



AIM | ACCOUNTABILITY INFORMATION MANAGEMENT

KB-Resource Audience Engagement Report

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

January – July 2026 | Seven-Month Audience Audit

Prepared for KB-Resource advertisers, current and prospective

Seven Months of Growth and Verified Engagement

Every month, AIM places a proprietary tracking code on KB-Resource.com to verify who is actually engaging with the publication. Over seven consecutive months, KB Resource has shown consistent growth — with July delivering the highest page depth of any month in the audit period.



+57%

visit growth,
January to July 2026



10,416

total page views
across seven months



944

average visits
per month



80%

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. July delivered the highest page engagement of the entire seven-month period.

How This Audience Is Verified

IMPORTANT — ABOUT THIS AUDIT

This audit covers KB-Resource.com for the period of January through July, 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.



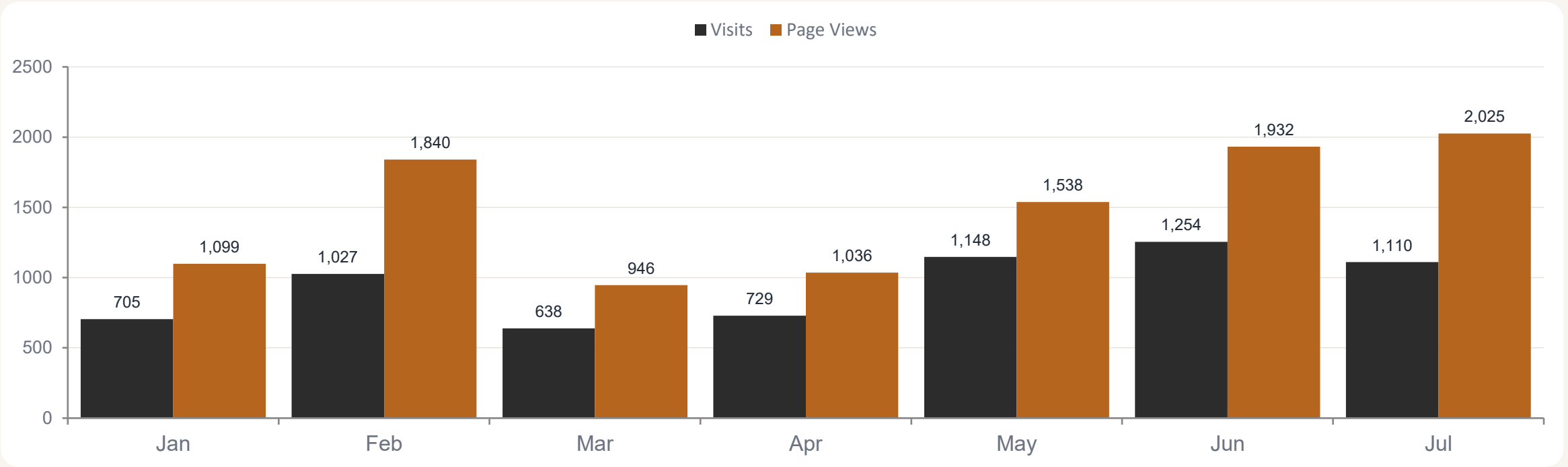
Independent audit

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

Google Analytics counts sessions and page views. AIM counts organizations and engagement depth.

