



WOOD FLOOR

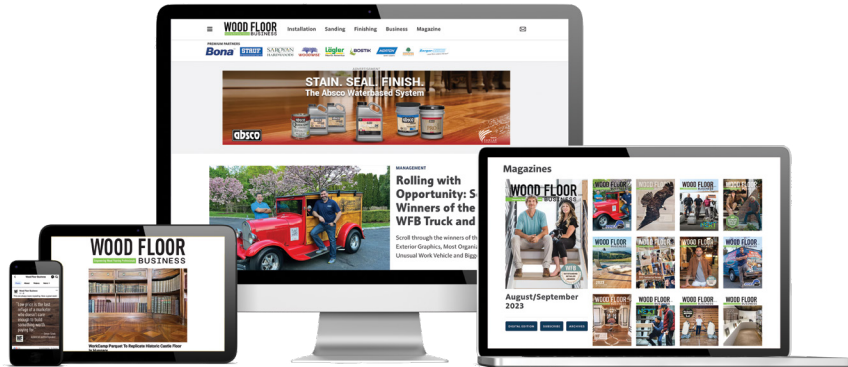
Empowering Wood Flooring Professionals

BUSINESS

2024 MEDIA KIT

YOUR LEADING CONNECTION TO THE WOOD FLOORING INDUSTRY

WHO WE ARE/AUDIENCE



THE PREFERRED CONNECTION FOR WOOD FLOORING PROS

Wood flooring pros say Wood Floor Business is...

- the most credible
- the most enjoyable
- the most relevant

... magazine in the industry.

In fact, surveyed wood flooring professionals said if they could *only subscribe to one industry magazine*, they would choose WFB.

For more than 35 years, we have been dedicated to connecting with wood flooring pros and helping them improve their wood flooring businesses. This enables us to deliver **unmatched engagement** for our advertising partners.

"WE PROVIDE MARKETING OPPORTUNITIES ACROSS OUR PRINT, DIGITAL, AND SOCIAL MEDIA CHANNELS—ALLOWING YOU TO LEVERAGE THE POWER OF INTEGRATED MARKETING THROUGH A DEDICATED, PROVEN MEDIA PARTNER."



KENDRA GRIFFIN
National Account Director
(800) 722-8764 ext. 107
Direct: (608) 467-1084
kendra@woodfloorbusiness.com



Who You're Reaching:

9,489 Contractors/Installers

4,562 Retailers

1,051 Distributors

1,898 Interior Designers, Architects, Manufacturers, Builders, Inspectors

*Print circulation breakdown only. Digital breakdown can be found at info.woodfloorbusiness.com/audience.



17,000
MAGAZINE SUBSCRIBERS



590,000+
YEARLY WEBSITE VISITS



27,900+
EMAIL SUBSCRIBERS



45,000+
SOCIAL FOLLOWERS



KIM WAHLGREN
Editor
(608) 467-1085
kim@woodfloorbusiness.com



RYAN KUSHNER
Associate Editor
(608) 467-1082
ryan@woodfloorbusiness.com

AUDIENCE INSIGHTS

WFB Audience Insights: Insider Information on Your Prospects

At WFB, our greatest asset is our connection with wood flooring pros across the industry, helping us deliver relevant, timely content and marketing solutions.



FACT: INDUSTRY MAGAZINES ARE THE #1 SOURCE WOOD FLOOR PROS USE TO KEEP UP WITH INDUSTRY PRODUCTS*

Subscribers by Business Type

Installer/Contractor/Sander/Refinisher	9,489	55.82%
Retail Floor Covering Store	4,562	26.84%
Manufacturer/Importer/Exporter	891	5.24%
Distributor/Manufacturer Representative	1,051	6.18%
Interior Designer	99	0.58%
Inspector	140	0.82%
Builder	99	0.58%
Architect	81	0.48%
Other	588	3.46%
Total	17,000	100.00%

Subscribers by Job Title

Owner/President/CEO/Partner/VP	12,736	74.92%
General Manager/Manager	2,037	11.98%
Sales Representative	781	4.59%
Sales Manager	466	2.74%
Marketing Manager	159	0.94%
Buyer/Merchandise Manager	99	0.58%
Designer	60	0.35%
Architect	32	0.19%
Other/Title Not Provided	630	3.71%
Total	17,000	100.00%

