>7,492</b>	<b>2,171</b>	<b>1,811</b>	<b>2,223</b>
Ohio	2,488	1,851	694	2,455	675	599	721
Indiana	1,813	1,315	547	1,784	516	453	549
Illinois	2,470	1,803	663	2,357	703	686	829
Michigan	2,083	1,495	666	2,063	651	552	676
Wisconsin	2,014	1,476	595	1,982	585	514	615
<b>EAST NORTH CENTRAL</b>	<b>10,868</b>	<b>7,940</b>	<b>3,165</b>	<b>10,641</b>	<b>3,130</b>	<b>2,804</b>	<b>3,390</b>
Minnesota	1,782	1,281	546	1,752	500	448	509
Iowa	934	705	260	925	264	227	267
Missouri	1,297	1,004	326	1,284	358	309	373
North Dakota	251	212	48	250	63	51	67
South Dakota	279	194	95	277	83	72	88
Nebraska	408	320	107	405	123	96	124
Kansas	639	486	189	635	185	155	194
<b>WEST NORTH CENTRAL</b>	<b>5,590</b>	<b>4,202</b>	<b>1,571</b>	<b>5,528</b>	<b>1,576</b>	<b>1,358</b>	<b>1,622</b>
Delaware	183	121	66	181	56	45	51
Maryland	1,020	729	317	1,015	299	238	242
Washington DC	113	91	23	113	22	16	20
Virginia	1,455	1,040	448	1,441	390	322	396
West Virginia	231	183	51	227	67	54	69
North Carolina	2,689	1,966	837	2,651	839	722	872
South Carolina	782	593	218	774	227	195	247
Georgia	1,862	1,355	565	1,831	568	489	578
Florida	3,864	2,898	1,111	3,828	1,067	913	1,090

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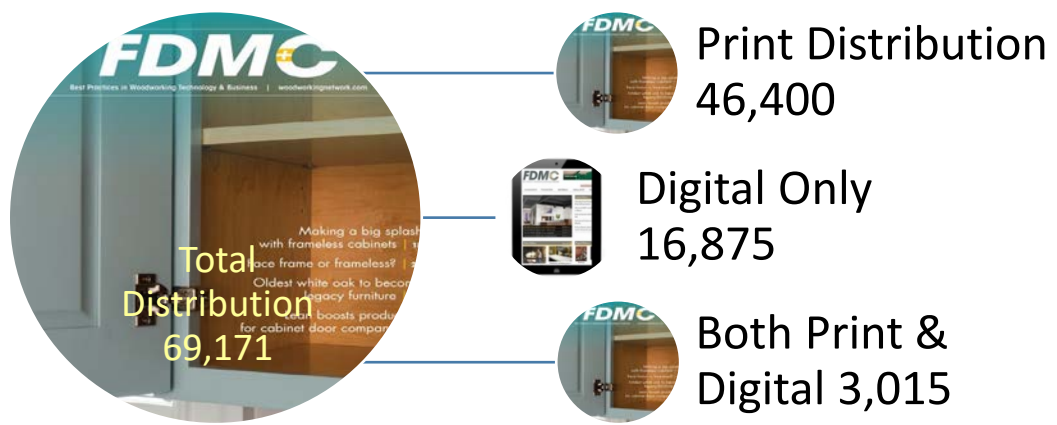
## Brand - Geographic Distribution - May 2018

STATE	Total Unique Individuals	PRINT	DIGITAL	**FDMC Magazine UNIQUE Total	Week In Review eNewsletter	Daily Brief eNewsletter	Red Book eNewsletter
<b>SOUTH ATLANTIC</b>	12,199	8,976	3,636	12,061	3,535	2,994	3,565
Kentucky	810	612	219	799	216	189	219
Tennessee	1,244	963	327	1,237	374	313	390
Alabama	975	674	328	964	259	219	264
Mississippi	442	318	134	439	99	81	103
<b>EAST SOUTH CENTRAL</b>	3,471	2,567	1,008	3,439	948	802	976
Arkansas	539	390	164	533	149	120	159
Louisiana	658	500	180	651	195	163	199
Oklahoma	551	435	136	549	145	118	159
Texas	3,463	2,508	1,096	3,437	976	808	1,003
<b>WEST SOUTH CENTRAL</b>	5,211	3,833	1,576	5,170	1,465	1,209	1,520
Montana	360	279	96	359	94	74	94
Idaho	435	316	130	429	137	109	126
Wyoming	104	86	20	103	26	23	29
Colorado	1,138	838	352	1,132	316	263	325
New Mexico	286	218	80	280	82	72	85
Arizona	961	711	287	950	267	221	271
Utah	697	464	252	694	172	138	177
Nevada	367	249	133	361	119	105	112
<b>MOUNTAIN</b>	4,348	3,161	1,350	4,308	1,213	1,005	1,219
Alaska	109	88	25	107	31	27	36
Washington	1,620	1,157	511	1,606	410	360	415
Oregon	1,151	783	388	1,140	307	265	310
California	5,713	4,099	1,798	5,624	1,702	1,448	1,729
Hawaii	157	119	48	157	49	38	51
<b>PACIFIC</b>	8,750	6,246	2,770	8,634	2,499	2,138	2,541
<b>UNITED STATES</b>	61,566	45,230	18,277	60,809	17,567	14,959	18,116
10 969 & 004-009 US Territories	21	13	8	21	9	6	11
11 Canada	4,985	3,999	1,168	4,864	1,711	1,462	2,158
12 Mexico	36	7	28	34	25	24	23
13 Other International	196	39	126	153	131	154	157
99 Email Address Only	2,361	121	282	403	940	1,413	731
APO/FPO/Non-qualified	6	6	1	6			1
Other Total	7,605	4,185	1,613	5,481	2,816	3,059	3,081
<b>UNIQUE TOTAL **</b>	<b>69,171</b>	<b>49,415</b>	<b>19,890</b>	<b>66,290</b>	<b>20,383</b>	<b>18,018</b>	<b>21,197</b>