Seven Months of Growth — With a Strong July Finish

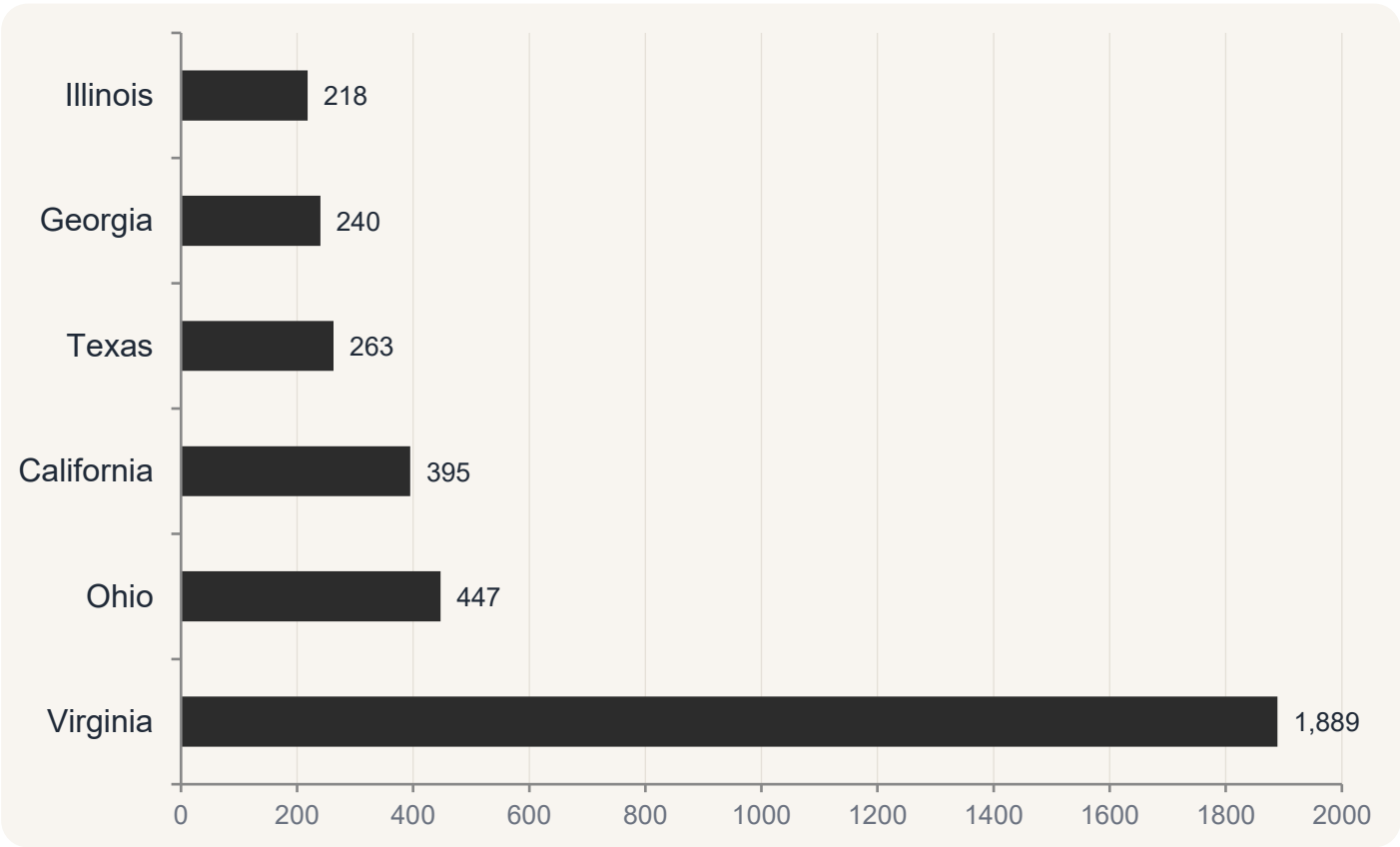
Unlike many trade publications that show flat or declining traffic, KB Resource has grown consistently since launch, with July delivering the highest page views (2,025) and page depth (1.82 pages/visit) of the entire audit period.



July highlight: 1.82 pages/visit and 92% U.S. traffic — the most engaged and most domestically concentrated month of the seven. This is not a maturing audience; it is an accelerating one.

U.S.-Dominant, Design-Market Concentrated

80% of all traffic comes from the United States — the highest U.S. concentration of any publication in this audit. Virginia leads all states by a commanding margin, confirming a strong Washington D.C. metro area presence: architects, designers, and federal/institutional specifiers.



