



AIM | ACCOUNTABILITY INFORMATION MANAGEMENT

# KB-Resource Audience Engagement Report

*What Advertisers Need to Know About Who's Reading KB Resource*

January – June 2026 | Six-Month Audience Audit

*Prepared for KB Resource advertisers, current and prospective*

# A Growing, Focused Audience of Design Professionals

Every month, AIM places a proprietary tracking code on KB-Resource.com to verify who is actually engaging with the publication. Over six consecutive months, KB Resource has shown consistent, meaningful growth — attracting architects, interior designers, and product specifiers who consume content with a purpose.



**+78%**

visit growth,  
January to June 2026



**8,391**

total page views  
across six months



**917**

average visits  
per month



**78%**

of all traffic from the  
United States



**The bottom line:** KB Resource is not a mass-market publication. It is a curated, design-community platform whose audience — architects, interior designers, and product specifiers — is growing steadily and arriving with specific professional intent. That's the audience advertisers in the kitchen and bath space want to reach.

# How This Audience Is Verified

## IMPORTANT — ABOUT THIS AUDIT

This audit covers KB-Resource.com for the period of January through June, 2026. It was conducted by Accountability Information Management, Inc. (AIM) by placing a proprietary code on the website to provide deeper analytics from the monthly visitors to the publisher (i.e., the companies utilizing the website). AIM is in the business of auditing and verifying data.

For information, contact: AIM, 553 N. North Court, Suite 160, Palatine, Illinois 60067.



### Reverse-IP capture

A tracking code resolves visitor IP addresses to the organizations behind them.



### Filtering & verification

Consumer ISPs, anonymized networks, and unresolvable traffic are separated from identifiable organizations.

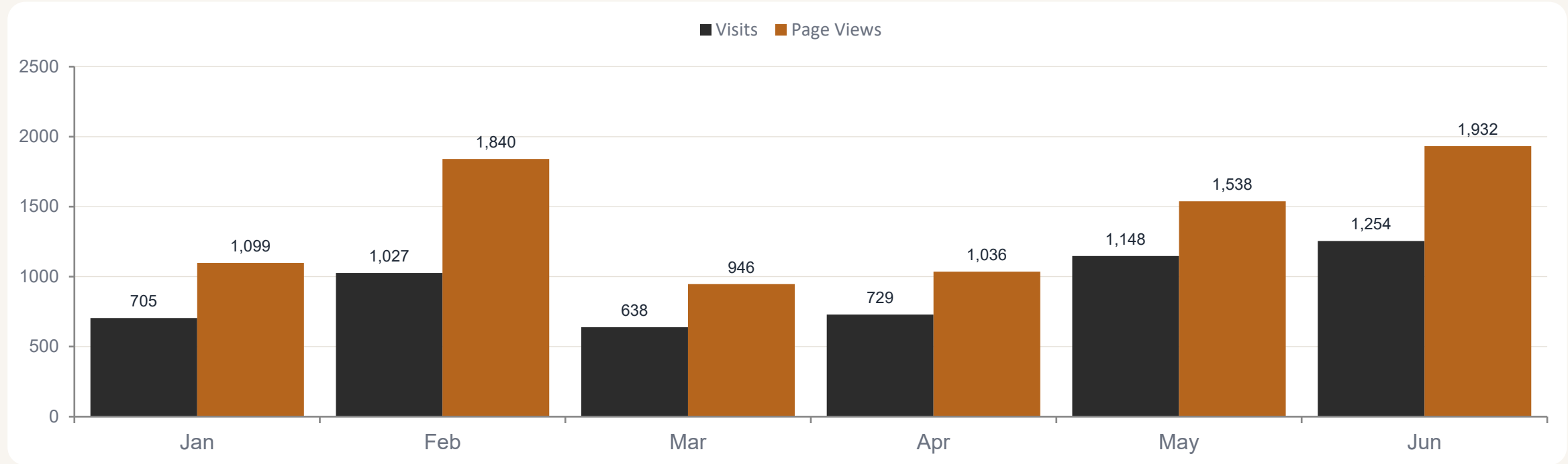



### Independent audit

AIM, not the publisher, verifies and reports the data — giving advertisers a third-party view.

