

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