



WOOD FLOOR

BUSINESS

2026 MEDIA KIT

YOUR LEADING CONNECTION TO THE WOOD FLOORING INDUSTRY



Your Trusted Partner in the Wood Floor Industry

For over 35 years, Wood Floor Business has dedicated itself to helping professionals grow their businesses—building trusted connections that drive results. Professionals depend on WFB as a vital educational resource, with articles covering everything from sanding and finishing techniques to industry trends and tips for running a profitable business. That same connection powers exceptional engagement for our advertising partners.



“THE PURPOSE OF WFB IS TO HELP WOOD FLOOR PROS AT ALL LEVELS OF THE INDUSTRY IMPROVE THEIR LIVES. THAT’S THE DRIVING FORCE THAT GIVES MEANING TO WHAT ALL OF US AT WFB DO EVERY SINGLE DAY.”

— Kim Wahlgren | Editor, Wood Floor Business



Stories Like These Are Why We Exist



"Wood Floor Business keeps me connected to the pulse of our industry—trends, tools, techniques, and the real-world experiences of fellow craftsmen. As a small business owner, I rely on it to stay sharp, inspired, and ahead of the curve. It feels like it's written by people who actually understand what it's like to work in the trade—not just talk about it."

— Steve Osborn
President, Black Forest Floors

"I read Wood Floor Business to see what new products are being offered, what is in demand and the performance of different products. I compare that to what my companies are offering me. I want to understand if I'm offering the right floors for my customers."

— Angie Mueller
Owner, Millstadt Carpet

"I read Wood Floor Business mainly because it's a special interest group. There are not many ways to learn and see new things. Reading about other flooring pros' project experiences is my favorite part."

— Marc Antonuccio, *Managing Member*

"Floor covering gets in your blood. Reading how other installers do custom floors or take care of problem jobs helps me to be a better installer/boss."

— Robert Watts, *Owner, Watts Floor*

"We are big fans of Wood Floor Business. The content is so personalized for our small family business. We enjoy seeing what others are doing in our industry. There's nothing that compares to your publication. It is exciting to see new products, and also the humor is the best!"

— Leilani Fry
Co-owner, FrysFloors

"As a designer I am always interested in staying current with materials, trends, and install options whether it be wood finishes or custom layouts. I enjoy the learning side of the magazine as well as seeing all the talent and inspiration."

— Tressie Tweedy, *Interior Designer*

"Wood flooring is an ever-changing and evolving industry. I feel that WFB does a good job at staying on the forefront of new trends/techniques as well as all new products available to either make our jobs easier or help us offer more options to our customers."

— Eric Parker
Manager, Harms Hardwood

"I actually learn things with this magazine that are relevant to what I do every day."

— Ryan Sparks,
President/CEO, Numadd Flooring Inc.

142+ INSPIRING REVIEWS

WOOD FLOOR BUSINESS



"I USE WOOD FLOOR BUSINESS TO STAY UP TO DATE ON PRODUCTS AND TECHNIQUES AS WELL AS BUSINESS POINTERS/TIPS. I LOVE THIS MAGAZINE. KEEP UP THE GOOD WORK!"

— Brent Currie | Owner, Homestyle Hardwood Floors

WFB's Comprehensive Approach to the Entire Market

Our qualified audience of wood flooring decision-makers (all manager level or above) use WFB to inform their business decisions and discover the products and services they need to be successful.

17,000 MAGAZINE SUBSCRIBERS

500,000+
YEARLY WEBSITE VISITS

28,500+
EMAIL SUBSCRIBERS

52,000+
SOCIAL FOLLOWERS

5,000+ ANNUAL PODCAST LISTENERS

WOOD FLOOR
BUSINESS



THE
NEXT
GENERATION

“WE LOVE TO READ ABOUT THE DETAILS OF HOW A FLOOR IS DONE: THE PROCESS, AND THE EQUIPMENT AND THE PRODUCTS USED.”

— Rachel Johnson | Co-owner, Johnson Floors and Service

WFB's Demographics

Wood Floor Business connects directly with professionals across the entire wood flooring industry—making it the most effective way for advertisers to put their message in front of qualified buyers in every market.

12,262

Contractors/Installers

6,247

Retailers

1,895

Distributors

2,909

Interior Designers,
Architects,
Manufacturers,
Builders, Inspectors

90%

OF OUR WFB
MAGAZINE
READERS
ARE OWNERS,
PRESIDENTS, CEOs,
OR MANAGERS

83%

OF READERS
INDICATED THAT
SEEING AN AD
IMPACTED THEIR
BUYING ACTION*

94%

OF READERS SAY WFB
IS THEIR "PERSONAL
FAVORITE" OR
AN "IMPORTANT"
MAGAZINE FOR
THEM.*

**Data provided by Baxter Research.*

WOOD FLOOR
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"WOOD FLOOR BUSINESS MAGAZINE HAS BEEN AN INCREDIBLE RESOURCE FOR ME AND MY COMPANY. I'VE USED THE WFB RESOURCE BOOK TO SOURCE MATERIALS FOR PROJECTS AND THE MAGAZINE ITSELF TO INSPIRE CREATIVE PATTERNS, INCLUDING A CUSTOM FOYER DESIGN FOR A RECENT PROJECT IN CONNECTICUT."

