



CIRCULATION STATEMENT

FOR SIX MONTH PERIOD ENDING IN JUNE 2020

Kitchen & Bath Business, Emerald Expositions, 100 Broadway, New York, NY 10005

FIELD SERVED

KITCHEN & BATH BUSINESS serves kitchen and bath design firms, specialists/dealers, interior design firms, architectural firms, kitchen/bath remodeling firms, home improvement contracting firms, custom building firms, fabricator/cabinet shops, plumbing retail, plumbing distributors/wholesalers, appliance distributors/wholesalers, decorative hardware retailers, building supply dealers, home centers, department stores, OEM distributors/wholesalers, distributors/wholesalers, independent sales reps, manufacturer's sales forces, other manufacturers, other retailers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

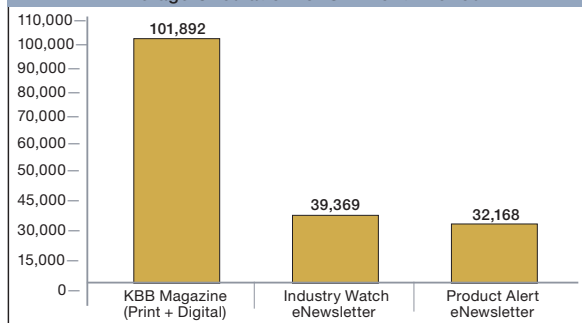
Qualified recipients are owners/partners, company executives including president/CEO/VP, manager/ directors, buyers and other related to the field.

Circulation By Issue

Circulation by Issue	KBB Magazine (Print + Digital)	Industry Watch eNewsletter	Product Alert eNewsletter
Jan	102,569	40,020	32,640
Feb (Feb/Mar)	102,137	39,782	32,446
Mar	NA	39,550	32,283
Apr	101,643	39,148	31,991
May (May/June)	101,219	38,882	31,836
Jun	NA	38,829	31,811
Average	101,892	39,369	32,168

*Denotes combination, two month issue

Average Circulation for Six-Month Period



Average Magazine Distribution

Average Magazine Distribution	Print Edition	Digital Edition	Total	Percent
Qualified Non Paid	45,000	56,892	101,892	93%
Non Qualified Paid	31	-	31	0%
Trade Shows/Promo/Other	6,836	-	6,836	6%
Advertisers/Agencies	489	-	489	0%
Total Average Distribution	52,355	56,892	109,247	100%

Print Edition

Profile of Print Subscribers for the June 2020 Issue

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	89%
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Type of Business	Copies	Percent
Kitchen/Bath Designer	6,351	14%
Kitchen/Bath Specialist/Dealer	6,122	14%
Interior Designer	3,447	8%
Architect	897	2%
Kitchen/Bath Remodeler	4,685	10%
Home Improvement Contractor	246	1%
Custom Builder	1,407	3%
Fabricator/Cabinet Shop	3,291	7%
Plumbing Retailer/Distributor/Wholesaler	2,606	6%
Building Supply Center	115	0%
Home Center/Department Store	591	1%
Appliance Distributor	1,027	2%
Home Design Showroom	1,080	2%
Installer	64	0%
NKBA Members	10,842	24%
Others Allied to Field	2,229	5%
Total Qualified	45,000	100%

Annual Number of Kitchen Projects	Copies	Percent
Under 10	4,379	33%
10-25	3,143	24%
25-50	2,103	16%
50-100	1,368	10%
Over 100	2,150	16%
Total Responses	13,143	100%

Annual Number of Bath Projects	Copies	Percent
Under 10	4,773	37%
10-25	3,501	27%
25-50	1,832	14%
50-100	1,012	8%
Over 100	1,750	14%
Total Responses	12,868	100%

Geographic Region	Copies	Percent
New England	2,351	5%
Middle Atlantic	5,775	13%
East North Central	6,648	15%
West North Central	2,555	6%
South Atlantic	8,474	19%
East South Central	1,425	3%
West South Central	2,886	6%
Mountain	4,531	10%
Pacific	9,207	20%
US Territories	61	0%
Total US	43,913	98%
Canada	1,087	2%
Mexico	-	0%
Other International	-	0%
Total Qualified	45,000	100%

The information provided above for print subscribers is based on data collected through subscription forms that is data entered, maintained and reported on by our third party subscription fulfillment company, Omada Data Systems, located in Northbrook, IL.

This data has been reviewed and attested to by the following Emerald Expositions employees:

Natasha Selhi
Publisher

Joanne Wheatley
VP, Marketing Services

CIRCULATION STATEMENT

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Digital Edition

Profile of Digital Subscribers for the June 2020 Issue

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	82%
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Type of Business	Percent
Kitchen/Bath Designer	10%
Kitchen/Bath Specialist/Dealer	13%
Interior Designer	8%
Architect	2%
Kitchen/Bath Builder/Remodeler	12%
Home Improvement Contractor	0%
Custom Builder	3%
Fabricator/Cabinet Shop	9%
Plumbing Retailer/Distributor/Wholesaler	6%
Building Supply Center	0%
Home Center/Department Store	2%
Appliance Distributor	3%
Home Design Showroom	3%
Installer	0%
NKBA Members	21%
Others Allied to Field	7%
Total Qualified	100%

Annual Number of Kitchen Projects	Percent
Under 10	34%
10-25	24%
25-50	14%
50-100	10%
Over 100	18%
Total Qualified	100%

Annual Number of Bath Projects	Percent
Under 10	36%
10-25	26%
25-50	14%
50-100	8%
Over 100	17%
Total Qualified	100%

eNewsletter

Profile of eNewsletter Subscribers

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	91%
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Industry Segment	Percent
Independent Design Business	24.9%
Design Firm	8.9%
Architectural Firm	4.4%
Showroom	16.5%
Distribution/Wholesale	6.0%
Cabinet Shop/Fabrication	8.3%
Custom Building/Remodeling	15.1%
Home Center/Department Store	2.2%
Manufacturer	13.7%
Total Qualified	100%

Annual Number of Kitchen Projects	Percent
Under 10	37.2%
10-25	25.3%
25-50	13.6%
50-100	7.0%
Over 100	17.0%
Total Qualified	100%

Annual Number of Bath Projects	Percent
Under 10	38.5%
10-25	25.5%
25-50	14.1%
50-100	6.8%
Over 100	15.1%
Total Qualified	100%

The information provided above for digital edition subscribers is based on data collected through subscription forms that is data entered, maintained and reported on by our third party subscription fulfillment company, Omeda Data Systems, located in Northbrook, IL.

The information provided above for enewsletter subscribers was collected through a survey sent to enewsletter subscribers in June 2020.

This data has been reviewed and attested to by the following Emerald Expositions employees:

Natasha Selhi
Publisher

Joanne Wheatley
VP, Marketing Services