



# WOOD FLOOR

## BUSINESS

### 2025 MEDIA KIT

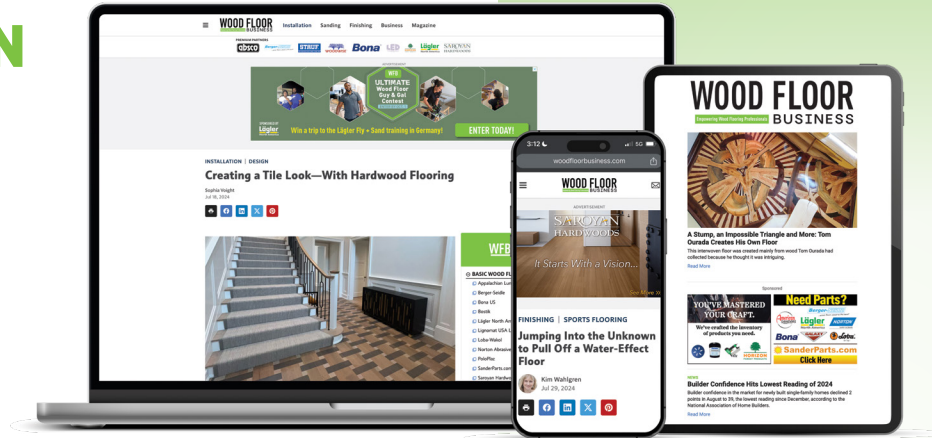
YOUR LEADING CONNECTION TO THE  
WOOD FLOORING INDUSTRY



# 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.

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 KNOW THE RIGHT PRODUCT MIX TO ACHIEVE YOUR INITIATIVES—NO MATTER YOUR GOALS OR BUDGET. WE WILL HELP DETERMINE AND EXECUTE A CUSTOM MARKETING PLAN, PLUS REPORT THE ROI."

**JARED FISH | Director of Sales**

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## WFB's Comprehensive Approach to the Entire Market



**17,000**  
MAGAZINE SUBSCRIBERS



**520,000+**  
YEARLY WEBSITE VISITS



**29,700+**  
EMAIL SUBSCRIBERS



**47,000+**  
SOCIAL FOLLOWERS



9,549  
Contractors/Installers



4,619  
Retailers



1,103  
Distributors



1,729  
Interior Designers,  
Architects,  
Manufacturers,  
Builders, Inspectors



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**WOOD FLOOR**  
BUSINESS

# READER PERSONAS: CONTRACTORS

## Typical Wood Flooring Contractor

MALE



AGE

53



HIGH SCHOOL  
DIPLOMA

WORK HOURS

40-49



WORK LOCATION  
Home Office

AVERAGE REVENUE

< \$250,000

SALES BY TYPE

Most jobs are

Residential

EMPLOYEES

1-5



AVERAGE PROJECT

< \$5,000

“Not only am I a manager but I am also a flooring contractor. I appreciate the creativity and adversity in some of the project articles and articles regarding inspections and troubleshooting.”

— JUSTIN SLAGOWSKI  
FLOOR COVERING INSTALLATION MANAGER  
RC WILLEY HOME FURNISHINGS



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BUSINESS



# READER PERSONAS: RETAILERS

## Typical Wood Flooring Retailer

MALE



AGE

**50–60**

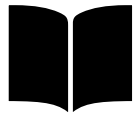


**SOME COLLEGE  
COURSEWORK**

(Associate/Technical/Bachelor)

WORK HOURS

**40–49**



**PREFER TO READ PRINT**

INDUSTRY EXPERIENCE

**20+ Years**

ANNUAL REVENUE

**\$1–5 Million**

EMPLOYEES

**0–10**



AVERAGE SALE

**\$3,000–10,000**

“This publication has the most interesting and informative articles I’ve read out of any industry-related publication.”

