AIM | ACCOUNTABILITY INFORMATION MANAGEMENT

KB-Resource Audience Engagement Report

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

January – October 2026 | Ten-Month Audience Audit

Prepared for KB-Resource advertisers, current and prospective

EXECUTIVE SUMMARY

Ten Months of Verified Engagement

Every month, AIM places a proprietary tracking code on KB-Resource.com to verify who is actually engaging with the publication. Over ten consecutive months, AIM has verified a steady record of readers engaging with specification-grade content — August remains the highest-traffic month of the audit period, July the deepest by page depth, and October the lightest by visits.

10,225

total visits
across ten months

17,215

total page views
across ten months

1,023

average visits
per month

83%

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 — arrives with specific professional intent. August remains the highest-traffic month of the audit period, with July still the deepest-engagement month on record; October recorded the fewest visits (539).

METHODOLOGY

How This Audience Is Verified

IMPORTANT — ABOUT THIS AUDIT

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

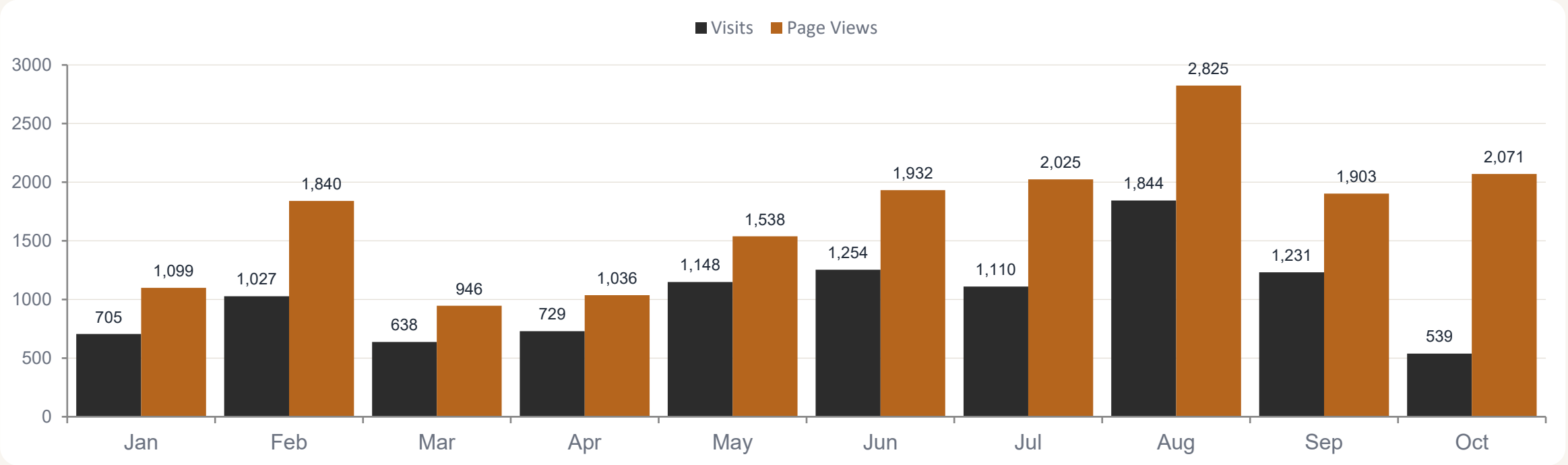
AIM, not the publisher, verifies and reports the data — giving advertisers a third-party view.

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

AUDIENCE TREND

Ten Months of Data — October Pulls Back

August remains the audit's high-water mark at 2,825 page views, and July holds the deepest typical engagement at 1.82 pages/visit. October recorded 539 visits, the lowest of the ten months, after 1,231 in September.



