

# 2017 EDITORIAL CALENDAR

## FEB/MAR



### CAUSE MARKETING & SOCIAL MEDIA

### FEATURED TOPIC

Understanding Relative Humidity (RH)

TECHNICAL FOCUS

Adhesives & Moisture Control Systems

PRODUCT FOCUS

Buy one full page ad; receive 20% off 2nd ad

BONUS FOR ADVERTISERS

DOMOTEX Shanghai, NWFA Training, HMA, NRF

BONUS DISTRIBUTION

AD CLOSING

January 6

MATERIAL DUE

January 13

## APRIL/MAY



### MANAGING A MULTIGENERATIONAL WORKFORCE /EXPO PREVIEW

Subfloors

Technology & Business Software

Buy one full page or half page ad, receive a second ad of equal size free

NWFA Expo, NWFA Training

March 3

March 10

## JUNE/JULY



### WOOD FLOOR OF THE YEAR

Floor Performance in Different Regions

Tools & Sanding Equipment

Highlighted in WFOY feature articles

NWFA Training, NRF, CCA

May 5

May 12

## AUG/SEPT



### SUSTAINABILITY & HEALTH

### FEATURED TOPIC

Moisture Testing & Using Moisture Meters

TECHNICAL FOCUS

Cork Flooring

PRODUCT FOCUS

Inclusion in green products highlights

BONUS FOR ADVERTISERS

NWFA Training

BONUS DISTRIBUTION

AD CLOSING

July 7

MATERIAL DUE

July 14

## OCT/NOV



### 2018 OUTLOOK

Seasonal Gaps

Plank Flooring/ Trends in Finishes

Buy full page ad & receive free block banner in Hardwood Floors e-newsletter

NWFA Training, NAFCD, Greenbuild, NHLA, NAFCT

September 8

September 15

## DEC/JAN



### TODAY'S SAVVY CONSUMER

Predicting What Floors Will Do

Maintenance Products & Recoat Systems

Buy full page ad & receive free block banner on hardwoodfloorsmag.com

TISE, DOMOTEX Hannover, CCA, NWFA Training, NAHB, AHMI

November 3

November 10

# IN EVERY ISSUE

## Wood Stock

A collection of industry news spanning the entire supply chain.

## Business Best Practices

A series of articles focused on helping you run your business.

## At the Site

Vital information about installation, sanding & finishing.

## Tech Talk

Guidance from industry experts on timely topics.

## New Products

Features the latest wood flooring products.

## NWFA Resources

Highlights of various tools and resources available to NWFA Members.

**BONUS  
ISSUE**

NOVEMBER



NWFA INDUSTRY GUIDE

### An Ad in the NWFA Industry Guide Provides:

- 12 months of visibility for the price of one
- Viewership by key decision-makers
- Company name displayed in bold type throughout the Product Listings section
- Distributor advertisers displayed in bold type in the Geographic Areas Served section
- NWFA Advertiser designation next to your company name in membership listing
- Featured Supplier designation and link to your site from online Industry Guide (Available at [hardwoodfloormag.com](http://hardwoodfloormag.com))

AD CLOSING    October 6

MATERIAL DUE    October 13