

PRICING

When evaluating marketing spend, make sure engagement and circulation quality are at the top of your list. Without it, you might be advertising—in print or online—to an empty room.

PRINT ADVERTISING				
FOUR COLOR	1 Issue	3 Issues	7 Issues	14 Issues
Page	\$4,860	\$4,670	\$4,590	\$4,520
2/3	4,375	4,210	4,010	3,980
1/2 Island	4,170	4,045	3,670	3,585
1/2 Horizontal or Vertical	3,670	3,655	3,480	3,440
1/3 Square or Vertical	3,300	3,175	3,030	3,010
1/4	2,970	2,762	\$2,640	2,620
1/6	2,025	1,990	1,930	1,900
Spread	7,340	7,180	6,925	6,810

CUSTOM COVER AND SPECIAL INSERT OPTIONS
Call for Pricing

CUSTOM CONTENT	
SPONSORED VIDEO	
One Video	\$1,315
SPONSORED CONTENT	
Print and/or Digital	Call for Pricing
SOCIAL MEDIA PACKAGE	
Add-on to Current Contract	\$500
SPONSORED BLOG	
Hosted on WFB's Website	\$1,500
PODCAST	
Sponsorship	\$765
Takeover	\$2,550
WFB LIVE	
Demo Video	Call for Pricing

ALL RATES LISTED ARE NET

For gross rates, visit info.woodfloorbusiness.com/packages-rates

DIGITAL ADVERTISING			
BANNER ADS	1 Month	6 Months	12 Months
Billboard	\$1,275	\$5,400	\$10,000
Super Leaderboard	1,275	5,400	10,000
Retargeting	Call for Pricing		

CUSTOM EMAIL				
One Mailing	\$1,535			
CONTENT ROUND-UP				
One Mailing	\$1,315			
ENEWS SPONSORSHIP				
	1x	3x	6x	12x
Top Banner	\$725	\$620	\$525	\$460
Middle Banner	630	545	460	395
Third Banner	484	420	350	310



READY TO GET STARTED? CONTACT:

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17,000
MAGAZINE SUBSCRIBERS


590,000+
YEARLY WEBSITE VISITS


27,900+
EMAIL SUBSCRIBERS


45,000+
SOCIAL FOLLOWERS