

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	\$5,720	\$5,490	\$5,400	\$5,320
2/3	5,145	4,955	4,720	4,680
1/2 Island	4,905	4,760	4,320	4,215
1/2 Horizontal or Vertical	4,315	4,300	4,095	4,045
1/3 Square or Vertical	3,880	3,735	3,564	3,540
1/4	3,495	3,250	3,105	3,080
1/6	2,980	2,930	2,835	2,795
Spread	8,635	8,445	8,145	8,010

CUSTOM COVER AND SPECIAL INSERT OPTIONS

Call for Pricing

CUSTOM CONTENT

SPONSORED VIDEO

One Video \$1,545

SPONSORED CONTENT

Print and/or Digital Call for Pricing

SOCIAL MEDIA PACKAGE

Add-on to Current Contract \$590

SPONSORED BLOG

Hosted on WFB's Website \$1,780

PODCAST

Sponsorship \$790
Takeover \$2,630

WFB LIVE

Demo Video Call for Pricing

ALL RATES LISTED ARE GROSS

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

DIGITAL ADVERTISING

BANNER ADS	1 Month	6 Months	12 Months
Billboard	\$1,465	\$6,210	\$11,500
Super Leaderboard	\$1,465	\$6,210	\$11,500
Retargeting	Call for Pricing		

CUSTOM EMAIL

One Mailing \$1,805

CONTENT ROUND-UP

One Mailing \$1,545

ENEWS SPONSORSHIP

	1x	3x	6x	12x
Top Banner	\$850	\$735	\$620	\$545
Middle Banner	\$740	\$640	\$540	\$465
Third Banner	\$570	\$490	\$415	\$365



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