



CIRCULATION STATEMENT

FOR SIX MONTH PERIOD ENDING IN JUNE 2021

Kitchen & Bath Business, Emerald, 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

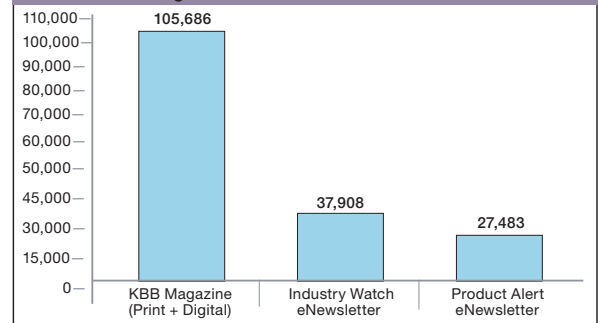
Qualified recipients are owners/partners, company executives including president/CEO/VP, manager/ directors, buyers and other related to the field.

Circulation By Issue

Circulation by Issue	KBB Magazine (Print + Digital)	Industry Watch eNewsletter	Product Alert eNewsletter
Jan	93,874	34,564	28,421
Feb (Feb/Mar)	93,215	34,255	28,114
Mar	NA	35,811	27,918
Apr	102,448	42,449	27,606
May (May/June)	133,207	40,262	26,543
Jun	NA	40,107	26,293
Average	105,686	37,908	27,483

*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	60,686	105,686	99%
Non Qualified Paid	26	-	26	0%
Trade Shows/Promo/Other	240	-	240	0%
Advertisers/Agencies	586	-	586	1%
Total Average Distribution	45,851	60,686	106,537	100%

Print Edition

Profile of Print Subscribers for the June 2021 Issue

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	84%
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Type of Business	Copies	Percent
Kitchen/Bath Designer	4,476	10%
Kitchen/Bath Specialist/Dealer	4,913	11%
Interior Designer	3,435	8%
Architect	953	2%
Kitchen/Bath Remodeler	4,266	9%
Home Improvement Contractor	216	0%
Custom Builder	854	2%
Fabricator/Cabinet Shop	2,761	6%
Plumbing Retailer/Distributor/Wholesaler	1,837	4%
Building Supply Center	104	0%
Home Center/Department Store	579	1%
Appliance Distributor	862	2%
Home Design Showroom	899	2%
Installer	40	0%
NKBA Members	15,508	34%
Others Allied to Field	3,297	7%
Total Qualified	45,000	100%

Annual Number of Kitchen Projects	Copies	Percent
Under 10	3,846	32%
10-25	2,875	24%
25-50	1,903	16%
50-100	1,271	11%
Over 100	1,976	17%
Total Responses	11,871	100%

Annual Number of Bath Projects	Copies	Percent
Under 10	5,209	37%
10-25	4,037	28%
25-50	2,011	14%
50-100	1,137	8%
Over 100	1,842	13%
Total Responses	14,236	100%

Geographic Region	Copies	Percent
New England	2,500	6%
Middle Atlantic	6,270	14%
East North Central	6,811	15%
West North Central	2,479	6%
South Atlantic	8,964	20%
East South Central	1,594	4%
West South Central	2,897	6%
Mountain	3,982	9%
Pacific	8,536	19%
US Territories	80	0%
Total US	44,113	98%
Canada	791	2%
Mexico	10	0%
Other International	86	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 employees:

Natasha Selhi
Publisher

Joanne Wheatley
VP, Marketing Services

CIRCULATION STATEMENT

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Digital Edition

Profile of Digital Subscribers for the June 2021 Issue

Design Residential Kitchen & Bath Projects and/or Specify Kitchen & Bath Products	81%
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Type of Business	Percent
Kitchen/Bath Designer	8%
Kitchen/Bath Specialist/Dealer	11%
Interior Designer	8%
Architect	2%
Kitchen/Bath Builder/Remodeler	11%
Home Improvement Contractor	0%
Custom Builder	2%
Fabricator/Cabinet Shop	8%
Plumbing Retailer/Distributor/Wholesaler	5%
Building Supply Center	0%
Home Center/Department Store	1%
Appliance Distributor	2%
Home Design Showroom	2%
Installer	0%
NKBA Members	29%
Others Allied to Field	9%
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	35%
10-25	27%
25-50	14%
50-100	8%
Over 100	16%
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.

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Natasha Selhi
Publisher

Joanne Wheatley
VP, Marketing Services