

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

E-NEWS 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



520,000+
YEARLY WEBSITE VISITS



29,700+
EMAIL SUBSCRIBERS



47,000+
SOCIAL FOLLOWERS