— Lygia Linardi | Owner, Bespoke Floors

Wood Floor Business Magazine

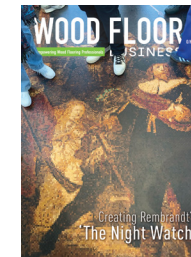
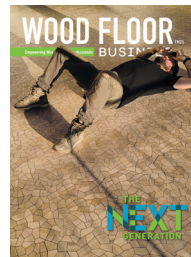
Wood flooring decision-makers heavily rely on print media to find relevant information to inform their business decisions and find the products and services they need to run profitable businesses.

100%
DECISION-MAKERS

100%
DIRECT MAILED

100%
CONFIDENCE

NO WASTED PAPER, ISSUES OR UNKNOWN READERS



Partnerships

Wood Floor Business Is Proud to Partner With These Organizations:



Parameter 1 transforms the publishing landscape by providing scalable, innovative technology solutions that empower publishers to connect with their audiences, streamline operations and thrive in the digital age. P1 is a trusted partner for publishers large and small, providing the tools they need for rapid growth.



As the only platform combining a customer data platform, marketing automation and subscription management in one place, Omeda helps publishers unify data, launch campaigns and drive value—for both audiences and advertisers. Omeda gives audience-driven organizations the power to turn first-party data into their biggest growth engine.



Baxter Research Center conducts custom and branded specialty surveys that provide actionable advertising and brand metrics for magazines and media companies, professional associations, advertising agencies and advertisers. Their research-based audience metrics help businesses build market share, achieve advertising goals and develop brand value for greater profit. BRC helps businesses understand their market landscape by providing data-driven analysis and intelligent reporting since 1989.



WOOD FLOOR
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“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.

2026 Editorial Calendar

ISSUE	CLOSE	DUE	COVERAGE & FEATURES	PRODUCT FOCUS <i>FREE PRODUCT SUBMISSION OPPORTUNITY</i>
FEBRUARY / MARCH	1/6	1/13	NEXT GENERATION ISSUE Feature story on the future of the wood flooring industry • Engineered Wood Flooring	• Finishes, Applicators, Adhesives + Fillers
APRIL / MAY	3/6	3/13	WFB DESIGN AWARDS ISSUE Wood flooring's best in the only awards available to the entire industry • State of the Industry Report • FOR ADVERTISERS: Advertising Suppliers highlighted in Design Awards profiles	• FOR EXHIBITING ADVERTISERS: Expo Exhibitor Showcase
JUNE / JULY	5/6	5/13	WFB TRUCK & VAN CONTEST ISSUE The best rides from our readers • Stains, Dyes + Custom Color • FOR ADVERTISERS: Receive brand results from our exclusive Reader Survey	• Sports Flooring Products, Tools & Supplies: Abrasives, Nailers, Routers, Safety Products, Sanders, Saws + Vacuums
AUGUST / SEPTEMBER	7/6	7/13	THE RETAILER ISSUE • WFB Outstanding Retailer Awards • Finishing & Recoating	• Reclaimed Wood Flooring, Subfloor Prep, Underlayment + Moisture Meters
OCTOBER / NOVEMBER	9/7	9/14	PREFINISHED ISSUE • Adhesives • CONTRACTOR SURVEY BONUS DISTRIBUTION: NAFCD Convention	• Prefinished Wood Flooring Inlays, Borders + Vents Maintenance + Repair Kits
NOVEMBER	10/6	10/13	RESOURCE BOOK: THE INDUSTRY'S DIRECTORY The industry's source for quick reference to all products and suppliers	
DECEMBER / JANUARY	11/6	11/13	SURFACES ISSUE • WFB Ultimate Wood Floor Guy/Gal Contest • Moisture & Wood Floors BONUS DISTRIBUTION: The International Surfaces Event	• Unfinished Domestic Wood Flooring, Wood Flooring Manufacturing Equipment • FOR EXHIBITING ADVERTISERS: Surfaces Exhibitor Showcase

Program Sponsorships

Visibility, Impact, Collaboration

Sponsors of these annual features in the magazine not only get the visibility of the most-viewed and shared Wood Floor Business content, they also participate in recognizing a diverse group of deserving WFB professionals.

