

# WOOD FLOOR BUSINESS

LEADERS IN THE WOOD FLOORING INDUSTRY

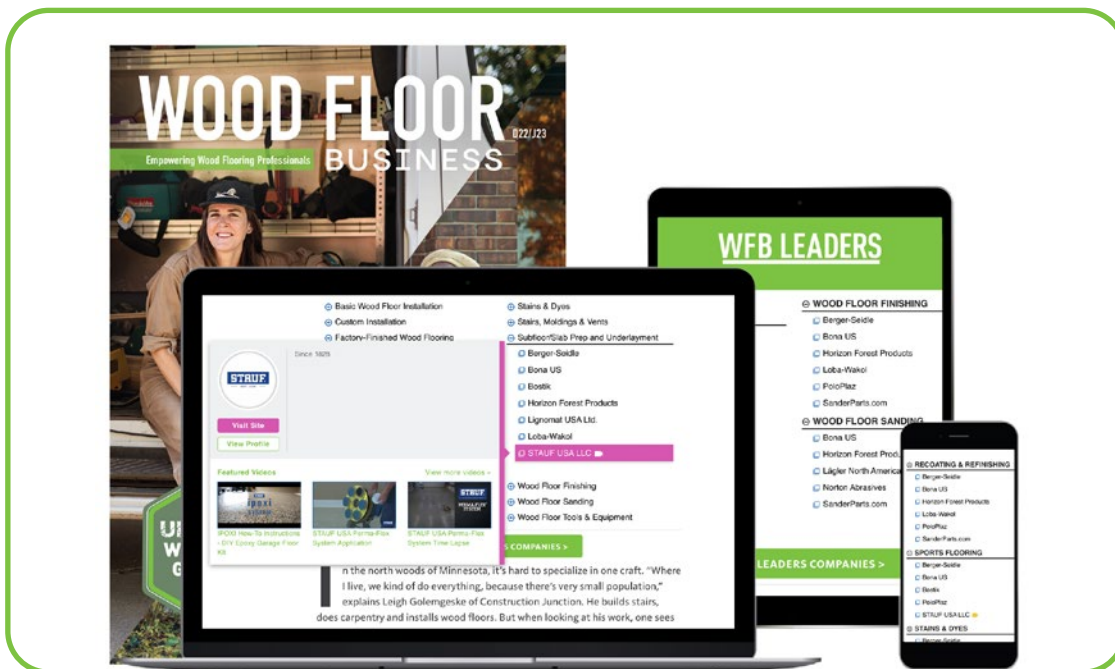
## WFB LEADERS

### SHOW UP WHERE IT COUNTS

Position yourself within WFB magazine's relevant content through our Leaders advertiser program to show up where it counts. Our multi-channel approach connects active buyers to the solutions you have to offer.

### KEY FEATURES


- Brand exposure through our year-round, multi-channel approach



# KEY FEATURES (CONTINUED)

- Online article tagging positions Leader company listings within category-related content

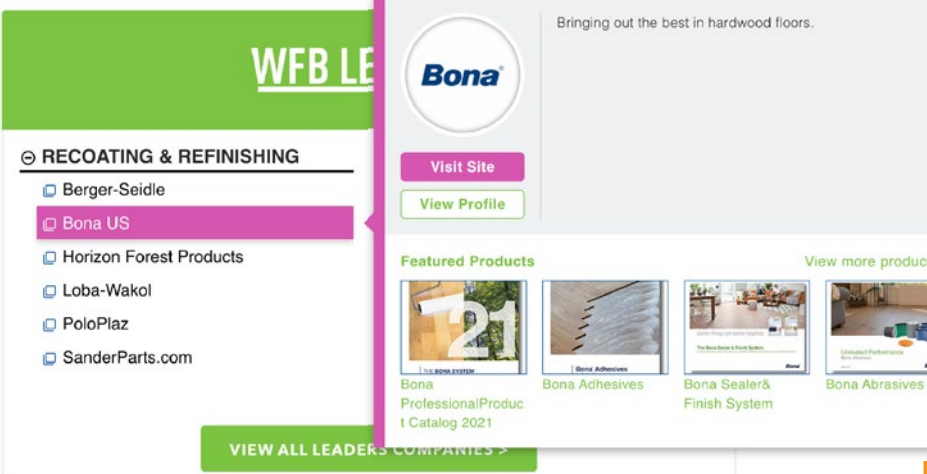
## ⊖ SPORTS FLOORING

- Berger-Seidle
- Bona US
- Bostik
- PoloPlaz
- STAUF USA LLC 

- Hovering over Leader company listings within articles displays Leader company profile, including company overview, link to your website, product images and information, videos and your provided content

### Oil-modified urethane

With OMU finish, your only option between coats is to mechanically abrade—you can't hot-coat poly. Because OMU has a higher solids content, you can be slightly more aggressive, usually between 150-180. Screens are still frequently used between coats, as well as maroon pads with paper strips.