— DEREK SWEGLE

OWNER | HABITAT HARDWOOD FLOORING LLC



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# READER PERSONAS: DISTRIBUTORS

## Typical Wood Flooring Distributor

MALE



AGE

**55-64**



SOME COLLEGE

WORK HOURS

**41-50**



PREFER TO READ PRINT

INDUSTRY EXPERIENCE

**15+ Years**

ANNUAL REVENUE

**> \$1,000,000**

EMPLOYEES

**31+**



AVERAGE SALE

**< \$3,000**



“We are a national distributor of flooring products to retailers across Canada. The publication provides me with invaluable information about products, services and issues with regards to the flooring industry.”

— RANDY LADRET  
OUTSIDE SALES REP | GOODFELLOW INC



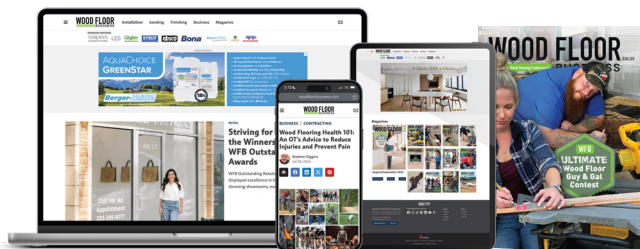
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# PRINT

## THE PREFERRED CONNECTION FOR WOOD FLOORING PROS

Our 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.

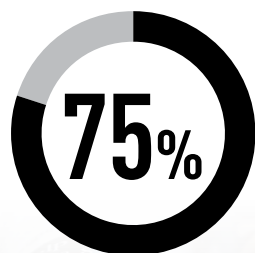


**56%**

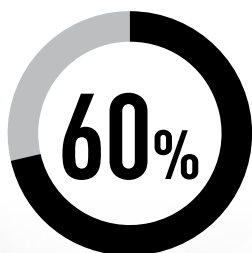
of WFB readers say they read WFB only in print

**92%**

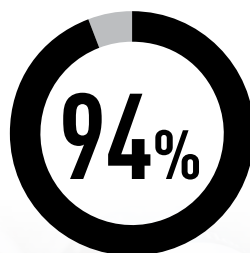
prefer **BOTH** print and digital formats versus digital alone



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



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



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



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“Wood Floor Business Magazine is a must-read for people in the trade who are seeking to build on their knowledge and stay connected to the industry as a whole.”

— DAVID HABIB  
OWNER | PRESTIGE WOOD FLOORING LLC



### 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.



# DIGITAL

## EMAIL & WEBSITE

### Industry-Leading Website

WoodFloorBusiness.com is the leading digital platform for wood flooring pros. With banner, native content and retargeting opportunities, it's your **24/7 connection to a high-quality audience.**

## E-News

WOOD FLOORING PROFESSIONALS SAY THEY WOULD CHOOSE TO RECEIVE WFB E-NEWS OVER ANY OTHER INDUSTRY NEWSLETTER



## Email Marketing that Delivers Quality and Quantity



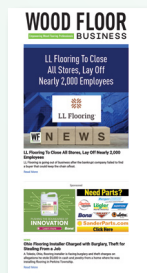
### CUSTOM EMAIL

Your content is sent to our highly-engaged, opt-in audience of 16K+. Choose to target prospects by company type and/or location.



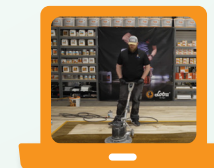
### E-NEWS

Sponsorship includes your banner ad or native content in both weekly email sends.



### VIDEO

Visually communicate your story or demonstrate a product or service through live or pre-recorded video.



### SOCIAL MEDIA

Promote your brand and interact with our 47,000+ engaged followers on Facebook, Instagram, LinkedIn, X and TikTok. We post your image or video, copy and URL, plus tag your accounts on each platform.



