



WOOD FLOOR

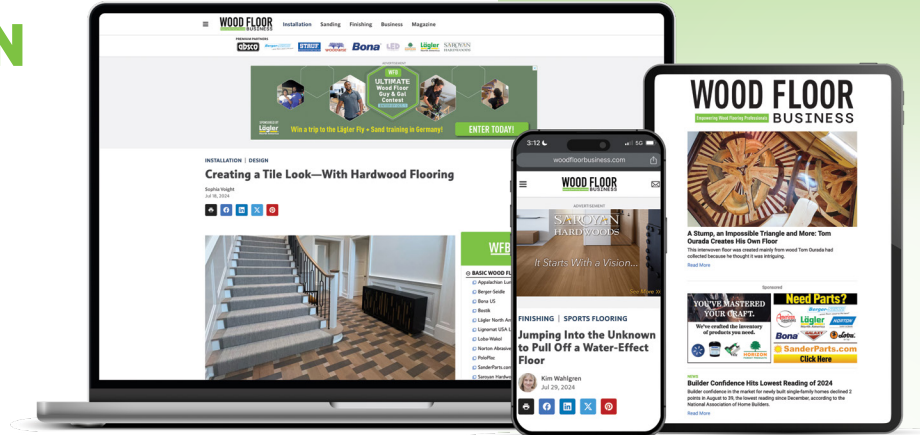
BUSINESS

2025 MEDIA KIT

YOUR LEADING CONNECTION TO THE
WOOD FLOORING INDUSTRY

THE PREFERRED CONNECTION FOR WOOD FLOORING PROS

Wood flooring pros say Wood Floor Business is
the most credible
the most enjoyable
the most relevant
magazine in the industry.



For more than 35 years, we have been dedicated to connecting with wood flooring pros and helping them improve their wood flooring businesses. This enables us to deliver **unmatched engagement** for our advertising partners.



“WE KNOW THE RIGHT PRODUCT MIX TO ACHIEVE YOUR INITIATIVES—NO MATTER YOUR GOALS OR BUDGET. WE WILL HELP DETERMINE AND EXECUTE A CUSTOM MARKETING PLAN, PLUS REPORT THE ROI.”



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WFB's Comprehensive Approach to the Entire Market



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READER PERSONAS: CONTRACTORS

Typical Wood Flooring Contractor

MALE



AGE

53



HIGH SCHOOL
DIPLOMA

WORK HOURS
40-49



WORK LOCATION
Home Office

AVERAGE REVENUE

< \$250,000

SALES BY TYPE

Most jobs are

Residential

EMPLOYEES

1-5



AVERAGE PROJECT

< \$5,000

“Not only am I a manager but I am also a flooring contractor. I appreciate the creativity and adversity in some of the project articles and articles regarding inspections and troubleshooting.”

— JUSTIN SLAGOWSKI
FLOOR COVERING INSTALLATION MANAGER
RC WILLEY HOME FURNISHINGS



READER PERSONAS: RETAILERS

Typical Wood Flooring Retailer

MALE



AGE

50-60

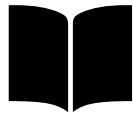


SOME COLLEGE
COURSEWORK

(Associate/Technical/Bachelor)

WORK HOURS

40-49



PREFER TO READ PRINT

INDUSTRY EXPERIENCE

20+ Years

ANNUAL REVENUE

\$1-5 Million

EMPLOYEES

0-10



AVERAGE SALE

\$3,000-10,000

“This publication has the most interesting and informative articles I’ve read out of any industry-related publication.”

— DEREK SWEGLE
OWNER | HABITAT HARDWOOD FLOORING LLC



READER PERSONAS: DISTRIBUTORS

Typical Wood Flooring Distributor

MALE



AGE

55-64



SOME COLLEGE

WORK HOURS

41-50



PREFER TO READ PRINT

INDUSTRY EXPERIENCE

15+ Years

ANNUAL REVENUE

> \$1,000,000

EMPLOYEES



AVERAGE SALE

< \$3,000



“We are a national distributor of flooring products to retailers across Canada. The publication provides me with invaluable information about products, services and issues with regards to the flooring industry.”

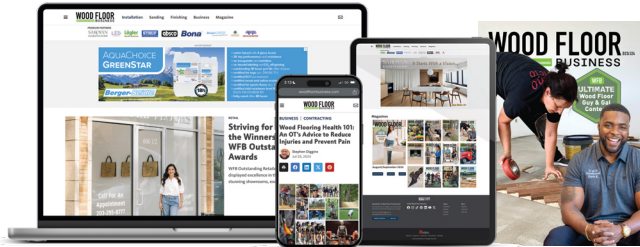
— RANDY LADRET
OUTSIDE SALES REP | GOODFELLOW INC



PRINT

THE PREFERRED CONNECTION FOR WOOD FLOORING PROS

Our audited print audience of wood flooring decision-makers **heavily rely on print media** to find relevant information to inform their business decisions and find the products and services they need to run profitable businesses.