The screenshot shows a Bona company profile overlay. On the left, a navigation menu lists 'RECOATING & REFINISHING' with sub-items: Berger-Seidle, Bona US (highlighted), Horizon Forest Products, Loba-Wakol, PoloPlaz, and SanderParts.com. Below the menu is a 'VIEW ALL LEADERS COMPANIES >' button. The main profile area features the Bona logo, a 'Visit Site' button, and a 'View Profile' button. Below this is a 'Featured Products' section with four items: 'Bona Professional Product Catalog 2021', 'Bona Adhesives', 'Bona Sealer & Finish System', and 'Bona Abrasives'. A 'View more products >>' link is also present. The background article text is partially visible, including the heading 'Oil-modified urethane' and a paragraph about mechanical abrasion.

It depends on the finish, but typically you must wait a minimum of 6 hours before abrading and applying another coat. Most pros let OMU dry overnight

# KEY FEATURES (CONTINUED)

- Easy-to-search directory, highlighting companies in 12 categories

<p><b>⊖ BASIC WOOD FLOOR INSTALLATION</b></p> <ul style="list-style-type: none"> <li>⊖ Aged Wide Floors</li> <li>⊖ Appalachian Lumber Co. Inc.</li> <li>⊖ Berger-Seidle</li> <li>⊖ Bona US</li> <li>⊖ Bostik</li> <li>⊖ Horizon Forest Products</li> <li>⊖ Lägler North America</li> <li>⊖ Lignomat USA Ltd.</li> <li>⊖ Loba-Wakol</li> <li>⊖ Norton Abrasives</li> <li>⊖ PoloPlaz</li> <li>⊖ SanderParts.com</li> <li>⊖ Saroyan Hardwoods</li> <li>⊖ STAUF USA LLC</li> <li>⊖ Wagner Meters</li> <li>⊖ Woodwise/Design Hardwood Products Inc.</li> </ul>	<p><b>⊖ RECOATING &amp; REFINISHING</b></p> <ul style="list-style-type: none"> <li>⊖ Berger-Seidle</li> <li>⊖ Bona US</li> <li>⊖ Horizon Forest Products</li> <li>⊖ Loba-Wakol</li> <li>⊖ PoloPlaz</li> <li>⊖ SanderParts.com</li> </ul> <p><b>⊖ SPORTS FLOORING</b></p> <ul style="list-style-type: none"> <li>⊖ Berger-Seidle</li> <li>⊖ Bona US</li> <li>⊖ Bostik</li> <li>⊖ PoloPlaz</li> <li>⊖ STAUF USA LLC</li> </ul> <p><b>⊖ STAINS &amp; DYES</b></p> <ul style="list-style-type: none"> <li>⊖ Berger-Seidle</li> <li>⊖ Bona US</li> <li>⊖ Loba-Wakol</li> <li>⊖ PoloPlaz</li> </ul>	<p><b>⊖ SUBFLOOR/SLAB PREP AND UNDERLAYMENT</b></p> <ul style="list-style-type: none"> <li>⊖ Berger-Seidle</li> <li>⊖ Bona US</li> <li>⊖ Bostik</li> <li>⊖ Horizon Forest Products</li> <li>⊖ Lignomat USA Ltd.</li> <li>⊖ Loba-Wakol</li> <li>⊖ STAUF USA LLC</li> </ul> <p><b>⊖ WOOD FLOOR FINISHING</b></p> <ul style="list-style-type: none"> <li>⊖ Berger-Seidle</li> <li>⊖ Bona US</li> <li>⊖ Horizon Forest Products</li> <li>⊖ Loba-Wakol</li> <li>⊖ PoloPlaz</li> <li>⊖ SanderParts.com</li> </ul> <p><b>⊖ WOOD FLOOR SANDING</b></p> <ul style="list-style-type: none"> <li>⊖ Bona US</li> <li>⊖ Horizon Forest Products</li> <li>⊖ Lägler North America</li> <li>⊖ Norton Abrasives</li> <li>⊖ SanderParts.com</li> </ul>
<p><b>⊖ CUSTOM INSTALLATION</b></p> <ul style="list-style-type: none"> <li>⊖ Aged Wide Floors</li> <li>⊖ Appalachian Lumber Co. Inc.</li> <li>⊖ Berger-Seidle</li> <li>⊖ Bona US</li> <li>⊖ Bostik</li> <li>⊖ Horizon Forest Products</li> <li>⊖ Lägler North America</li> <li>⊖ Loba-Wakol</li> <li>⊖ Norton Abrasives</li> <li>⊖ PoloPlaz</li> <li>⊖ Saroyan Hardwoods</li> <li>⊖ STAUF USA LLC</li> <li>⊖ Woodwise/Design Hardwood Products Inc.</li> </ul>	<p><b>⊖ STAIRS, MOLDINGS &amp; VENTS</b></p> <ul style="list-style-type: none"> <li>⊖ Aged Wide Floors</li> <li>⊖ Appalachian Lumber Co. Inc.</li> <li>⊖ Saroyan Hardwoods</li> </ul>	<p><b>⊖ WOOD FLOOR SANDING &amp; EQUIPMENT</b></p> <ul style="list-style-type: none"> <li>⊖ Bona US</li> <li>⊖ Horizon Forest Products</li> <li>⊖ Lägler North America</li> <li>⊖ Lignomat USA Ltd.</li> <li>⊖ SanderParts.com</li> <li>⊖ Wagner Meters</li> </ul>
<p><b>⊖ FACTORY-FINISHED WOOD FLOORING</b></p> <ul style="list-style-type: none"> <li>⊖ Aged Wide Floors</li> <li>⊖ Appalachian Lumber Co. Inc.</li> <li>⊖ Horizon Forest Products</li> </ul>		
<p><b>⊖ MOISTURE &amp; WOOD FLOORS</b></p> <ul style="list-style-type: none"> <li>⊖ Berger-Seidle</li> </ul>		

