

# WOOD FLOOR BUSINESS

Empowering Wood Flooring Professionals

— 2023 MEDIA KIT —

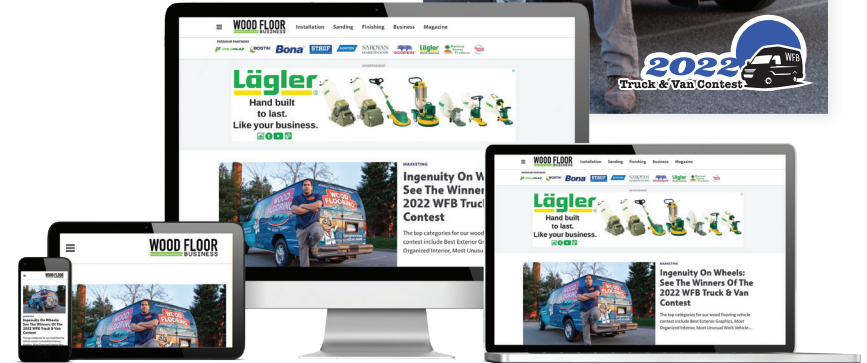
# WHO WE ARE/AUDIENCE

## The Preferred Connection For Wood Flooring Pros

Wood flooring pros say Wood Floor Business is...  
the most credible  
the most enjoyable  
the most relevant  
... magazine in the industry.

In fact, surveyed wood flooring professionals said if they could **only subscribe to one industry magazine**, they would choose WFB.

For more than 35 years, we have been dedicated to connecting with wood flooring pros and helping them improve their wood flooring businesses. This enables us to deliver **unmatched engagement** for our advertising partners.



MAGAZINE	WEBSITE	EMAIL	SOCIAL
23,500	631,000+	23,700+	42,800+

WE PROVIDE MARKETING OPTIONS ACROSS OUR PRINT, DIGITAL, AND SOCIAL MEDIA CHANNELS—ALLOWING YOU TO LEVERAGE THE POWER OF INTEGRATED MARKETING.



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## AUDIENCE INSIGHTS

### WFB Audience Insights: Insider Information on Your Prospects

At WFB, our greatest asset is our connection with wood flooring pros across the industry, helping us deliver relevant, timely content and marketing solutions.

**FACT: INDUSTRY MAGAZINES ARE THE #1 SOURCE WOOD FLOOR PROS USE TO KEEP UP WITH INDUSTRY PRODUCTS\***

#### Subscribers by Business Type

Installer/Contractor/Sander/Refinisher	10,428	44.37%
Retail Floor Covering Store	8,219	34.97%
Manufacturer/Importer/Exporter	2,002	8.52%
Distributor/Manufacturer Representative	1,915	8.15%
Interior Designer	156	0.66%
Inspector	171	0.73%
Builder	161	0.69%
Other	312	1.33%
Architect	136	0.58%
<b>Total</b>	<b>23,500</b>	<b>100.00%</b>

#### Subscribers by Job Title

Owner/President/CEO/Partner/VP	17,385	73.98%
General Manager/Manager	2,843	12.10%
Sales Representative	1,016	4.32%
Sales Manager	842	3.58%
Marketing Manager	334	1.42%
Buyer/Merchandise Manager	236	1.00%
Designer	112	0.48%
Other/Title Not Provided	684	2.91%
Architect	48	0.20%
<b>Total</b>	<b>23,500</b>	<b>100.00%</b>

*\*Source: 2022 Wood Floor Business survey*

## INDUSTRY CONNECTION

### The Industry's Daily Destination

WFB is available 24/7 everywhere wood flooring pros engage.

#### BLOGS

A shorter form, digital-only opportunity to share expertise with our audience of wood flooring professionals.



#### VIDEO

WFB promotes videos in E-News, online and on social media. We also host WFB Live demos, allowing suppliers to demonstrate products to engaged wood floor pros.



