

2022 GROSS RATES

PRINT | DIGITAL | SOCIAL MEDIA

WOOD FLOOR BUSINESS

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	\$1545
SPONSORED CONTENT	
Print and/or Digital	Call for Pricing
SOCIAL MEDIA PACKAGE	
Add-on to Current Contract	\$1780
SPONSORED BLOG	
Hosted on WFB's Website	\$515
PODCAST	
Sponsorship	\$790
Takeover	\$2,630
WFB LIVE	
Demo Video	Call for Pricing



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ALL RATES LISTED ARE GROSS

For net rates, visit info.woodfloorbusiness.com/net-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
Leaderboard	\$1,035	\$5,175	\$7,590
Retargeting	Call for Pricing		

MICROSITES	1 Year
	\$1855

CUSTOM E-MAIL				
One Mailing	\$1805			
CONTENT ROUND-UP				
One Mailing	\$1545			
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

<p>23,500</p> <p>Audited magazine subscribers</p>	<p>67,500</p> <p>Total Monthly Web Sessions</p>
<p>14,900</p> <p>Engaged Email SUsscribers</p>	<p>39,300</p> <p>Social Media Connections</p>