## WFB'S ONLINE PRESENCE

**610K+**

PAGEVIEWS  
LAST YEAR

**388K+**

USERS  
LAST YEAR

**2 MINUTES+**

AVERAGE SESSION  
DURATION

**53K+**

AVERAGE MONTHLY  
PAGEVIEWS

# WFB LEADERS

## HOW LEADERS WORKS

Check out [this article](#) to see the Leaders program live. The stats outlined below demonstrate an **example of a WFB Leader after just one month:**

### 23.5K MONTHLY IMPRESSIONS

The number of times a Leader business name was displayed in front of the target audience on our website



**Oil-modified urethane**

With OMU finish, your only option between coats is to mechanically abrade—you can't hot-coat poly. Because OMU has a higher solids content, you can be slightly more aggressive, usually between 150-180. Screens are still frequently used between coats, as well as maroon pads with paper strips.

Bringing out the best in hardwood floors.

### WFB LEADERS

**Bona**

Visit Site  
View Profile

**RECOATING & REFINISHING**

- Berger-Seidle
- Bona US**
- Horizon Forest Products
- Loba-Wakol
- PoloPlaz
- SanderParts.com

**Featured Products**

- Bona Professional Product Catalog 2021
- Bona Adhesives
- Bona Finishes

VIEW ALL LEADER COMPANIES

It depends on the finish, but typically you must wait a minimum of 6 hours before abrading and applying another coat. Most pros let OMU dry overnight

**WOOD FLOOR BUSINESS**

## WFB LEADERS

- Basic Wood Floor Installation
- Custom Installation How-to

**BASIC WOOD FLOOR INSTALLATION**

- Aged Wide Floors
- Appalachian Lumber Co. Inc.
- Berger-Seidle
- Bona US
- Bostik
- Horizon Forest Products
- Lägler North America
- Lignomat USA Ltd.
- Loba-Wakol
- Norton Abrasives
- PoloPlaz
- SanderParts.com
- Saroyan Hardwoods
- STAU USA LLC
- Wagner Meters
- Woodwise/Design Hardwood Products Inc.

**RECOATING & REFINISHING**

- Berger-Seidle
- Bona US
- Horizon Forest Products
- Loba-Wakol
- PoloPlaz
- SanderParts.com
- STAU USA LLC

**SPORTS FLOORING**

- Berger-Seidle
- Bona US
- PoloPlaz
- STAU USA LLC

**STAIRS, MOLDINGS & VENTS**

- Aged Wide Floors
- Appalachian Lumber Co. Inc.

**CUSTOM INSTALLATION**

- Aged Wide Floors
- Appalachian Lumber Co. Inc.