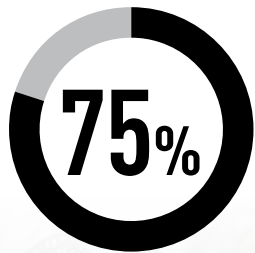


56%

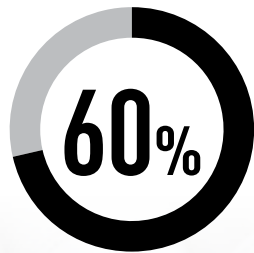
of WFB readers say they read WFB only in print

92%

prefer **BOTH** print and digital formats versus digital alone



of readers say they have purchased or recommended a product to others after seeing an ad in WFB



of readers say they have discussed a product or ad with others after seeing it in WFB



of readers say that WFB enables them to learn about new products



“Wood Floor Business Magazine is a must-read for people in the trade who are seeking to build on their knowledge and stay connected to the industry as a whole.”

— DAVID HABIB
OWNER | PRESTIGE WOOD FLOORING LLC



ASBPE Awards of Excellence: Magazine of the Year Finalist

Advertising in WFB magazine means your brand will be alongside trusted content in a nationally recognized publication.



DIGITAL

EMAIL & WEBSITE

Industry-Leading Website

WoodFloorBusiness.com is the leading digital platform for wood flooring pros. With banner, native content and retargeting opportunities, it's your **24/7 connection to a high-quality audience.**

E-News

WOOD FLOORING PROFESSIONALS SAY THEY WOULD CHOOSE TO RECEIVE WFB E-NEWS OVER ANY OTHER INDUSTRY NEWSLETTER



Email Marketing that Delivers Quality and Quantity



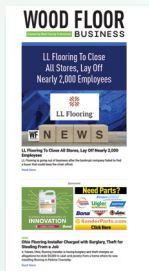
CUSTOM EMAIL

Your content is sent to our highly-engaged, opt-in audience of 16K+. Choose to target prospects by company type and/or location.



E-NEWS

Sponsorship includes your banner ad or native content in both weekly email sends.



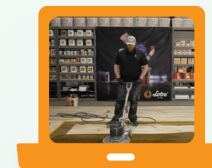
OUR OPEN RATE HAS INCREASED BY

11%
SINCE 2022—MAKING IT
OVER
46%



VIDEO

Visually communicate your story or demonstrate a product or service through live or pre-recorded video.



SOCIAL MEDIA

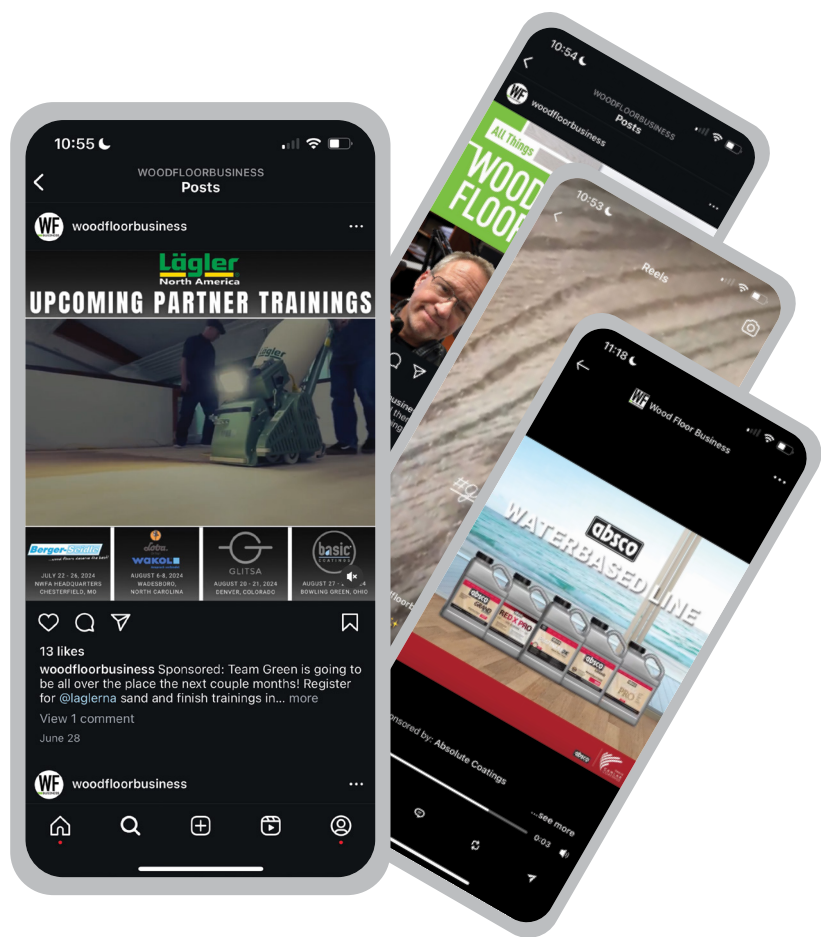
Promote your brand and interact with our 47,000+ engaged followers on Facebook, Instagram, LinkedIn, X and TikTok. We post your image or video, copy and URL, plus tag your accounts on each platform.



