

**FEBRUARY MARCH** Ad Close: 1/6  
Ad Due: 1/11

**THE NEXT GENERATION**  
Looking at the future of our industry

- Product Focus:  
Finishes, Adhesives + Fillers  
Technology
- Engineered Wood Flooring

**BOGO!**  
This issue only:  
Buy a full-page  
or half-page ad,  
get a 2<sup>nd</sup> ad of  
equivalent  
size free

**APRIL MAY** Ad Close: 3/2  
Ad Due: 3/9

**WOOD FLOOR BUSINESS DESIGN AWARDS ISSUE**

- State of the Industry Report
- NWFA Expo Exhibitor Showcase

**JUNE JULY** Ad Close: 5/4  
Ad Due: 5/11

**TRUCK & VAN CONTEST ISSUE**  
A look at how pros organize their ride

- Product Focus:  
Tools, Installation and Sanding
- Stains & Dyes

**AUGUST SEPTEMBER** Ad Close: 7/7  
Ad Due: 7/14

**GREEN ISSUE**

- Product Focus:  
Reclaimed Wood Flooring  
Cork + Bamboo Flooring  
Subfloor Prep
- Finishing & Recoating
- For Advertisers:  
Digital promotion: Companies Going Green

**OCTOBER NOVEMBER** Ad Close: 9/8  
Ad Due: 9/15

**PREFINISHED ISSUE**

- Product Focus:  
Prefinished Wood Flooring  
Inlays, Borders + Vents  
Maintenance + Repair Kits
- Adhesives
- For Advertisers: Social Media

**DECEMBER JANUARY** Ad Close: 11/6  
Ad Due: 11/13

**SURFACES ISSUE**

- Product Focus:  
Unfinished Domestic Wood Flooring
- Moisture & Wood Floors
- For Exhibiting Advertisers:  
Surfaces Exhibitor Showcase

**BONUS DISTRIBUTION:**  
Surfaces 2016

**Surfaces Show Guide**  
Add a full-page,  
4c ad only  
\$925 gross

**RESOURCE BOOK** Ad Close: 10/6  
Ad Due: 10/13

**AN AD IN THE RESOURCE BOOK GIVES YOU:**

- 12 months of sales impact at the regular monthly ad rate
- Highly qualified circulation
- Company name **boldfaced** throughout the entire Product Guide
- Distributor advertisers **boldfaced** in Areas Served section
- FREE “Featured Supplier” designation and link to your site in Wood Floor Business’ Online Resource Book

## IN EVERY ISSUE

**Live & Learn:**  
True stories from wood flooring contractors and retailers.

**Legal Brief:**  
Real-life jobs that ended badly—and who was responsible.

**Retail Q&A:**  
Honest talk from the world of retail.

**Talking Shop:**  
Quick answers from four industry experts.

**From the Field & Techniques:**  
Essential info on installing, sanding and finishing.

**Troubleshooting:**  
Profiling a wood floor that went wrong and why.

**New Products:**  
The latest products to hit the wood flooring industry.

**And More!**