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### Brand - FDMC Distribution Breakout - May 2018

	Qualified Request Distribution	Qualified Non-Request Distribution	Total Distribution
Print - Requested	46,400		46,400
Digital - Requested	7,189	9,686	16,875
Both - Requested	3,015		3,015
Digital - Enews Only/Other Brand Engagement		2,881	2,881
<b>Total Distribution</b>	<b>56,604</b>	<b>12,567</b>	<b>69,171</b>

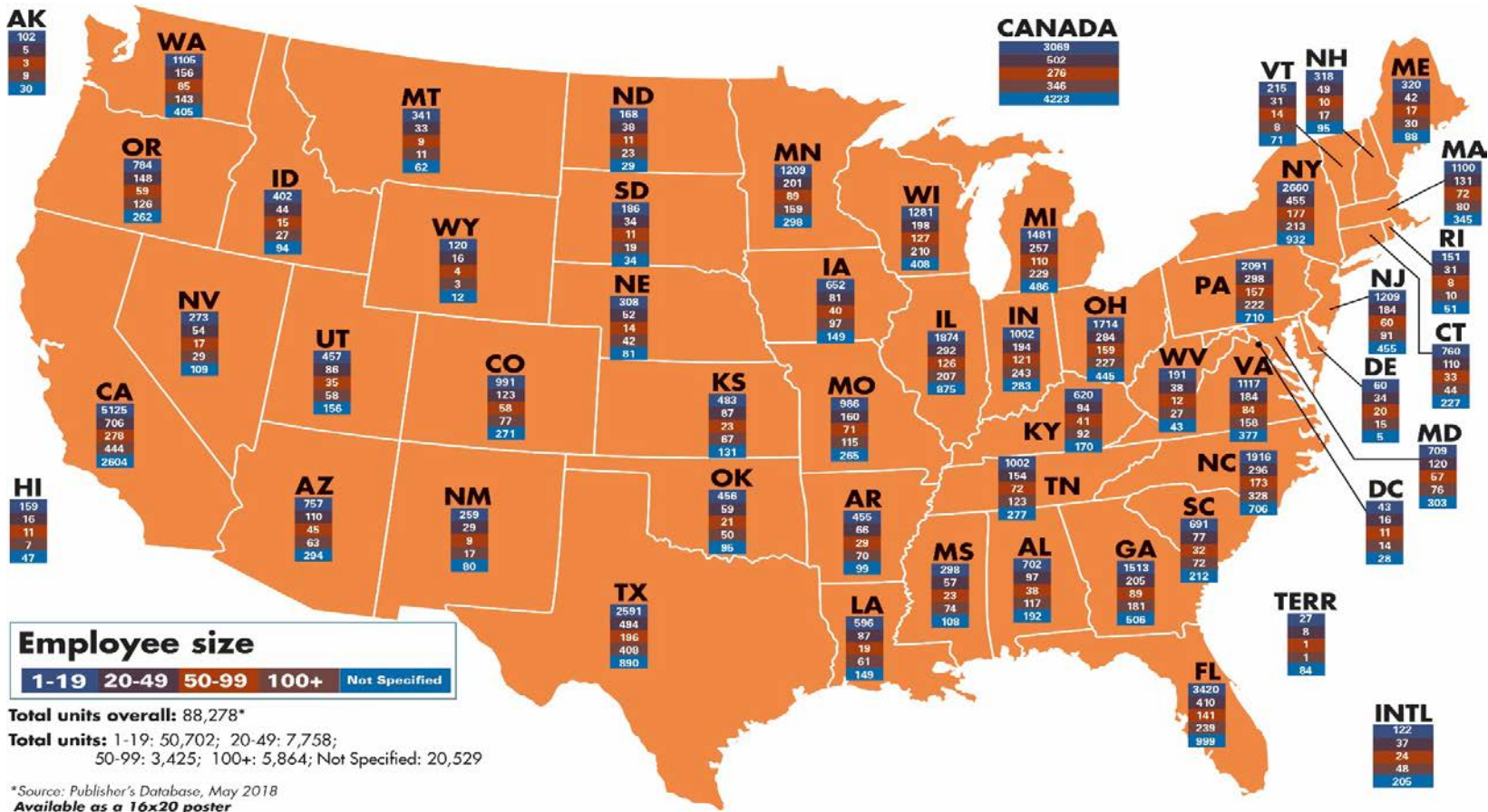


### Brand - Employee Size - May 2018

	Total Unique Individuals	FDMC Magazine	Week in Review eNewsletter	Daily Brief eNewsletter	Red Book eNewsletter	Tradeshow
1 to 19	32,087	32,035	11,307	9,252	12,047	59
20 to 49	7,302	7,290	2,382	2,022	2,578	10
50 to 99	3,245	3,239	1,157	1,021	1,245	3
100 or more	4,275	4,252	1,744	1,533	1,839	9
No Data Available	22,262	19,474	3,793	4,190	3,488	359
<b>Brand Total</b>	<b>69,171</b>	<b>66,290</b>	<b>20,383</b>	<b>18,018</b>	<b>21,197</b>	<b>440</b>

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