

National Floor Trends

GEOGRAPHIC ANALYSIS

National Floor Trends is edited for the residential and commercial floor covering industry. *NFT* focuses on selling, merchandising and installing carpet, rugs, cushion, resilient, wood, ceramic tile, rubber floors, laminate flooring and accessories.

- ◆ You can reach 27,000 decision-makers with a direct marketing list from *National Floor Trends*.
- ◆ Target professionals with job functions such as:
 - ◆ Owner/President
 - ◆ Architect
 - ◆ General Management
 - ◆ Design
 - ◆ Installation
 - ◆ Sales



A BNP Media Publication

National Floor Trends is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 27,000

Base Price: \$125/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Buying Influence	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
Mailing/Telemarketing: \$215/M
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
5,484**

**E-List Base Price:
\$425/M**

SEE ALSO:

- Ceramic Industry**
- Floor Covering Installer**
- Industrial Paint & Powder**
- Industrial Product Bulletin**
- Interior Design**
- Modern Materials Handling**
- Powder/Bulk Solids**
- Reed Construction Data – Architecture Firm Database**
- Reed Construction Data – Regional Publication Group**
- Stone World**

State	ZIP Code	Individuals
ME	039-049	135
NH	030-038	151
VT	050-059	74
MA	010-027	564
RI	028-029	75
CT	060-069	361
New England		5.0%
NY	100-149	1,383
NJ	070-089	860
PA	150-196	1,269
Middle Atlantic		13.0%
OH	430-458	1,137
IN	460-479	541
IL	600-629	1,121
MI	480-499	936
WI	530-549	637
East North Central		16.2%
MN	550-567	594
IA	500-528	345
MO	630-658	485
ND	580-588	102
SD	570-577	93
NE	680-693	192
KS	660-679	291
West North Central		7.8%
DE	197-199	91
MD	206-219	530
DC	200-205	45
VA	220-246	619
WV	247-268	139
NC	270-289	738
SC	290-299	347
GA	300-319	996
FL	320-349	1,667
South Atlantic		19.2%
KY	400-427	377
TN	370-385	498
AL	350-369	349
MS	386-397	159
East South Central		5.1%
AR	716-729	227
LA	700-714	298
OK	730-749	266
TX	750-799	1,501
West South Central		8.5%
MT	590-599	146
ID	832-838	199
WY	820-831	72
CO	800-816	554
NM	870-884	156
AZ	850-865	514
UT	840-847	278
NV	889-898	225
Mountain		7.9%
AK	995-999	73
WA	980-994	701
OR	970-979	413
CA	900-961	3,288
HI	967-968	133
Pacific		17.1%
United States		99.8%
U.S. Territories		0.1%
Canada		0.1%
Mexico		—
Other International		0.0%
APO/FPO		—
Unknown		—
Total		100.0%

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

Business Type

Flooring Dealer/Contractor	18,291
Designer/Architectural Specifier/ Architecture/Interior Design	3,147
Distributor/Sales Agent	3,017
Floor Covering Installer	326
Home Center/Mass Merchant	248
Importer	295
Manufacturing/Manufacturers Personnel	1,676

Job Function

Architect/Interior Design	1,512
General Management	2,724
Installation	578
Owner/President	13,020
Purchasing	231
Sales & Marketing	3,142

Buying Influence*

Approve	11,053
Recommend	5,979
Specify	5,108

Sales Volume

Less than \$250,000	3,025
\$250,000-\$500,000	2,047
\$500,000-\$1 Million	2,566
\$1 Million-\$5 Million	3,895
\$5 Million-\$10 Million	1,338
More than \$10 Million	2,304

Employee Size

Less than 20	10,732
20-49	1,132
50-99	429
100 or More	431

Source: Publisher's own data

* Multiple Response