SOCIAL

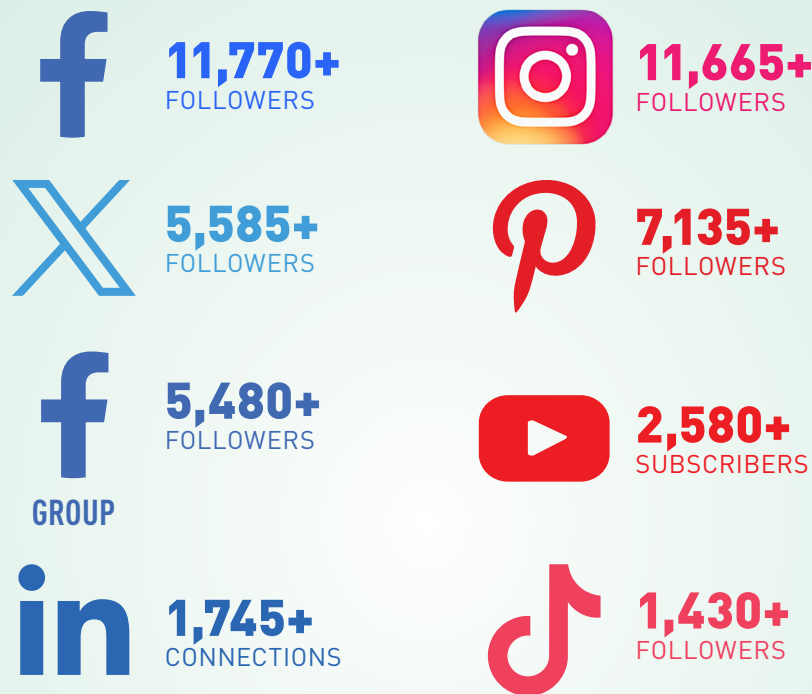
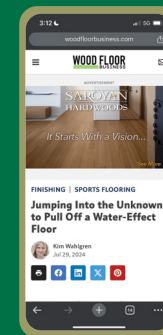
Social Media Marketing, Simplified

Promote your company using WFB's award-winning social media presence. Social media packages allow you to promote your brand/product to a highly-engaged social media audience, interact directly with your best prospects, and gain qualified social media followers.



ASBPE Awards of Excellence: Social Media

WFB won the top national award for social media for business press.



47,000+
SOCIAL MEDIA CONNECTIONS



SPONSORED CONTENT

Your Brand Highlighted Within Our Content

Sponsored Content opportunities with Wood Floor Business establish your brand as an industry thought leader by highlighting your expertise, branded alongside our trusted content.



91% OF THE RESPONDENTS REPORT TAKING ONE OR MORE PURCHASING ACTIONS DURING THE PAST YEAR AS A RESULT OF ADS/EDITORIALS APPEARING IN WOOD FLOOR BUSINESS

SPONSORED CONTENT

Bringing CNC precision to the job site

Writing a CNC machine can be an incredibly engineering feat for any small business, but typically these machines live in the shop, not the job site. There's one exception: Shaper Origin, the portable handheld CNC router that's been making waves in the wood flooring industry for the past two years and quickly growing in popularity.

When industry leader Mark Scheller learned about Origin, he told Wood Floor Business, "The idea of having a CNC machine that you're able to bring to the site and work on rather than a CNC machine bolted down to the shop is a game-changer." Since then, he has had a chance to try Origin on a project he has wanted to pursue for years.

"Now I'm able to do things I've only imagined!"