**Source: 2022 Wood Floor Business Survey*

■ READER PERSONAS: CONTRACTORS

Typical Wood Flooring Contractor

GENDER: Male

AGE: 53 Years Old

WORK HOURS: Works 40-49 Hours Per Week

EDUCATION: High School Diploma

EMPLOYEES: Between 1-5 Employees

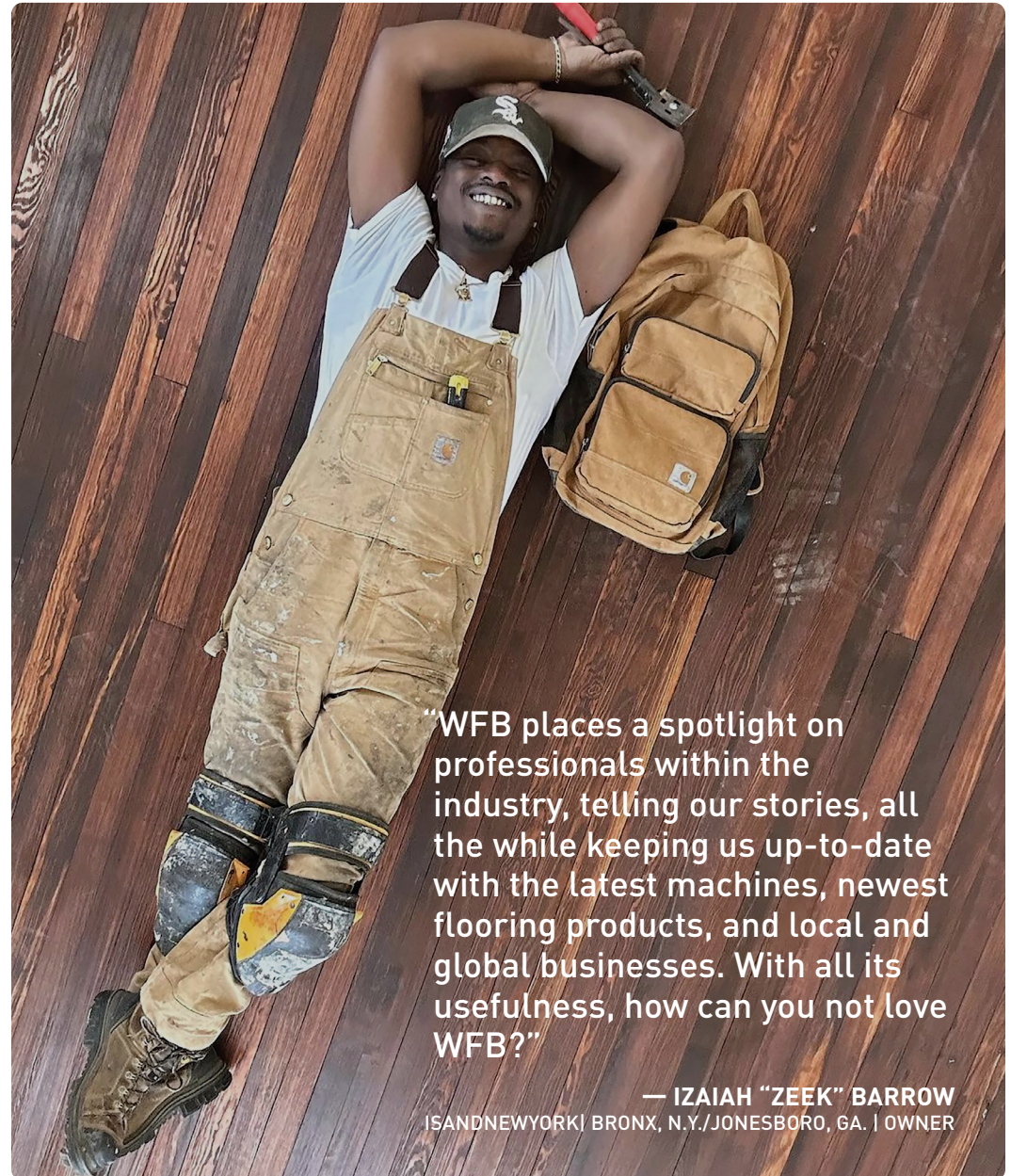
LOCATION: Works from a Home Office

ANNUAL REVENUE: Yearly revenue less than \$250,000

SALES BY TYPE: Most jobs are residential

AVERAGE PROJECT SIZE: Typical job less than \$5,000

Source: 2022 Wood Floor Business Survey



“WFB places a spotlight on professionals within the industry, telling our stories, all the while keeping us up-to-date with the latest machines, newest flooring products, and local and global businesses. With all its usefulness, how can you not love WFB?”

