

# EDITORIAL CALENDAR

## FEBRUARY / MARCH

### NEXT GENERATION ISSUE

Feature story on 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 2022: Buy a full-page or half-page ad, get one of the same size free



Ad Close: 1/5 | Ad Due: 1/12

## AUGUST / SEPTEMBER

### 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



**BONUS DISTRIBUTION:** IWF Show

Ad Close: 7/6 | Ad Due: 7/13

## APRIL / MAY

### 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 profile

#### BE SEEN WITH THE BEST

Sponsorships available for Design Awards categories



Ad Close: 3/8 | Ad Due: 3/15

## OCTOBER / NOVEMBER

### PREFINISHED ISSUE

- Product Focus: Prefinished Wood Flooring Inlays, Borders + Vents Maintenance + Repair Kits
- Adhesives
- Contractor Market Analysis

**BONUS DISTRIBUTION:** NAFCO Convention



Ad Close: 9/7 | Ad Due: 9/14

## JUNE / JULY

### 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



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

## DECEMBER / JANUARY

### SURFACES ISSUE

- WFB Ultimate Wood Floor Guy/Gal Contest
- Product Focus: Unfinished Domestic Wood Flooring, Wood Flooring Manufacturing Equipment
- Moisture & Wood Floors
- For Exhibiting Advertisers: Surfaces Exhibitor Showcase

**BONUS DISTRIBUTION:** Surfaces 2023



Ad Close: 11/4 | Ad Due: 11/11

## RESOURCE BOOK: THE INDUSTRY'S DIRECTORY

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



Ad Close: 10/6 | Ad Due: 10/13

## IN EVERY ISSUE:

Articles from wood flooring pros who inform and entertain

### LIVE & LEARN:

Wood flooring contractors and retailers share their stories and life lessons with their peers.

### LEGAL:

An attorney tackles legal questions posed by wood flooring pros.

### RETAIL:

Exceptional wood flooring retailers share their best practices.

### TALKING SHOP:

WFB readers offer their best advice.

### FROM THE FIELD & TECHNIQUES:

In-depth advice on wood flooring skills, from installing to sanding and finishing.

### FUNDAMENTALS:

Straight talk on basic installing, sanding and finishing.

### TOOL TIME:

Wood flooring pros review new products.

### WOODWORKS & END GRAIN:

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

### NEW PRODUCTS

The latest 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

info.woodfloorbusiness.com