With help from Shaper Assoc—the in-house design team available to all Origin users—Mark laid the first line of Origin's footprint on a wooden 2x from being milled made from ebony in a solid maple floor. Despite initial reservations about the size of the project, Mark found that Origin allowed him to take the project dimension. "Placing it on the floor using the Grid Tool was pretty straightforward. I made a line perpendicular to the corner of the floor and then registered the corner of the pattern to the corner of the layout line and just set the graphics on top of it. I had being able to do it all—from concept to finish. As the article seems to have covered over the whole process. Mark can even compare our site with a job site to make adjustments to the job as needed, using the built-in Offset feature to fill in the perfect fit. "Now I'm able to do things I've only

imagined," he says.

Shaper Origin has been a hit with flooring professionals across continents. Maximilian Meuser is a painter and floorer pro based in Fuldberg, Germany. His family's firm, Schreiner Meuser, combines the modern and traditional in their tools, techniques and designs. "In this company, we use traditional woodworking tools alongside high-tech machines like Shaper Origin," for a recent restoration installation, Maximilian had mouse over in his hand, but it wasn't until he'd actually put it off on-site and which tools he'd use.

"This was the problem solver!"

When he first saw a video of Origin in action, he says, "It just clicked. Origin was the problem solver." Working on a staircase landing, his speed and maneuverability were limited. But there was more than enough room for Maximilian to bring this small and portable CNC to the job. He created a sort of the area where he wanted to cut and virtually placed "his design exactly where he wanted it. Using the same cut file for both the negative and positive pieces of his job, he quickly pocketed out the area he needed, and then cut the positive to match on site.

Now Origin makes regular appearances with Maximilian, both in his shop and on job sites. When customers see him with Origin, they're always intrigued. "They ask, 'What is that?' They can't believe such a small machine has such a wide range of applications."

You can learn more about Shaper Origin by visiting shaperassoci.com or following their YouTube channel at youtube.com/shaperassoci.

woodfloorbusiness.com April/May 2021 • Wood Floor Business 31

BUSINESS | MANAGEMENT

Sponsored: Make MORE Money

David Williams
May 10, 2021

INSTALLATION | MOISTURE

Why Moisture Matters During a Wood Floor Installation

Jason Spangler
Mar 2, 2021

Did the title of this article make you stop and look? If it's not the least going to spend a few minutes reading this is to see if it helps you.

How exactly do I make more money? One word: Investment.

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You can learn more about Shaper Origin by visiting shaperassoci.com or following their YouTube channel at youtube.com/shaperassoci.

woodfloorbusiness.com

WFB LIVE

NEWS

Listen to the 'All Things Wood Floor' Podcast

WFB Editors
May 10, 2021

SEARCH "ALL THINGS WOOD FLOOR" WHEREVER YOU LISTEN TO PODCASTS

LISTEN NOW!

WOOD FLOOR BUSINESS

WOOD FLOOR BUSINESS

WOOD FLOOR BUSINESS

ARTICLES

Position your company as an expert in the industry with an unbiased and informative article that brings value to our readership of 17,000 industry professionals.

BLOGS

Share your expertise with your audience of wood flooring professionals with your blog posted on woodfloorbusiness.com, included in the WFB E-News and promoted across the WFB social media platforms.

WFB LIVE DEMOS

Generate leads, showcase your product and engage with our audience in real-time with a virtual demo hosted by WFB.

PODCAST

Sponsor "All Things Wood Floor," featuring interviews with pros on everything from installation to sanding and finishing to business management. Or, become the featured guest on an entire episode covering the topics of your choice.



EDITORIAL CALENDAR

FEBRUARY / MARCH NEXT GENERATION ISSUE

Feature story on the future of the wood flooring industry

- **PRODUCT FOCUS:** Technology | Finishes, Applicators, Adhesives + Fillers
- **ENGINEERED WOOD FLOORING**

BOGO!

Kick-start 2025: Buy a full-page or half-page ad, get an ad of the same size free!



Ad Close: 1/6 | Ad Due: 1/13

AUGUST / SEPTEMBER GREEN ISSUE

- **WFB OUTSTANDING RETAILER AWARDS**
- **PRODUCT FOCUS:** Reclaimed Wood Flooring, Sports Flooring Products, Subfloor Prep, Underlayment + Moisture Meters
- **FINISHING & RECOATING**
- **FOR ADVERTISERS:** Sustainability Spotlight

EXTRA IMPACT!

Sponsorship available for Outstanding Retailer Awards.