— IZAIAH “ZEEK” BARROW
ISANDNEWYORK| BRONX, N.Y./JONESBORO, GA. | OWNER

■ READER PERSONAS: RETAILERS

Typical Wood Flooring Retailer

GENDER: Male

AGE: 50-60

WORK HOURS: 40-49 Hours

EDUCATION: Completed some college coursework
(Associate/Technical/Bachelor)

EMPLOYEES: Has between 1-10 employees

INDUSTRY EXPERIENCE: 20+ years

ANNUAL REVENUE: Yearly revenue between
\$1,000,000 and \$5,000,000

AVERAGE SALE: \$3,000-\$10,000

PREFERRED INDUSTRY RESOURCE: Industry Print
Magazine

Source: 2023 Wood Floor Business Survey



“There is no better source in my industry than WFB in terms of news, design, education, and market insight. The magazine has improved my business tremendously and is a main source of inspiration in my decision-making process.”

— PAGE NAZARIAN
FAME HARDWOOD | FOUNDER

■ READER PERSONAS: DISTRIBUTORS

Typical Wood Flooring Distributor

GENDER: Male

AGE: 55-64

WORK HOURS: 41-50 Hours

EDUCATION: Some College

INDUSTRY EXPERIENCE: 15+ years

PREFERRED INDUSTRY RESOURCE:
Industry Print Magazine

EMPLOYEES: More than 31

ANNUAL REVENUE: More than \$1,000,000

AVERAGE SALE: Less than \$3,000



“It seems to cover a wider range of the wood flooring industry than its competitors.”

— JIM SCHWEIGER
WOOD FLOORING RESOURCE | TRADER



Source: 2022 Wood Floor Business Survey

PRINT OVERVIEW

THE PREFERRED CONNECTION FOR WOOD FLOORING PROS

Our audited print audience of wood flooring decision-makers **heavily rely on print media** to find relevant information to inform their business decisions and find the products and services they need to run profitable businesses.



56% of WFB readers say they read WFB only in print

92% prefer BOTH print and digital formats versus digital alone

75% of readers say they have purchased or recommended a product to others after seeing an ad in WFB



60% of readers say they have discussed a product or ad with others after seeing it in WFB

94% of readers say that WFB enables them to learn about new products

Source: 2022 Wood Floor Business Survey

American InHouse Design Awards: Winner

Award-winning publication design allows your ad to be displayed in a professional and engaging layout.



“We have capitalized on the flexibility to take advantage of WFB’s many different print, digital and social media offerings that work for our brands.”

— MIKE KOZLOWSKI

DIRECTOR OF MARKETING | CANLAK COATINGS



ASBPE Awards of Excellence: Magazine of the Year Finalist

Advertising in WFB magazine means your brand will be alongside trusted content in a nationally recognized publication.

PRINT AUDIT

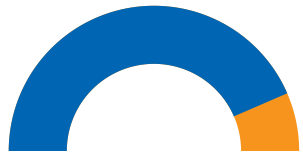
What it Means to be Audited:

As part of our commitment to being transparent with our data, we're proud to be an Alliance for Audited Media (AAM)-audited magazine. You can be confident you're reaching the exact market you're targeting when you advertise in Wood Floor Business magazine.



BEING AUDITED MEANS OUR 17,000 PRINT SUBSCRIBERS ARE INDEPENDENTLY VERIFIED BY AAM TO ENSURE:

- They have personally requested to receive the magazine.
- They are decision-makers in the wood flooring industry.
- Our list contains no outdated records that are no longer relevant.



87% of our readers are contractors/installers, retailers or distributors*



74% of our readers are the owner, president, or CEO of their company*



67% of our circulation directly requested to receive Wood Floor Business*



80% of readers say they keep copies of WFB to reference in the future*



88% of readers say they read half or more of every issue of Wood Floor Business**

*According to 2023 June/July Issue Report **Source: 2022 Wood Floor Business Survey

■ DIGITAL: EMAIL & WEBSITE

Your 24/7 Connection to a High-Quality Audience

WFB's online and social media channels deliver your message to key wood flooring professionals whenever and wherever they're looking for industry-specific content, products and services. When combined with our print marketing solutions, digital opportunities from Wood Floor Business ensure your brand messaging is connected to our engaged and growing audience anywhere and anytime.

Industry-Leading Website

WoodFloorBusiness.com is the leading digital platform for your company to increase brand awareness, drive new leads and maximize ROI. With banner, native content and retargeting opportunities, it's your 24/7 connection to engaged prospects.



Digital Marketing that Delivers Quality and Quantity

Custom Emails: An exclusive voice message containing your content, sent to our highly-engaged audience of 15k+ wood flooring pros. You can also choose to target prospects by company type and/or location.