# Consistent Growth Across Six Months

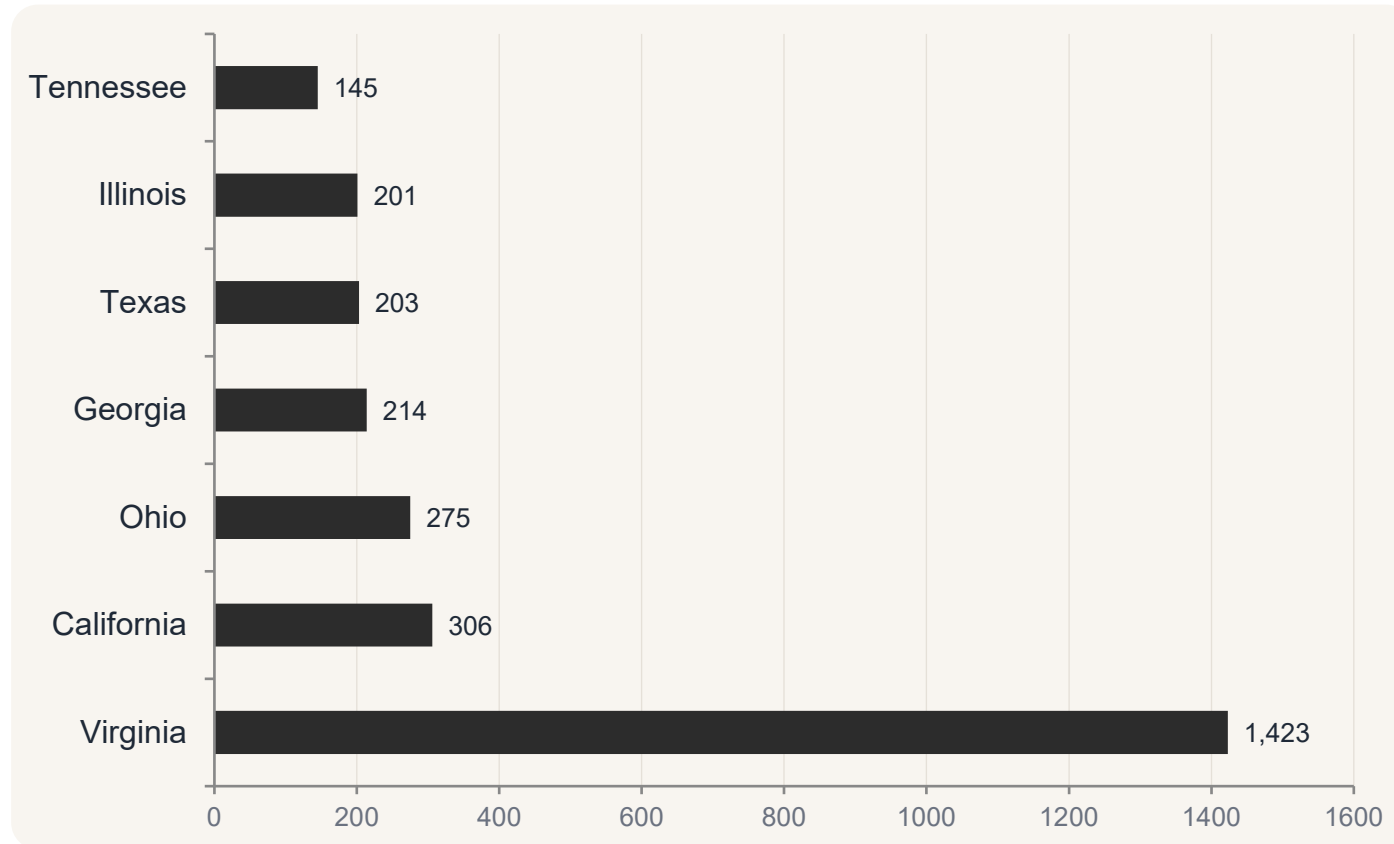
Unlike many trade publications that show flat or declining traffic, KB Resource has grown visits 78% from January to June 2026 while maintaining steady page engagement. This is an audience that is finding the publication and coming back.



 **78% growth, January to June:** This is not a mature, flat audience — it is a publication building momentum. Advertisers who invest now reach a growing readership at an early-advantage moment.

# U.S.-Dominant, Design-Market Concentrated

78% of all traffic comes from the United States — the highest US concentration of any publication in this audit. Virginia leads all states, reflecting the Washington D.C. metro area’s dense community of architects, designers, and federal/institutional specifiers.



## BEYOND THE U.S.

The remaining 22% comes from international markets — including Canada, Brazil, the United Kingdom, and India — reflecting KB Resource’s reach into global design, hospitality, and specification communities.

**Top international markets:** Brazil, China, Canada, India, United Kingdom

# The Content Tells You Who Is Reading

Because KB Resource’s core readers are individual design professionals browsing from personal and studio networks, reverse-IP cannot always name the firm behind the visit. What the content reveals is more specific: readers engaged with ADA compliance, aging-in-place specification, cabinet hardware standards, and product innovation — month after month.