Ad Close: 7/3 | Ad Due: 7/11

APRIL / MAY WOOD FLOOR BUSINESS DESIGN AWARDS ISSUE

Wood flooring's best in the only awards available to the entire industry

- **STATE OF THE INDUSTRY REPORT**
- **FOR EXHIBITING ADVERTISERS:** Expo Exhibitor Showcase
- **FOR ADVERTISERS:** Advertising Suppliers highlighted in Design Awards profiles

BE SEEN WITH THE BEST

Sponsorships available for Design Awards categories.



Ad Close: 2/28 | Ad Due: 3/7

OCTOBER / NOVEMBER PREFINISHED ISSUE

- **PRODUCT FOCUS:** Prefinished Wood Flooring, Inlays, Borders + Vents, Maintenance + Repair Kits
- **ADHESIVES**
- **RETAILER SURVEY**

BONUS DISTRIBUTION:

NAFCD Convention



Ad Close: 9/5 | Ad Due: 9/12

JUNE / JULY WFB TRUCK & VAN CONTEST ISSUE

The best rides from our readers

- **PRODUCT FOCUS:** Tools & Supplies: Abrasives, Nailers, Routers, Safety Products, Sanders, Saws + Vacuums
- **STAINS, DYES + CUSTOM COLOR**

EXTRA IMPACT!

Sponsorship available for Truck & Van Contest.



Ad Close: 5/6 | Ad Due: 5/13

DECEMBER / JANUARY SURFACES ISSUE

- **WFB ULTIMATE WOOD FLOOR GUY/GAL CONTEST** (Sponsorship available!)
- **PRODUCT FOCUS:** Unfinished Domestic Wood Flooring, Wood Flooring Manufacturing Equipment, Engineered Cores
- **MOISTURE & WOOD FLOORS**
- **FOR EXHIBITING ADVERTISERS:** Surfaces Exhibitor Showcase

BONUS DISTRIBUTION:

The International Surfaces Event



Ad Close: 11/5 | Ad Due: 11/12

Resource Book: The Industry's Directory

With an ad in the Resource Book, your company...

- **Pops to the top** in online RB search results all year long
- **Stands out** with a prominent special advertiser designation and bold listings throughout the entire Product Guide (distributor advertisers stand out in Areas Served section)
- **Is included in "Featured Products"** (in print at the front of the RB and sent digitally in a stand-alone email)
- **Receives 12 months of promotion** in print and digital at the regular monthly ad rate
- **Reaches industry decision-makers**—guaranteed with our AAM-audited circulation.



Ad Close: 10/6 | Ad Due: 10/13

In Every Issue:

Articles from wood flooring pros who inform and entertain:

LIVE & LEARN:

Wood flooring contractors and retailers share their stories and life lessons with their peers.

LEGAL:

An attorney tackles legal questions posed by wood flooring pros.

RETAIL:

Exceptional wood flooring retailers share their best practices.

TALKING SHOP:

WFB readers offer their best advice.

FROM THE FIELD & TECHNIQUES:

In-depth advice on wood flooring skills, from installing to sanding and finishing.

FUNDAMENTALS:

Straight talk on basic installing, sanding and finishing.

WOODWORKS & END GRAIN:

Exceptional wood flooring projects are profiled (suppliers are listed, with advertisers highlighted).

NEW PRODUCTS

The latest in the wood flooring industry.

AND MORE!



Kendra Griffin | National Account Director

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WOOD FLOOR
BUSINESS

Package Your Program

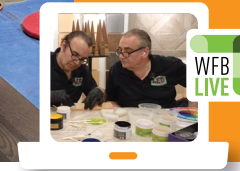
Creating a custom, integrated marketing plan allows you to strategically promote your brand in a way that has proven to deliver results. We will help outline your goals and create a package to fit your initiatives and budget. Package discounts are available depending on the total investment.

	Spend	DISCOUNT
	\$0-5K	0%
Bronze	\$5-10K	0%
Silver	\$10-20K	10%
Gold	\$25-40K	15%
PREMIUM PARTNER	\$40K+	25%



“We appreciate the WFB team’s deep knowledge and industry connections. Their marketing guidance, content creation, and support in launching our brand have been extremely valuable.”

— AVEDIS DUVENJIAN
LED COATING SOLUTIONS



Premium Partners



SUCCESSFUL BRANDING STARTS WITH WOOD FLOOR BUSINESS



WFB Leaders Program

Show Up Where It Counts

WFB Leaders populate alongside all relevant content on our site with a company logo and profile, product information, provided content (including articles, blogs and video), option for readers to request info, and a link to your website. This is a free thank you to our marketing partners who invest \$20K or more per year. Learn more [here](#).



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