ENews: WFB's twice-weekly ENewsletter reaches wood flooring professionals who look to us to stay up-to-date on the latest industry trends, information, products and news shaping the wood flooring industry. Sponsorship includes your banner ad or native content in both the Monday and Wednesday sends.

Video: Utilize our engaged digital audience to visually communicate your story or demonstrate a product or service through live or pre-recorded video.

Podcast: Sponsor "All Things Wood Floor," featuring interviews with pros on everything from installation to sanding and finishing to business management. Or, take over an entire episode as the featured guest.

4X WFB's Click-Through Rate is four times the industry average

FACT: WOOD FLOORING PROFESSIONALS SAY THEY WOULD CHOOSE TO RECEIVE WFB ENEWS OVER ANY OTHER INDUSTRY NEWSLETTER*

**Source: 2022 Wood Floor Business Survey*

DIGITAL: SOCIAL CONTENT

A Z B E E S
ASBPE Awards of Excellence

Social Media Marketing, Simplified

Promote your company using WFB's award-winning social media presence. Social media packages allow you to promote your brand/product to a highly-engaged social media audience, interact directly with your best prospects, and gain qualified social media followers.

ASBPE Awards of Excellence: Social Media

WFB won the top national award for social media for business press.



f 10,900+
FOLLOWERS

 11,250+
FOLLOWERS

X 5,570+
FOLLOWERS

 7,000+
FOLLOWERS

f 5,000+
FOLLOWERS
GROUP

 2,370+
FOLLOWERS

in 1,560+
FOLLOWERS

 1,350+
FOLLOWERS

**TOTAL: 45,000+
SOCIAL MEDIA
CONNECTIONS**

DIGITAL: SPONSORED CONTENT

Your Brand Highlighted Within Our Content

Sponsored Content opportunities with Wood Floor Business establish your brand as an industry thought leader by highlighting your expertise, branded alongside our trusted content.

SPONSORED CONTENT ARTICLES

Sponsored Content Articles: Position your company as an expert in the industry with an unbiased and informative article that brings value to our readership of 17,000 industry professionals.

SPONSORED BLOGS

A shorter form, digital-only opportunity to share your expertise with our audience of wood flooring professionals. Sponsored blogs are posted on woodfloorbusiness.com, included in the WFB ENews and promoted across the WFB social media platforms.

WFB LIVE

Get valuable leads by showcasing your product and engaging with our audience in real-time with a virtual demo hosted by WFB. Your brand/product will be promoted extensively in pre- and post-promotion, plus you will receive the edited recording of your demo to use as you wish. Sponsor receives contact info for all registered attendees.


PODCAST

Sponsor "All Things Wood Floor," featuring interviews with pros on everything from installation to sanding and finishing to business management. Or, do a Podcast Takeover to become the featured guest on an entire episode covering the topics of your choice.

SPONSORED BLOG

INSTALLATION | MOISTURE
Why Moisture Matters During a Wood Floor Installation

Jason Spangler
 Mar 5, 2021




Because you want the natural beauty of your hardwood floor to last, it is vitally important that you pay attention to moisture.

The following content was provided by one of our advertising partners. To learn more about sponsored content, [click here](#).

"Hygroscopic"—it's probably not a word that comes to mind while prepping for a wood floor installation. But it is wood's one characteristic that you can't afford to ignore. That is, if you want your hardwood floor to maintain its natural beauty and functionality for the long haul.

In a nutshell, being hygroscopic means wood readily absorbs or releases moisture depending on the surrounding conditions. In a cold, damp room, you can expect the wood to soak up added moisture. Conversely, if the interior environment is warm and dry, the wood will tend to get drier in response to the surroundings.



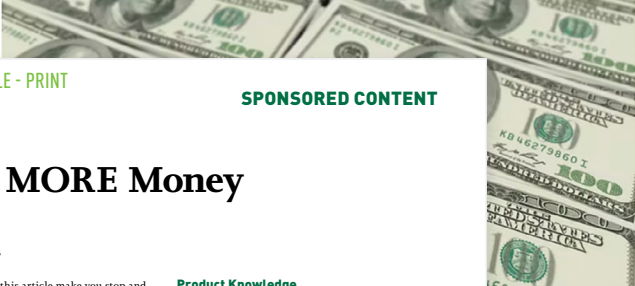
Using a pinless wood moisture meter will give fast moisture readings, and won't mar your wood with unsightly pinholes.



