

FEBRUARY MARCH

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

NEXT GENERATION ISSUE

Feature: the future of the wood flooring industry

- Product Focus: Technology | Finishes, Applicators, Adhesives + Fillers
- Engineered Wood Flooring
- For Advertisers: Golden Ticket Promotion: Exclusive product giveaway opportunity

BOGO!

Kick-start 2021: Buy a full-page or half-page ad, get one of the same size free

JUNE JULY

Ad Close: 5/5
Ad Due: 5/12

WFB ULTIMATE WOOD FLOOR GUY/GAL CONTEST

Recognizing deserving wood floor pros

- Product Focus: Tools & Supplies: Abrasives, Nailers, Routers, Safety Products, Sanders, Saws + Vacuums
- Stains, Dyes + Custom Color

EXTRA IMPACT!

Sponsorships available for Perfect Wood Floor Guy/Gal Contest

OCTOBER NOVEMBER

Ad Close: 9/7
Ad Due: 9/13

THE PREFINISHED ISSUE

- Product Focus: Prefinished Wood Flooring
Inlays, Borders + Vents
Maintenance + Repair Kits
 - Adhesives
 - WFB Exclusive: Retailer Survey
- BONUS DISTRIBUTION:** NAFCD Convention

DECEMBER 2021 JANUARY 2022

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

PRODUCT LAUNCH ISSUE

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

BONUS DISTRIBUTION:

Surfaces 2022

PRODUCT LAUNCH
Highlighting the latest in the industry

Surfaces Show Guide
Full-page 4c ad only \$925 gross

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
- For Advertisers: Advertising suppliers highlighted in Design Awards credits

BE SEEN WITH THE BEST!

Sponsorships available for Design Awards categories

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
- For Advertisers: Companies Going Green

RESOURCE BOOK: THE INDUSTRY'S DIRECTORY

Ad Close: 10/5
Ad Due: 10/12

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



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



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