#### PODCAST

All Things Wood Floor, featuring some of the industry's most interesting pros, is available on all major podcast apps.



#### E-NEWSLETTER

Our twice-weekly E-News delivers the latest industry news and information to 17k+ subscribers.



#### MAGAZINE

23,500 audited wood flooring decision-makers rely on the print and digital issues for information to run profitable businesses and find the products and services they need.



#### WEBSITE

Woodfloorbusiness.com is the industry's leading digital platform to increase brand awareness, drive new leads and maximize ROI with trackable, targeted marketing opportunities.



#### SOCIAL MEDIA CONTENT

Leverage our 42k+ highly-engaged followers across Facebook, Instagram, LinkedIn, TikTok, Twitter, YouTube, and Pinterest to promote your content and interact directly with wood flooring pros.

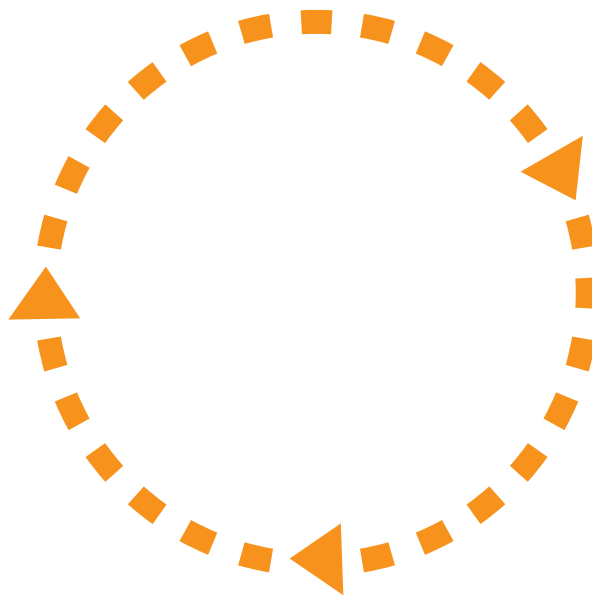


#### CUSTOM EMAIL

Exclusive-voice messages targeted to wood flooring pros based on their unique business type and location.

#### ARTICLES

WFB provides online and print content by experts in the industry, with unbiased and informative content that brings value to our readership of 23,500 wood flooring professionals.



## ■ READER PERSONAS: CONTRACTORS



“I appreciate the mix of stories coming from the business side of the industry, in addition to the job-site side of the industry.”

— **BILL POWELL**  
B.POWELL FLOORING | OWNER

## Typical Wood Flooring Contractor

**GENDER:** Male

**AGE:** 53 Years Old

**WORK HOURS:** Works 40-49 Hours Per Week

**EDUCATION:** High School Diploma

**EMPLOYEES:** Between 1-5 Employees

**LOCATION:** Works from a Home Office

**ANNUAL REVENUE:** Yearly revenue less than \$250,000

**SALES BY TYPE:** Most jobs are residential

**AVERAGE PROJECT SIZE:** Typical job less than \$5,000

**PREFERRED INDUSTRY RESOURCE:** Industry Print Magazine

*Source: 2022 Wood Floor Business survey*



**ANTHONY MAGARO**  
MR. SANDMAN INC.

## ■ READER PERSONAS: RETAILERS



“Extremely informative, always updated on the latest in hardwood. A great resource for any news, installation, product guidelines and selling materials in the business.”

— ALEJANDRO NARDIN  
DOVE INTERIORS | DIRECTOR

### Typical Wood Flooring Retailer

**GENDER:** Male

**AGE:** 55-64

**WORK HOURS:** 40-49 Hours

**EDUCATION:** Completed some college coursework (Associate/Technical/Bachelor)

**EMPLOYEES:** Has between 1-10 employees

**INDUSTRY EXPERIENCE:** 20+ years

**ANNUAL REVENUE:** Yearly revenue between \$500,000 and \$5,000,000

**AVERAGE SALE:** \$3,000-\$10,000

**PREFERRED INDUSTRY RESOURCE:** Industry Print Magazine

*Source: 2022 Wood Floor Business survey*

**PAGE NAZARIAN**  
FAME HARDWOOD



## ■ READER PERSONAS: DISTRIBUTORS



“I love the attorney/inspector analysis and wood floor mystery series. Both make me think outside the box and challenge my understanding of the wood floor business overall.”

