

EDITORIAL CALENDAR

FEBRUARY / MARCH NEXT GENERATION ISSUE

Feature story on the future of the wood flooring industry

- **PRODUCT FOCUS:**
Finishes, Applicators, Adhesives + Fillers
- **ENGINEERED WOOD FLOORING**

BOGO!

Kick-start 2025: Buy a full-page or half-page ad, get an ad of the same size free!



Ad Close: 1/6 | Ad Due: 1/13

AUGUST / SEPTEMBER GREEN ISSUE

- **WFB OUTSTANDING RETAILER AWARDS**
- **PRODUCT FOCUS:**
Reclaimed Wood Flooring, Sports Flooring Products, Subfloor Prep, Underlayment + Moisture Meters
- **FINISHING & RECOATING**
- **FOR ADVERTISERS:**
Sustainability Spotlight

EXTRA IMPACT!

Sponsorship available for Outstanding Retailer Awards.



Ad Close: 7/3 | Ad Due: 7/11

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: 2/28 | Ad Due: 3/7

OCTOBER / NOVEMBER PREFINISHED ISSUE

- **PRODUCT FOCUS:**
Prefinished Wood Flooring, Inlays, Borders + Vents, Maintenance + Repair Kits
- **ADHESIVES**
- **RETAILER SURVEY**

BONUS DISTRIBUTION:

NAFCD Convention



Ad Close: 9/5 | Ad Due: 9/12

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: 5/6 | Ad Due: 5/13

DECEMBER / JANUARY SURFACES ISSUE

- **WFB ULTIMATE WOOD FLOOR GUY/GAL CONTEST (Sponsorship available!)**
- **PRODUCT FOCUS:**
Unfinished Domestic Wood Flooring, Wood Flooring Manufacturing Equipment, Engineered Cores
- **MOISTURE & WOOD FLOORS**
- **FOR EXHIBITING ADVERTISERS:**
Surfaces Exhibitor Showcase

BONUS DISTRIBUTION:

The International Surfaces Event



Ad Close: 11/5 | Ad Due: 11/12

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.

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!



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WOOD FLOOR
BUSINESS