

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:

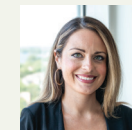
Exceptional wood flooring projects are profiled (suppliers are listed, with advertisers highlighted).

NEW PRODUCTS

The latest in the wood flooring industry.

AND MORE!

WOOD FLOOR BUSINESS



KENDRA GRIFFIN
National Account Director
(800) 722-8764 ext. 107
Direct: (608) 467-1084
kendra@woodfloorbusiness.com