— STEPHEN MAY

RW SUPPLY AND DESIGN | BUSINESS DEVELOPMENT MANAGER

## Typical Wood Flooring Distributor

**GENDER:** Male

**AGE:** 55-64

**WORK HOURS:** 41-50 Hours

**EDUCATION:** Some College

**EMPLOYEES:** More than 31

**INDUSTRY EXPERIENCE:** 15+ years

**ANNUAL REVENUE:** More than \$1,000,000

**AVERAGE SALE:** Less than \$3,000

**PREFERRED INDUSTRY RESOURCE:** Industry Print Magazine

*Source: 2022 Wood Floor Business survey*

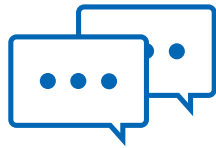


**JON CAPALNAS  
& JONNY CAPALNAS**  
FATHER-AND-SON TEAM AT  
A-AMERICAN CUSTOM  
FLOORING INC.

# PRINT OVERVIEW

## The Power of Print

Our audited print audience of wood flooring decision-makers **heavily rely on print media** to find relevant information to inform their business decisions and find the products and services they need to run profitable businesses.



**56%** of WFB readers say they read WFB only in print

**92%** prefer BOTH print and digital formats versus digital alone

**75%** of readers say they have purchased or recommended a product to others after seeing an ad in WFB



**94%** of readers say that WFB enables them to learn about new products

**80%** of readers say they keep copies of WFB to reference in the future

## ASBPE Awards of Excellence: Magazine of the Year Finalist

Advertising in WFB magazine means your brand will be alongside trusted content in a nationally recognized publication.



“Advertising with Wood Floor Business magazine has helped Canlak Coatings increase and drive awareness of our PoloPlaz and Absco brands. Our partnership has also given us a platform to highlight new products and driven sales gains in regions where we had been under-represented.”

— MIKE KOZLOWSKI,  
DIRECTOR OF MARKETING | CANLAK COATINGS

Source: 2022 Wood Floor Business survey



# ■ PRINT AUDIT

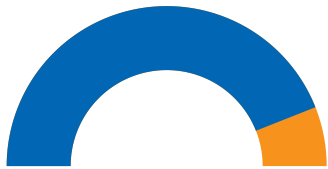
## What it Means to be Audited:

As part of our commitment to being transparent with our data, we're proud to be an Alliance for Audited Media (AAM)-audited magazine. You can be confident you're reaching the exact market you're targeting when you advertise in Wood Floor Business magazine.



## OUR 23,500 PRINT SUBSCRIBERS ARE INDEPENDENTLY VERIFIED BY AAM TO ENSURE:

- They have personally requested to receive the magazine.
- They are decision-makers in the wood flooring industry.
- Our list contains no outdated records that are no longer relevant.



**88%** of readers say they read half or more of every issue of Wood Floor Business\*



**87%** of our readers are contractors/installers, retailers or distributors\*\*



**74%** of our readers are the owner, president, or CEO of their company\*\*

*\*Source: 2022 Wood Floor Business survey \*\*According to 2022 June/July Issue Report*