- Jan

ADA Shower Heads: You're in Control

Blog
- Feb

Grass America Demonstrates the Future of Cabinet Hardware at KBIS 2026

News
- Mar

Aging in Place Design: What You Need to Know for Marketing

Blog
- Apr

Impact-Rated Doors & Windows: Essential for Extreme Weather Protection

Blog
- May

Designing the Human Advantage: Relationships & the Future of Architecture

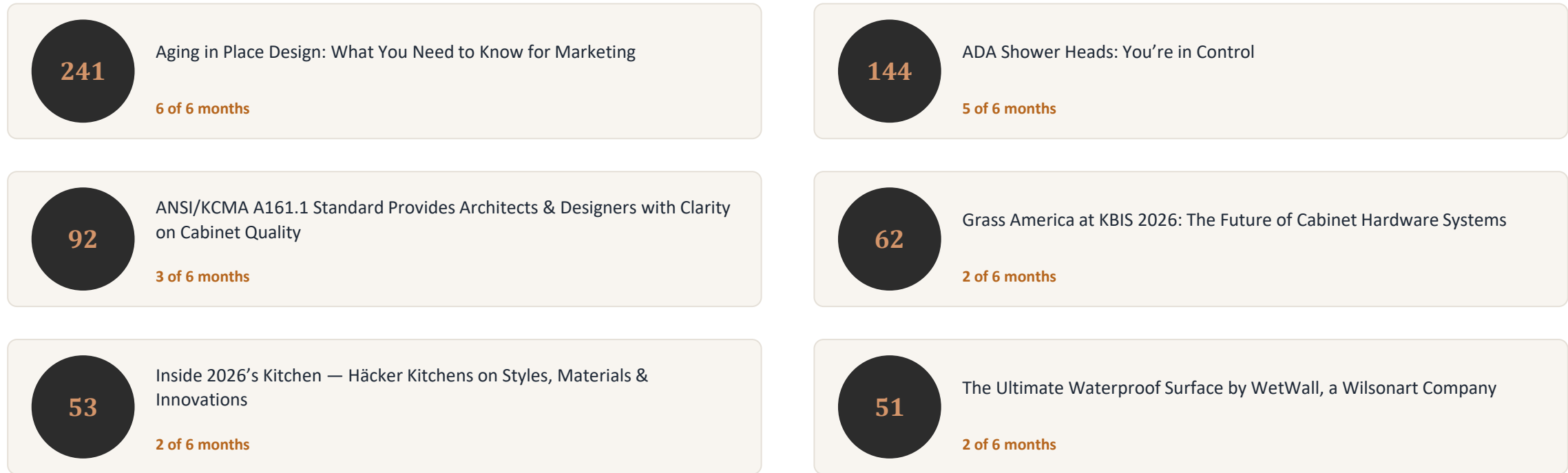
Opinion
- Jun

Inside 2026's Kitchen: Häcker Kitchens Highlights Styles, Materials & Innovations

Blog

# What Readers Come Back For

The most powerful signal in this audit is not who clicked once — it is what content keeps drawing readers back month after month. These are not casual browsers. They are professionals returning to specification-grade content in their active category of work.



# Who Reverse-IP Can Name

KB Resource’s core readers — independent design principals, studio architects, and showroom specifiers — typically browse from personal broadband and small studio networks that reverse-IP cannot resolve to named organizations. What the audit does surface is a sample of identifiable companies confirmed visiting the site across the six-month period.

<p><b>Studiomunge.com</b></p> <p><i>Interior Design Studio</i></p> <p>Seen 1 of 6 months</p>	<p><b>Sales Xceleration</b></p> <p><i>Management Consulting</i></p> <p>Seen 2 of 6 months</p>	<p><b>NCR Voyix Corporation</b></p> <p><i>Enterprise Technology</i></p> <p>Seen 2 of 6 months</p>
<p><b>Accenture</b></p> <p><i>Management &amp; Technology Consulting</i></p> <p>Seen 1 of 6 months</p>	<p><b>Lockheed Martin</b></p> <p><i>Aerospace / Defense</i></p> <p>Seen 1 of 6 months</p>	<p><b>City of Los Angeles (LAPD)</b></p> <p><i>Government</i></p> <p>Seen 4 of 6 months</p>
<p><b>City of Dallas</b></p> <p><i>Government</i></p> <p>Seen 1 of 6 months</p>	<p><b>Apple Inc.</b></p> <p><i>Technology</i></p> <p>Seen 2 of 6 months</p>	<p><b>Automattic Inc.</b></p> <p><i>Technology / Publishing Platform</i></p> <p>Seen 4 of 6 months</p>

**Note:** The absence of major design firm names is expected, not a gap. Independent architects and designers browse from studio and residential networks that reverse-IP resolves to their ISP, not their firm — the same way a physician browsing a medical journal from home wouldn’t appear as a hospital visitor.

# Why This Audience Matters to You



## Specifiers, not shoppers

Architects and interior designers don't buy products — they specify them. A single designer's product recommendation drives purchase decisions for an entire project, often at significant value.



## Content that proves intent

Readers engaging with ADA compliance, cabinet hardware standards, and aging-in-place design are not browsing casually — they are working. Advertisers appear alongside active specification research.



## A growing platform, not a mature one

78% visit growth in six months means advertisers who invest now are building brand presence in a rising channel — not paying a premium to reach a flat audience.



## Evergreen exposure

KB Resource's most-read content keeps attracting readers well past publication. The aging-in-place blog drew traffic in all six months — extending advertiser visibility at no added cost.



# KB Resource Does Not Simply Reach Readers.

*It Reaches the Professionals Who Specify, Recommend, and Influence What Gets Built.*

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