SPONSORED ARTICLE - WEB

BUSINESS | MANAGEMENT
Sponsored: Make MORE Money

David Williams
 Dec 10, 2021



SPONSORED ARTICLE - PRINT

SPONSORED CONTENT

Make MORE Money

by David Williams

Did the title of this article make you stop and look? I'll bet the reason you are at least going to spend a few minutes reading this is to see if this might apply to you.

How exactly do I make more money? One word: Investment.



I think all of us understand that an investment should make us money. And we probably know that the better investments make more money. So, how does this apply to you?

My challenge to you is simple: Invest in yourself. Now wait, before you move on to the next page, let's talk about this. Do you want to be in the Top 1% Earners in our industry? If not, move on to the next page and look at the pictures. If you want to make thousands of dollars more in your lifetime, let's spend a few minutes talking about how you can do it.

I have spent over 30 years leading my team to be the best; what others would call experts. This term (experts) applies only to the best of the best. These are the people in any industry that people admire and, wait for this, PAY MORE FOR.

I am a learner. I have invested (here's that word, "investment") a lot of time learning. As a matter of fact, earlier today, like every other day, I spent time learning. This morning, while on the way to work, I spent 45 minutes listening to two podcasts. On the way home tonight, I will spend another 45 minutes listening to an audiobook—simply learning.

I am a true believer that the more I learn, the better I will be and the more I will earn. Truly, it works. How do I know? Well, I now make a lot more than when I started in this business, and my team is one of the highest paid in the industry. It pays to invest in learning.

At this point you are asking, "Where do I start?" Let's look at a few places that will help you invest in yourself.

Product Knowledge
 Make it a point to learn about one product you use every day! This type of information is easily found online. Everyone has a computer, and there are people in our industry who will teach you if you ask.

Business Knowledge
 Online (again). There are hundreds of podcasts you can subscribe to that will teach you about business principles. As an example, I am currently learning about investing in real estate. I listen to "Bigger Pockets" and the "Real Estate Guys" every week. At 61 years old, I'm still curious about learning. I want to invest in myself, and I want to make more money.

Another area that you can invest in is books and magazines. I read every day. I don't read for fun, I read to learn. I have subscribed to 20 business journals in the markets where we have branches. I read, every week, to keep up with and learn about the markets we do business in. I am also reading a business book at any given time. As a business leader, I enjoy any John Maxwell book, but I also read others. "Make Today Count" is one of my favorite books. Most recently, I read "Relentless," another excellent book.



Let's wrap this up. The one thing you need to do now is ... decide. Do I want to "Make MORE Money," or do I want to keep doing the same things I have been doing? Remember, if you do the same things you have been doing, you will get the same results—now and 20 years from now. ■

David Williams is vice president at Raleigh, N.C.-based Horizon Forest Products.



woodfloorbusiness.com

December 2021/January 2022 • Wood Floor Business 31

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:

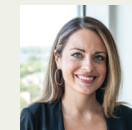
Exceptional wood flooring projects are profiled (suppliers are listed, with advertisers highlighted).

NEW PRODUCTS

The latest in the wood flooring industry.

AND MORE!

WOOD FLOOR BUSINESS



KENDRA GRIFFIN
National Account Director
(800) 722-8764 ext. 107
Direct: (608) 467-1084
kendra@woodfloorbusiness.com

■ RATES & PACKAGES

Package Your Program

Creating a custom, integrated marketing plan allows you to strategically promote your brand in a way that has proven to deliver results. We will help outline your goals and create a package to fit your initiatives and budget. Package discounts are available depending on the total investment.

	Spend	DISCOUNT
	\$0-\$5K	0%
Bronze	\$5-10K	10%
Silver	\$10-20K	15%
Leader	\$25-40K	20%
PREMIUM PARTNER	\$40K+	25%



**NEW PRODUCT
LAUNCH**



**BRAND
ENGAGEMENT**



**LEAD
GENERATION**



**TRADE SHOW
PROMOTION**

Premium Partnership

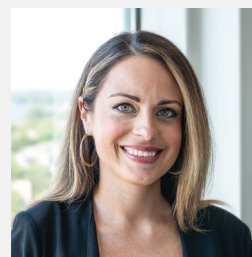
Becoming a WFB Premium Partner is your opportunity to stand out as a leader in the industry. Only 10 Premium Partnerships are available per year, making these exclusive, customizable partnerships a chance to be seen everywhere your prospects are—in print, online, email, video and social media.

Current Premium Partners



SUCCESSFUL BRANDING STARTS WITH WOOD FLOOR BUSINESS

Get started by contacting:



KENDRA GRIFFIN
National Account Director

(800) 722-8764 ext. 107

Direct: (608) 467-1084

kendra@woodfloorbusiness.com