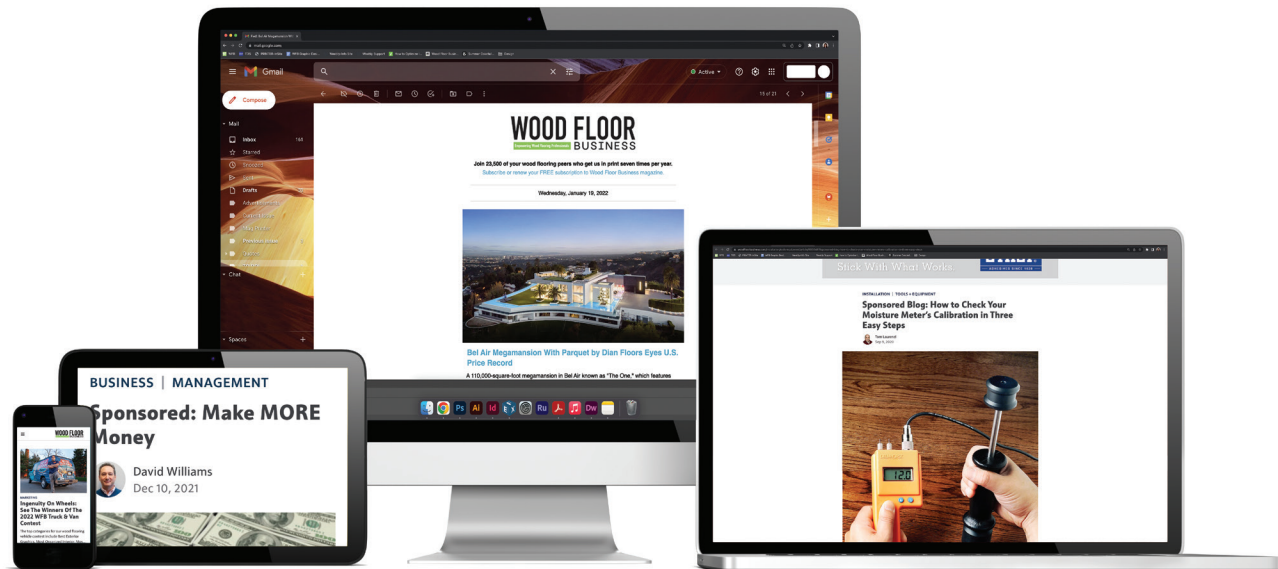
## ■ DIGITAL: EMAIL & WEBSITE

### Your 24/7 Connection to a High-Quality Audience

WFB's online and social media channels deliver your message to key wood flooring professionals whenever and wherever they're looking for industry-specific content, products and services. When combined with our print marketing solutions, digital opportunities from Wood Floor Business ensure your brand messaging is connected to our engaged and growing audience anywhere and anytime.

### Industry-Leading Website

WoodFloorBusiness.com is the leading digital platform for your company to increase brand awareness, drive new leads and maximize ROI. With banner, native content and retargeting opportunities, it's your 24/7 connection to engaged prospects.



### Digital Marketing that Delivers Quality and Quantity

**Custom Emails:** An exclusive voice message containing your content, sent to our highly-engaged audience of 17k+ wood flooring pros. You can also choose to target prospects by company type and/or location.

**E-News:** WFB's twice-weekly E-Newsletter reaches wood flooring professionals who look to us to stay up-to-date on the latest industry trends, information, products and news shaping the wood flooring industry. Sponsorship includes your banner ad or native content

in both the Monday and Wednesday sends.

**Video:** Utilize our engaged digital audience to visually communicate your story or demonstrate a product or service through live or pre-recorded video.

**Podcast:** Sponsor "All Things Wood Floor," featuring interviews with pros on everything from installation to sanding and finishing to business management. Or, take over an entire episode.

**FACT:** Wood flooring professionals say they would choose to receive WFB E-News over any other industry newsletter\*

*\*Source: 2022 Wood Floor Business survey*

## DIGITAL: SOCIAL CONTENT

### Social Media Marketing, Simplified.

Promote your company using WFB's award-winning social media presence, **now including TikTok**. Social media packages allow you to promote your brand/product to a highly-engaged social media audience, interact directly with your best prospects, and gain qualified social media followers.

