

PRICING

When evaluating marketing spend, make sure engagement and circulation quality are at the top of your list. Without it, you might be advertising—in print or online—to an empty room.

PRINT ADVERTISING				
FOUR COLOR	1 Issue	3 Issues	7 Issues	14 Issues
Page	\$5,720	\$5,490	\$5,400	\$5,320
2/3	5,145	4,955	4,720	4,680
1/2 Island	4,905	4,760	4,320	4,215
1/2 Horizontal or Vertical	4,315	4,300	4,095	4,045
1/3 Square or Vertical	3,880	3,735	3,564	3,540
1/4	3,495	3,250	3,105	3,080
1/6	2,980	2,930	2,835	2,795
Spread	8,635	8,445	8,145	8,010

CUSTOM COVER AND SPECIAL INSERT OPTIONS
Call for Pricing

CUSTOM CONTENT	
SPONSORED VIDEO	
One Video	\$1,545
SPONSORED CONTENT	
Print and/or Digital	Call for Pricing
SOCIAL MEDIA PACKAGE	
Add-on to Current Contract	\$590
SPONSORED BLOG	
Hosted on WFB's Website	\$1,780
PODCAST	
Sponsorship	\$790
Takeover	\$2,630
WFB LIVE	
Demo Video	Call for Pricing

ALL RATES LISTED ARE GROSS

For net rates, visit info.woodfloorbusiness.com/packages-rates

DIGITAL ADVERTISING			
BANNER ADS	1 Month	6 Months	12 Months
Billboard	\$1,465	\$6,210	\$11,500
Super Leaderboard	\$1,465	\$6,210	\$11,500
Retargeting	Call for Pricing		

CUSTOM EMAIL				
One Mailing	\$1,805			
CONTENT ROUND-UP				
One Mailing	\$1,545			
E-NEWS SPONSORSHIP				
	1x	3x	6x	12x
Top Banner	\$850	\$735	\$620	\$545
Middle Banner	\$740	\$640	\$540	\$465
Third Banner	\$570	\$490	\$415	\$365



READY TO GET STARTED? CONTACT:

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17,000
MAGAZINE SUBSCRIBERS


520,000+
YEARLY WEBSITE VISITS


29,700+
EMAIL SUBSCRIBERS


47,000+
SOCIAL FOLLOWERS