BEYOND THE U.S.

The remaining 20% 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, India, Canada, China, United Kingdom

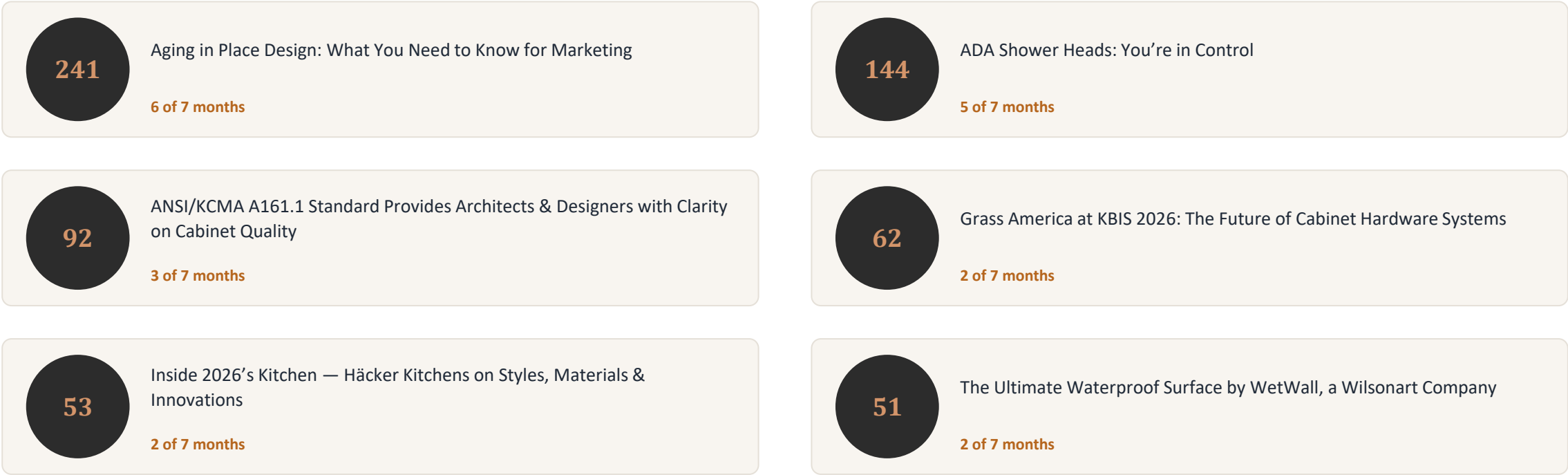
The Content Tells You Who Is Reading

Because KB Resource’s core readers are individual design professionals browsing from personal and studio networks, reverse-IP cannot always name the firm. 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	News
Jul	July: 2,025 total page views — highest month of the audit. News: 940 • Blogs: 248 • On the Move: 142 • Opinions: 99 • Case Studies: 73	

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 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 seven-month period.

StuDiomunge.com Interior Design Studio Seen 1 of 7 months	Sales Xceleration Management Consulting Seen 2 of 7 months	Automattic Inc. Technology / Publishing Platform Seen 4 of 7 months
Palo Alto Networks Cybersecurity Seen 5 of 7 months	CoreWeave, Inc. AI / Data Center Infrastructure Seen 4 of 7 months	City of Los Angeles Government Seen 4 of 7 months
Accenture Management & Technology Consulting Seen 1 of 7 months	Lockheed Martin Aerospace / Defense Seen 1 of 7 months	Anthropic, PBC AI Research & Technology Seen 2 of 7 months

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

57% visit growth in seven months means advertisers who invest now are building brand presence in a rising channel — not paying a premium for a flat audience.



Evergreen exposure, verified

The aging-in-place blog drew traffic in all six measurable months. The ADA showerheads blog in five. KB Resource content keeps working long after publication — and AIM verifies the audience every month.



KB Resource Does Not Simply Reach Readers.

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

For information, contact:

KB-Resource.com

or AIM (Accountability Information Management) directly:

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