**SUBFLOOR/UNDERLAYMENT**

- Berger-Seidle
- Bona US
- Horizon Forest Products
- Lignomat USA
- Loba-Wakol
- STAU USA LLC

**WOOD FLOOR BUSINESS**

- Berger-Seidle
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**WOOD FLOOR BUSINESS**

- Bona US
- Horizon Forest Products
- Lägler North America
- Norton Abrasives

# 11.2K MONTHLY UNIQUE USERS

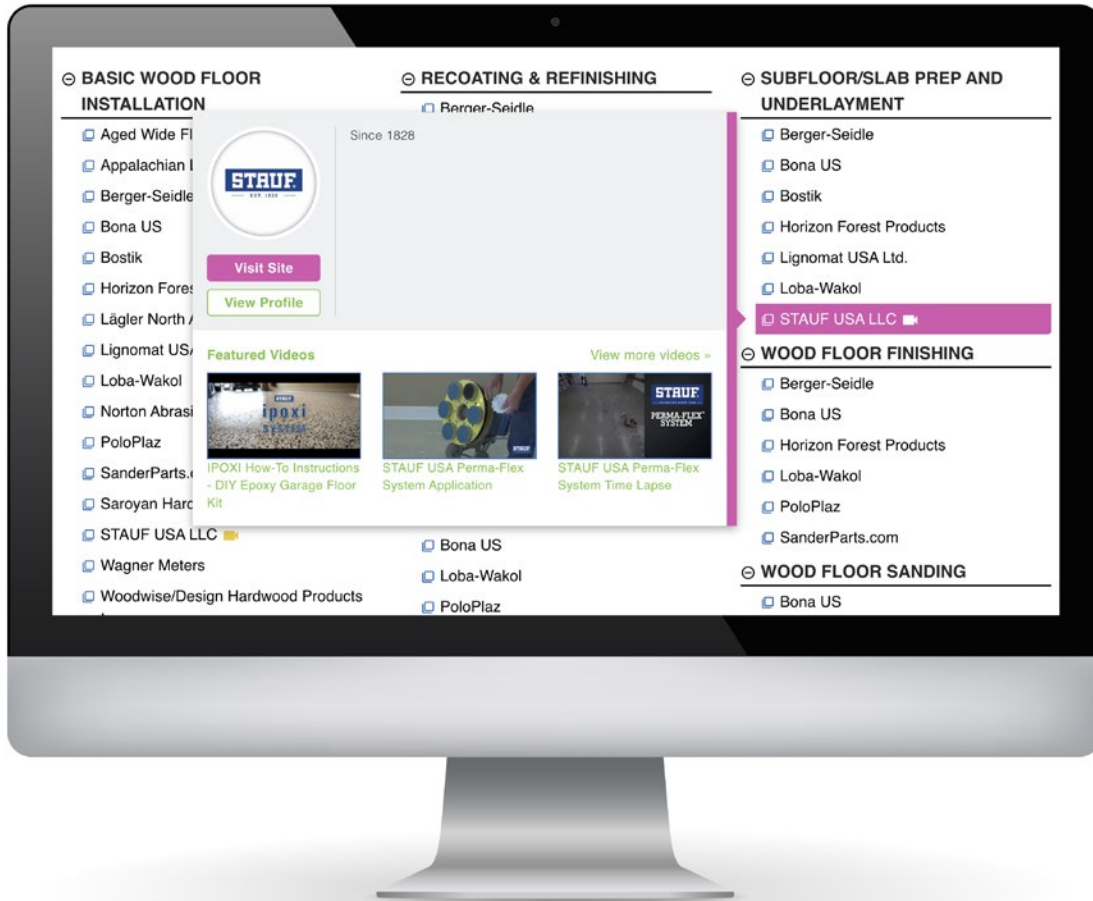
Unique people who have seen the Leader business name on our website



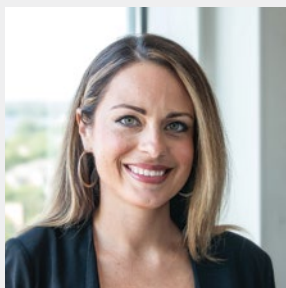
[CLICK TO VIEW LEADERS](#)

# 272 MONTHLY LEADER COMPANY PROFILE OPENS

The number of times a user hovered over the Leader company name and previews the company profile



## BECOME A WFB LEADER\*



**KENDRA GRIFFIN**  
**National Account Director**  
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Direct: (608) 467-1084  
kendra@woodfloorbusiness.com

*\*Must be a qualified advertiser to be eligible (invest \$20,000/year)*