**THE
NEXT
GENERATION**

Sponsorships
Available

Spots Still
Available



Sponsored By

UCX
YOUR FLOORING CONNECTION

COASTAL
SURFACES

Spots Still
Available

WF **2026**
BUSINESS **DESIGN AWARDS**

Sponsored By

Bona



Sponsorships
Available

Spots Still
Available



Sponsored By

Lägler
North America

WFB Print Rates

CUSTOM OPTIONS

BELLYBAND	\$13,000
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BLOW-IN CARD	\$6,000
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COVERS

BACK COVER	\$5,000
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INSIDE FRONT COVER	\$4,700
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INSIDE BACK COVER	\$4,700
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FULL PAGES

TWO-PAGE SPREAD	\$6,800
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FULL PAGE	\$4,500
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FRACTIONALS

1/2 VERTICAL/HORIZONTAL/ISLAND	\$3,400
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1/3 SQUARE/VERTICAL	\$2,600
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1/4	\$2,200
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1/6	\$1,500
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Frequency/package discounts are available



“I ABSOLUTELY LOVE WOOD FLOOR BUSINESS MAGAZINE BECAUSE THEY ARE SO CLOSE AND IN TOUCH WITH ALL THE PEOPLE OF OUR COMMUNITY. ONE OF THEIR BEST ATTRIBUTES IS HOW CONNECTED THEY ARE WITH THEIR READERS. THE STORIES ARE SO INTERESTING, INFORMATIVE AND INSPIRING.”

— David Friedland | Owner, Friedland Hardwood Flooring and Legacy Coatings

Digital Opportunities



WEBSITE

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



CUSTOM EMAIL

Your content is sent to our highly-engaged, opt-in audience of 19K+. Choose to target prospects by company type and/or location.



NEWSLETTER

Sponsorship includes your banner ad or native content in our twice-weekly E-Newsletter sends.



SOCIAL MEDIA

Promote your brand and interact with our 52,000+ 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.



SPONSORED CONTENT

Work with our team to develop content exclusive to your brand, which is then promoted in all of our digital products. Also includes a custom landing page with a unique call to action.



WFB LIVE DEMO

Work with our team to develop, promote, execute, and deliver a co-branded Live Demo to help showcase your expertise in the industry.



TOOL REVIEW

Get your product in the hands of WFB trusted professional for a review. They'll do a video and we'll write an article about it.



PODCAST

All Things Wood Floor, featuring some of the industry's most interesting pros, is available on all major podcast apps.



BLOG

A shorter form, digital-only opportunity to share expertise with our audience of wood flooring professionals.

WFB Digital Rates

DIGITAL RATES

WEBSITE BILLBOARD	\$1,000
WEBSITE LEADERBOARD	\$1,000
CUSTOM EMAIL	\$2,000
NEWSLETTER BANNER #1	\$600
NEWSLETTER BANNER #2	\$500
NEWSLETTER BANNER #3	\$400
SOCIAL MEDIA PACKAGE	\$1,000
SPONSORED CONTENT	\$2,500
WFB LIVE DEMO	\$8,000
TOOL REVIEW	\$3,500
PODCAST SPONSORSHIP	\$800
PODCAST TAKEOVER	\$3,000
PROGRAMMATIC AUDIENCE EXTENSION	CONTACT FOR PRICING

Frequency/package discounts are available

WOOD FLOOR
BUSINESS



THE
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GENERATION

— Alejandro Israel | Owner, Cedar Oak Flooring

Our Advertising Partners

These and other industry companies trust Wood Floor Business to spread their message and communicate with perspective and existing customers.

Bona

STAUF
ADHESIVES SINCE 1828

SAROYAN
HARDWOODS

CANLAK
COATINGS

HORIZON
FOREST PRODUCTS

ODIE'S OIL
ODYSSEUS CORNWALL'S
OUTSTANDING OIL AND WAX

absco

WOODWISE

Berger-Seidle
...wood floors deserve the best!

ALLEGHENY MOUNTAIN
HARDWOOD FLOORING

COASTAL
SURFACES

Lägler
North America

MIFMA
The Sports Flooring Authority

REVOLUTION
Manufacturing

WAGNER
METERS

Delmhorst
INSTRUMENT CO.
WHEN ACCURACY IS THE POINT

UCX
YOUR FLOORING CONNECTION

APPALACHIAN
LUMBER CO.

SanderParts.com

FLOOR DECOR &

DriTac
A SIKA COMPANY

MAPEI
ADHESIVES • SEALANTS • CHEMICAL PRODUCTS FOR BUILDING

WERKMASTER

WAKOL
Pursuing excellence unites

GRILL WORKS
WOOD VENTS

Lignomat
moisture measurement

AHF

GAMETIRE

DS
DECKSAND

loba
On Top!



WFB
ULTIMATE
Wood Floor
Guy & Gal
Contest

— Jessica Hall | Dramis Hardwood Floors

Successful Branding Starts With Wood Floor Business



“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

(800) 722-8764 ext. 114 | Direct: (608) 729-4220
jared@woodfloorbusiness.com



“I APPRECIATE WOOD FLOOR BUSINESS FOR ALWAYS HELPING ME STAY ON TOP OF CURRENT TRENDS AND WHAT’S GOING ON IN THE INDUSTRY. IN ADDITION, I THINK IT’S REALLY AWESOME HOW THEY HELP CONTRACTORS AND OTHER INDIVIDUALS IN THE INDUSTRY GAIN NOTORIETY AND A VOICE BY FEATURING THEM IN ARTICLES.”

— Alex Hamilton | Operations Manager, Grain Design Flooring



**KIM WAHLGREN
Editor**

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94%

OF READERS
SAY THAT WFB
ENABLES THEM TO
LEARN ABOUT NEW
PRODUCTS