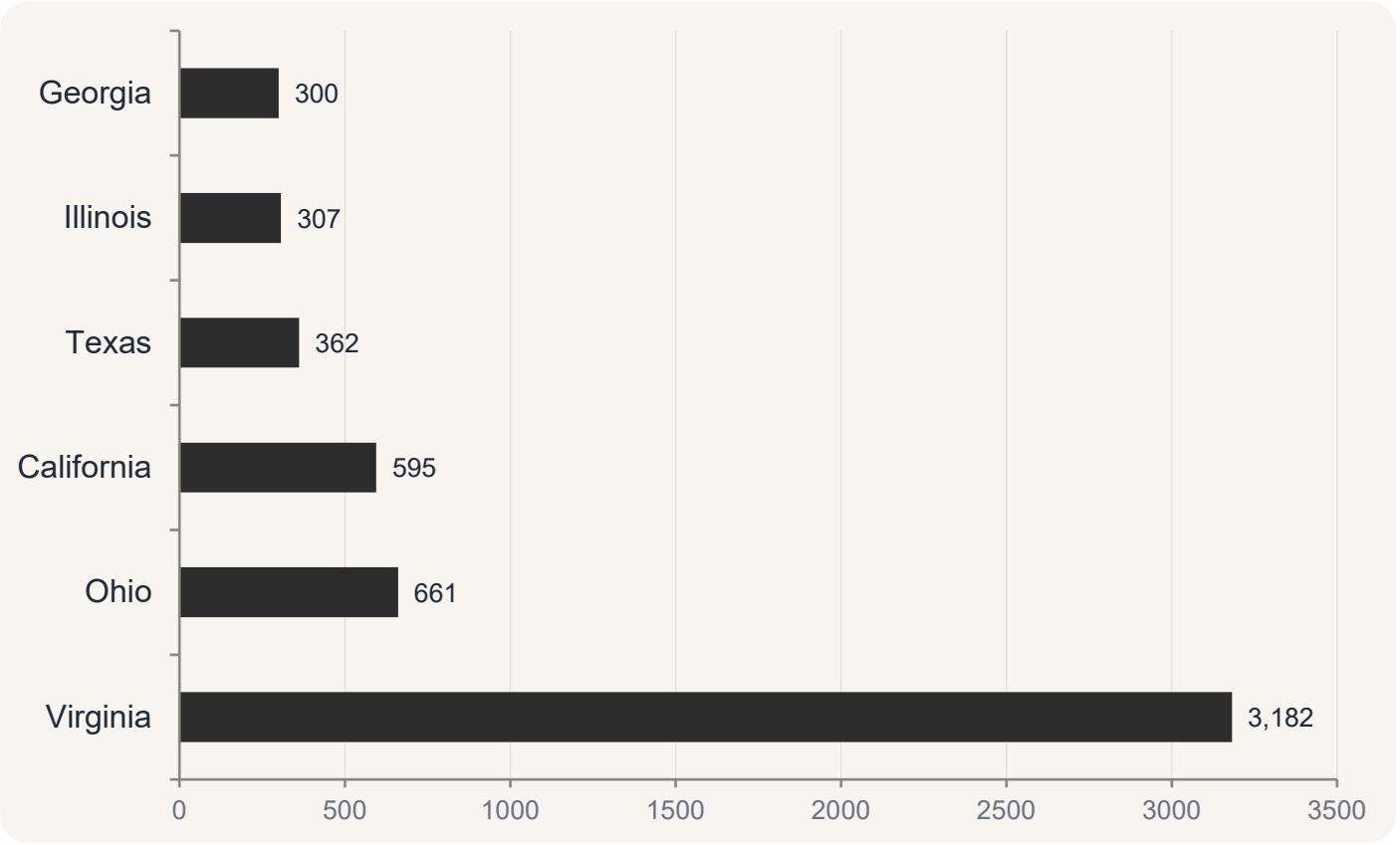
October highlight: 539 visits and 74% U.S. traffic. Page views of 2,071 include a one-day Pinterest crawler burst on Oct. 14 (1,206 views); without it, October shows 865 page views at 1.62 pages/visit.

Note: A visit is one IP address's session; a page view is each page it loads. In October, 6 Pinterest crawler visits on Oct. 14 loaded 1,206 pages (about 201 per visit), which is why page views run well above visits.

GEOGRAPHIC REACH

U.S.-Dominant, Design-Market Concentrated

83% 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 17% 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

CONTENT ENGAGEMENT

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*

Oct October: 2,071 total page views (August remains the audit high at 2,825). News: 737 • Blogs: 287 • On the Move: 135 • Opinions: 76 • Case Studies: 109

AUDIENCE PROOF

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.

311	Aging in Place Design: What You Need to Know for Marketing	9 of 10 months
191	ADA Shower Heads: You're in Control	8 of 10 months
109	ANSI/KCMA A161.1 Standard Provides Architects & Designers with Clarity on Cabinet Quality	6 of 10 months
68	Grass America at KBIS 2026: The Future of Cabinet Hardware Systems	5 of 10 months
68	Inside 2026's Kitchen — Häcker Kitchens on Styles, Materials & Innovations	5 of 10 months
67	The Ultimate Waterproof Surface by WetWall, a Wilsonart Company	5 of 10 months

VERIFIED ORGANIZATIONS

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 ten-month period.

Studiomunge.com

Interior Design Studio

Seen 1 of 10 months

Sales Xceleration

Management Consulting

Seen 2 of 10 months

Automattic Inc.

Technology / Publishing Platform

Seen 4 of 10 months

Palo Alto Networks

Cybersecurity

Seen 8 of 10 months

CoreWeave, Inc.

AI / Data Center Infrastructure

Seen 4 of 10 months

City of Los Angeles

Government

Seen 4 of 10 months

Accenture

Management & Technology Consulting

Seen 2 of 10 months

Lockheed Martin

Aerospace / Defense

Seen 1 of 10 months

Anthropic, PBC

AI Research & Technology

Seen 5 of 10 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.

ADVERTISER VALUE

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 verified audience, every month

Ten consecutive monthly audits show professionals returning to specification-grade content, with traffic that varies month to month. AIM reports every month’s numbers as they are.



Evergreen exposure, verified

The aging-in-place blog drew traffic in nine of ten months. The ADA showerheads blog in eight. 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:

553 N. North Court, Suite 160, Palatine, Illinois 60067

info@a-i-m.com