 **10,700+**  
FOLLOWERS

 **10,800+**  
FOLLOWERS

 **5,600+**  
FOLLOWERS

 **6,800+**  
FOLLOWERS

 **4,400+**  
FOLLOWERS  
GROUP

 **2,100+**  
FOLLOWERS

 **1,300+**  
FOLLOWERS

 **JUST LAUNCHED!**  
**1,000+**  
FOLLOWERS

**TOTAL: 42,800+**  
**SOCIAL MEDIA**  
**CONNECTIONS**



**ASBPE Awards of Excellence: Social Media**

**WFB won the top national award for social media for business press.**



# DIGITAL: SPONSORED CONTENT

## Your Brand Highlighted Within Our Content

Sponsored Content opportunities with Wood Floor Business establish your brand as an industry thought-leader by highlighting your expertise, branded alongside our trusted content.

### SPONSORED CONTENT ARTICLES

Sponsored Content Articles: Position your company as an expert in the industry with an unbiased and informative article that brings value to our readership of 23,500 industry professionals.

### SPONSORED BLOGS

A shorter form, digital-only opportunity to share your expertise with our audience of wood flooring professionals. Sponsored blogs are posted on woodfloorbusiness.com, included in the WFB E-News and promoted across the WFB social media platforms.

### WFB LIVE

Get valuable leads by showcasing your product and engaging with our audience in real-time with a virtual demo hosted by WFB. Your brand/product will be promoted extensively in pre- and post-promotion, plus you will receive the edited recording of your demo to use as you wish. Sponsor receives contact info for all registered attendees.

### PODCAST

Sponsor "All Things Wood Floor", featuring interviews with pros on everything from installation to sanding and finishing to business management. Or, do a Podcast Takeover to become the featured guest on an entire episode covering the topics of your choice.

#### SPONSORED BLOG

INSTALLATION | TOOLS + EQUIPMENT

**Sponsored Blog: How to Check Your Moisture Meter's Calibration in Three Easy Steps**

Tom Loveland  
Sep 8, 2020



It's important to periodically check the accuracy of your moisture meter's readings.

One of the biggest concerns when taking moisture readings is making sure the meter is in calibration so that you get accurate

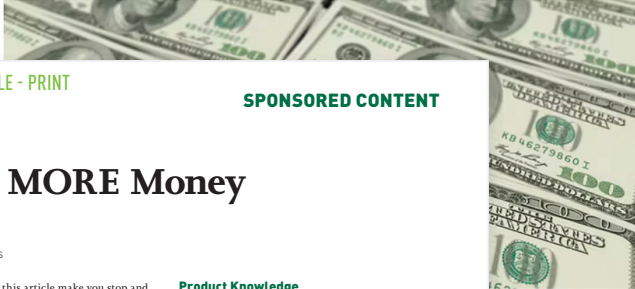


#### SPONSORED ARTICLE - WEB

BUSINESS | MANAGEMENT

**Sponsored: Make MORE Money**

David Williams  
Dec 10, 2021



#### SPONSORED ARTICLE - PRINT

#### SPONSORED CONTENT

## Make MORE Money

by David Williams

**D**id the title of this article make you stop and look? I'll bet the reason you are at least going to spend a few minutes reading this is to see if this might apply to you.

How exactly do I make more money? One word: Investment.



I think all of us understand that an investment should make us money. And we probably know that the better investments make more money. So, how does this apply to you?

My challenge to you is simple: Invest in yourself. Now wait, before you move on to the next page, let's talk about this. Do you want to be in the Top 1% Earners in our industry? If not, move on to the next page and look at the pictures. If you want to make thousands of dollars more in your lifetime, let's spend a few minutes talking about how you can do it.

I have spent over 30 years leading my team to be the best; what others would call experts. This term (experts) applies only to the best of the best. These are the people in any industry that people admire and, wait for this, PAY MORE FOR.

