

FEBRUARY MARCH Ad Close: 1/5
Ad Due: 1/12

30th ANNIVERSARY ISSUE

- The Next Generation: How will our industry thrive in the future?
- Product Focus: Finishes, Applicators, Adhesives + Fillers Technology
- Engineered Wood Flooring

BOGO!
Celebrating 30 years: Buy a full-page or half-page ad, get one of the same size free.

APRIL MAY Ad Close: 3/2
Ad Due: 3/9

WOOD FLOOR BUSINESS DESIGN AWARDS ISSUE

Wood flooring's best in the only awards available to the entire industry

- State of the Industry Report
- Expo Exhibitor Showcase

STAND OUT!
Sponsorships available for Design Awards categories.

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

TRUCK & VAN CONTEST ISSUE

An exclusive look at the best rides from our readers

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

BE NOTICED!
Sponsorship available for Truck & Van Contest.

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

GREEN ISSUE

- Product Focus: Reclaimed Wood Flooring
Cork + Bamboo Flooring
Subfloor Prep + Moisture Meters
- Finishing & Recoating
- Nastiest Nailer Contest
- For Advertisers: Digital promotion: Companies Going Green

EXCLUSIVE!
Sponsorship available for Nastiest Nailer Contest.

OCTOBER NOVEMBER Ad Close: 9/7
Ad Due: 9/14

PREFINISHED ISSUE

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

DECEMBER JANUARY Ad Close: 11/6
Ad Due: 11/13

SURFACES ISSUE

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

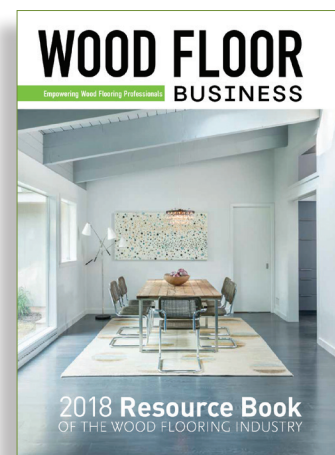
BONUS DISTRIBUTION: Surfaces 2016

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

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
- Has a link to your site in Wood Floor Business' Online Resource Book
- Receives 12 months of print and digital promotion at the regular monthly ad rate
- Reaches industry decision-makers—guaranteed with our AAM-audited circulation
- Will be **boldfaced** throughout the entire Product Guide (distributor advertisers are **boldfaced** in Areas Served section)



IN EVERY ISSUE: Info essential to wood flooring pros

Live & Learn

Wood flooring contractors and retailers share their real-life stories.

Legal Brief

Actual wood floor failures, why they happened and who was on the hook.

Retail Q&A

Wisdom from successful wood floor retailers.

Talking Shop

Our readers offer their best advice to fellow wood floor pros.

From the Field & Techniques

In-depth insights on installing, sanding and finishing.

Troubleshooting

Case studies on wood floor failures and how to prevent them.

New Products

What's new in the wood flooring industry.

And More!

“Advertising works best when it’s delivered with content that is compelling and relevant to your best prospects. WFB has a connection with the industry that is second-to-none, and our articles reflect that.”



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