

FEBRUARY MARCH

Ad Close: 1/7
Ad Due: 1/11

NEXT GENERATION ISSUE

- The Next Generation: 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 2019: Buy a full-page or half-page ad, get one of the same size free.

JUNE JULY

Ad Close: 5/6
Ad Due: 5/13

WFB TRUCK & VAN CONTEST ISSUE

The best rides from our readers

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

EXTRA IMPACT!

Sponsorship available for Truck & Van Contest.

OCTOBER NOVEMBER

Ad Close: 9/6
Ad Due: 9/13

PREFINISHED ISSUE

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

BONUS DISTRIBUTION: NAFCD Convention

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 2020

Surfaces Show Guide

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

APRIL MAY

Ad Close: 3/4
Ad Due: 3/11

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.

AUGUST SEPTEMBER

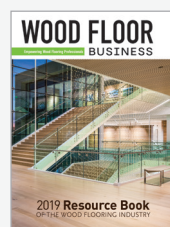
Ad Close: 7/8
Ad Due: 7/12

GREEN ISSUE

- WFB Outstanding Retailer Awards
- Product Focus: Reclaimed Wood Flooring Cork + Bamboo Flooring Subfloor Prep, Underlayment + Moisture Meters
- Finishing & Recoating
- For Advertisers: Digital Promotion: 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
- Will stand out among competitors with special advertiser designation and bold listings throughout the entire Product Guide (distributor advertisers stand out in Areas Served section)
- Receives 12 months of print and digital promotion at the regular monthly ad rate
- Reaches industry decision-makers—guaranteed with our AAM-audited circulation
- Has a link to your site in Wood Floor Business' online Resource Book

IN EVERY ISSUE:

Essential reading for wood flooring pros

Live & Learn

Wood flooring contractors and retailers share their wisdom.

Legal Brief

Readers learn how to protect themselves from real-life wood floor failures.

Retail

Retail experts offer practical advice that translates into sales on the show floor.

Talking Shop

WFB readers offer their own advice to fellow wood floor pros.

From the Field & Techniques

From installing to sanding and finishing, these articles tackle real-life job-site skills.

Troubleshooting

These wood floors failed. We examine why—and how to prevent similar failures in the future.

New Products

All that's new in the wood flooring industry.

And More!



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“Your ad only makes an impact when it's delivered with content that consistently makes a positive impact on the readers. WFB has a proven track record of content that resonates with wood floor pros.”