

# 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**



### BOGO!

Kick-start 2024: 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**
- **FOR ADVERTISERS:** Engineered Wood Flooring Product Spotlight

### EXTRA IMPACT!

Sponsorship available for Truck & Van Contest.



Ad Close: 5/6 | Ad Due: 5/13

## AUGUST / SEPTEMBER GREEN ISSUE

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



Ad Close: 7/5 | Ad Due: 7/11

## OCTOBER / NOVEMBER PREFINISHED ISSUE

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

### BONUS DISTRIBUTION:

NAFCD Convention



Ad Close: 9/6 | Ad Due: 9/13

## DECEMBER / JANUARY SURFACES ISSUE

- **WFB ULTIMATE WOOD FLOOR GUY/GAL CONTEST**
- **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: 11/1 | Ad Due: 11/8

## 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: 10/7 | Ad Due: 10/14

## 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:

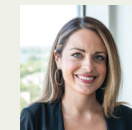
Exceptional wood flooring projects are profiled (suppliers are listed, with advertisers highlighted).

### NEW PRODUCTS

The latest in the wood flooring industry.

### AND MORE!

## WOOD FLOOR BUSINESS



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