OUR OPEN RATE HAS INCREASED BY  
**11%**  
SINCE 2022—MAKING IT OVER  
**46%**



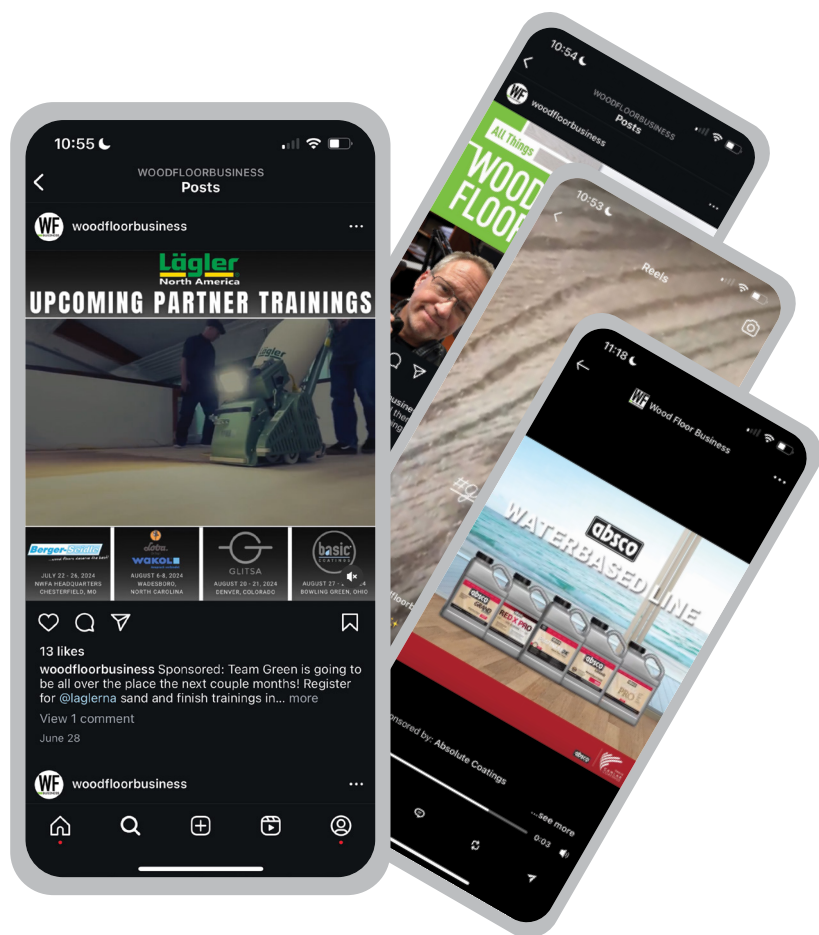
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# SOCIAL

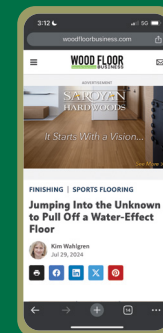
## Social Media Marketing, Simplified

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** 14,180+ FOLLOWERS

**X** 5,540+ FOLLOWERS

**f** 5,650+ FOLLOWERS  
GROUP

**in** 1,850+ CONNECTIONS

**Instagram** 12,125+ FOLLOWERS

**P** 7,140+ FOLLOWERS

**YouTube** 2,770+ SUBSCRIBERS

**TikTok** 1,560+ FOLLOWERS

**50,800+**  
SOCIAL MEDIA CONNECTIONS



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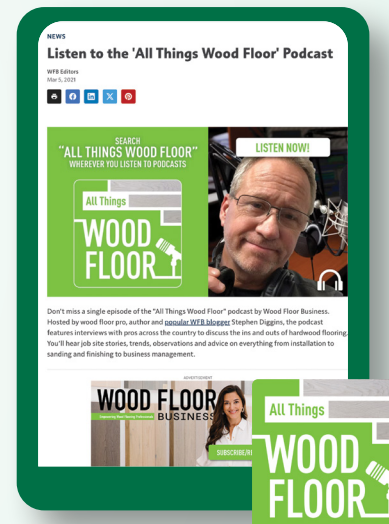
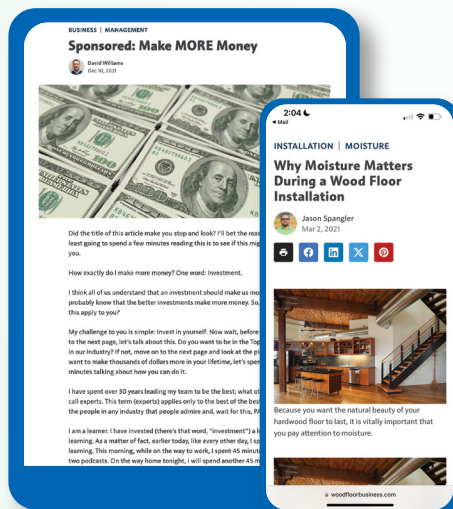
# SPONSORED CONTENT

