

2022 NET RATES

PRINT | DIGITAL | SOCIAL MEDIA

WOOD FLOOR BUSINESS

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	\$515
SPONSORED BLOG	
Hosted on WFB's Website	\$1545
PODCAST	
Sponsorship	\$765
Takeover	\$2,550
WFB LIVE	
Demo Video	Call for Pricing



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ALL RATES LISTED ARE NET

For gross rates, visit info.woodfloorbusiness.com/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
Leaderboard	900	4,500	6,600
Retargeting	Call for Pricing		

MICROSITES	1 Year
	\$1580

CUSTOM E-MAIL				
One Mailing	\$1535			
CONTENT ROUND-UP				
One Mailing	\$1315			
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

23,500 Audited magazine subscribers	67,500 Total Monthly Web Sessions
14,900 Engaged Email SUscribers	39,300 Social Media Connections