

2020 EDITORIAL CALENDAR

FEBRUARY MARCH Ad Close: 1/6 Ad Due: 1/13

NEXT GENERATION ISSUE
Feature story on the future of the wood flooring industry

- Product Focus: Technology | Finishes, Applicators, Adhesives + Fillers
- Engineered Wood Flooring
- For Exhibiting Advertisers: Domotex USA Exhibitor Showcase

BONUS DISTRIBUTION: Domotex USA

BOGO!
Kick-start 2020: Buy a full-page or half-page ad, get one of the same size free

APRIL MAY Ad Close: 3/5 Ad Due: 3/12

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

BE SEEN WITH THE BEST!
Sponsorships available for Design Awards categories

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

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

AUGUST SEPTEMBER Ad Close: 7/6 Ad Due: 7/13

GREEN ISSUE

- WFB Outstanding Retailer Awards
- Product Focus: Reclaimed Wood Flooring, Subfloor Prep, Underlayment + Moisture Meters
- Finishing & Recoating
- International Woodworking Fair Preview
- For Advertisers: Companies Going Green

OCTOBER NOVEMBER Ad Close: 9/4 Ad Due: 9/14

WFB LIVE ISSUE

- Product Focus: Prefinished Wood Flooring, Inlays, Borders + Vents, Maintenance + Repair Kits
- Adhesives
- Contractor Market Analysis
- For Advertisers: WFB Live Exhibitor Showcase

BONUS DISTRIBUTION: WFB Live, NAFCO Convention


WFB LIVE

RESOURCE BOOK: THE INDUSTRY'S DIRECTORY Ad Close: 10/5 Ad Due: 10/12

WOOD FLOOR BUSINESS

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" section (in print at the front of the RB and sent digitally in a stand-alone email)
- Receives 12 months of print and digital promotion at the regular monthly ad rate
- Reaches industry decision-makers—guaranteed with our AAM-audited circulation



DECEMBER JANUARY Ad Close: 11/4 Ad Due: 11/11

SURFACES ISSUE

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

BONUS DISTRIBUTION: Surfaces 2021

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

IN EVERY ISSUE:

Articles from experts who inform and entertain

LIVE & LEARN:

Real-life useful stories from wood flooring contractors and retailers.

LEGAL BRIEF:

Actual wood floor scenarios demonstrate how to legally protect a business.

RETAIL:

Wood flooring retailers share their best success stories.

TALKING SHOP:

Wisdom from WFB readers.

FROM THE FIELD & TECHNIQUES:

Detailed info about essential skills, from installing to sanding and finishing.

TROUBLESHOOTING:

Preventing failures.

TOOL TIME:

Pros review new products.

WOODWORKS & END GRAIN:

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

NEW PRODUCTS

All that's new in the wood flooring industry.

AND MORE!

WOOD FLOOR BUSINESS



KENDRA GRIFFIN
National Account Director
(800) 722-8764 ext. 107
Direct: (608) 467-1084
kendra@woodfloorbusiness.com