I am a learner. I have invested (here's that word, "investment") a lot of time learning. As a matter of fact, earlier today, like every other day, I spent time learning. This morning, while on the way to work, I spent 45 minutes listening to two podcasts. On the way home tonight, I will spend another 45 minutes listening to an audiobook—simply learning.

I am a true believer that the more I learn, the better I will be and the more I will earn. Truly, it works. How do I know? Well, I now make a lot more than when I started in this business, and my team is one of the highest paid in the industry. It pays to invest in learning.

At this point you are asking, "Where do I start?" Let's look at a few places that will help you invest in yourself.

#### Product Knowledge

Make it a point to learn about one product you use every day! This type of information is easily found online. Everyone has a computer, and there are people in our industry who will teach you if you ask.

#### Business Knowledge

Online (again). There are hundreds of podcasts you can subscribe to that will teach you about business principles. As an example, I am currently learning about investing in real estate. I listen to "Bigger Pockets" and the "Real Estate Guys" every week. At 61 years old, I'm still curious about learning. I want to invest in myself, and I want to make more money.

Another area that you can invest in is books and magazines. I read every day. I don't read for fun, I read to learn. I have subscribed to 20 business journals in the markets where we have branches. I read, every week, to keep up with and learn about the markets we do business in. I am also reading a business book at any given time. As a business leader, I enjoy any John Maxwell book, but I also read others. "Make Today Count" is one of my favorite books. Most recently, I read "Relentless," another excellent book.



Let's wrap this up. The one thing you need to do now is ... decide. Do I want to "Make MORE Money," or do I want to keep doing the same things I have been doing? Remember, if you do the same things you have been doing, you will get the same results—now and 20 years from now. ■

David Williams is vice president at Raleigh, N.C.-based Horizon Forest Products.



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# 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

### BOGO!

Kick-start 2023: Buy a full-page or half-page ad, get an ad of the same size free!



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

## 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 profiles

### BE SEEN WITH THE BEST

Sponsorships available for Design Awards categories.



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

## 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

## AUGUST / SEPTEMBER GREEN ISSUE

- **WFB OUTSTANDING RETAILER AWARDS**
- **PRODUCT FOCUS:** Reclaimed Wood Flooring, Subfloor Prep, Underlayment + Moisture Meters
- **FINISHING & RECOATING**
- **FOR ADVERTISERS:** Companies Going Green



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

## OCTOBER / NOVEMBER PREFINISHED ISSUE

- **PRODUCT FOCUS:** Prefinished Wood Flooring Inlays, Borders + Vents Maintenance + Repair Kits
- **ADHESIVES**
- **RETAILER MARKET ANALYSIS**
- **NEW: WOOD FLOORING TATTOO CONTEST!**

### BONUS DISTRIBUTION:

NAFCD Convention



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

## 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



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, with advertisers highlighted).

### NEW PRODUCTS

The latest in the wood flooring industry.

### AND MORE!

## WOOD FLOOR BUSINESS



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# RATES & PACKAGES

## Package Your Program

Creating a custom, integrated marketing plan allows you to strategically promote your brand in a way that has proven to deliver results. We will help outline your goals and create a package to fit your initiatives and budget. Package discounts are available depending on the total investment.

	Spend	DISCOUNT
	<\$5K	0%
Bronze	\$5K-10K	10%
Silver	\$10K-20K	15%
Gold	\$25K-40K	20%
PREMIUM PARTNER	\$40K+	25%



**NEW PRODUCT LAUNCH**



**BRAND ENGAGEMENT**



**LEAD GENERATION**



**TRADE SHOW PROMOTION**

## Premium Partnership

Becoming a WFB Premium Partner is your opportunity to stand out as a leader in the industry. Only 10 Premium Partnerships are available per year, making these exclusive, customizable partnerships a chance to be seen everywhere your prospects are—in print, online, email, video and social media.

### Current Premium Partners-



## SUCCESSFUL MARKETING STARTS WITH WOOD FLOOR BUSINESS

Get started by contacting:



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