## 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.



**91% OF THE RESPONDENTS REPORT TAKING ONE OR MORE PURCHASING ACTIONS DURING THE PAST YEAR AS A RESULT OF ADS/EDITORIALS APPEARING IN WOOD FLOOR BUSINESS**



### 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.

### BLOGS

Share your expertise with our audience of wood flooring professionals with your blog posted on woodfloorbusiness.com, included in the WFB E-News and promoted across the WFB social media platforms.

### WFB LIVE DEMOS

Generate leads, showcase your product and engage with our audience in real-time with a virtual demo hosted by WFB.

### PODCAST

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



**WOOD FLOOR BUSINESS**

# EDITORIAL CALENDAR

## FEBRUARY / MARCH

### NEXT GENERATION ISSUE

Feature story on the future of the wood flooring industry

- **PRODUCT FOCUS:**  
Finishes, Applicators, Adhesives + Fillers
- **ENGINEERED WOOD FLOORING**

#### BOGO!

Kick-start 2025: Buy a full-page or half-page ad, get an ad of the same size free!



Ad Close: 1/6 | Ad Due: 1/13

## AUGUST / SEPTEMBER

### GREEN ISSUE

- **WFB OUTSTANDING RETAILER AWARDS**
- **PRODUCT FOCUS:**  
Reclaimed Wood Flooring, Sports Flooring Products Subfloor Prep, Underlayment + Moisture Meters
- **FINISHING & RECOATING**
- **FOR ADVERTISERS:**  
Sustainability Spotlight

#### EXTRA IMPACT!

Sponsorship available for Outstanding Retailer Awards.



Ad Close: 7/3 | Ad Due: 7/11

## 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: 2/28 | Ad Due: 3/7

## OCTOBER / NOVEMBER

### PREFINISHED ISSUE

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

#### BONUS DISTRIBUTION:

NAFCD Convention



Ad Close: 9/5 | Ad Due: 9/12

## 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**

#### EXTRA IMPACT!

Sponsorship available for Truck & Van Contest.



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

## DECEMBER / JANUARY

### SURFACES ISSUE

- **WFB ULTIMATE WOOD FLOOR GUY/GAL CONTEST**  
(Sponsorship available!)
- **PRODUCT FOCUS:**  
Unfinished Domestic Wood Flooring, Wood Flooring Manufacturing Equipment, Workwear
- **MOISTURE & WOOD FLOORS**
- **FOR EXHIBITING ADVERTISERS:**  
Surfaces Exhibitor Showcase

#### BONUS DISTRIBUTION:

The International Surfaces Event



Ad Close: 11/5 | Ad Due: 11/12

## 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 verified circulation.



Ad Close: 10/6 | Ad Due: 10/13

## 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.

### 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!



**Jared Fish | Director of Sales**

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**WOOD FLOOR**  
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## 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	0%
Silver	\$10-20K	10%
Gold	\$25-40K	15%
<b>PREMIUM PARTNER</b>	<b>\$40K+</b>	<b>25%</b>

## Premium Partners



## WFB Leaders Program

### Show Up Where It Counts

WFB Leaders populate alongside all relevant content on our site with a company logo and profile, product information, provided content (including articles, blogs and video), option for readers to request info, and a link to your website. This is a free thank you to our marketing partners who invest \$20K or more per year. Learn more [here](#).



“We appreciate the WFB team’s deep knowledge and industry connections. Their marketing guidance, content creation, and support in launching our brand have been extremely valuable.”

— AVEDIS DUVENJIAN  
LED COATING SOLUTIONS



## SUCCESSFUL BRANDING STARTS WITH WOOD FLOOR BUSINESS



NEW PRODUCT  
LAUNCH



BRAND  
ENGAGEMENT



LEAD  
GENERATION



TRADE SHOW  
PROMOTION



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