

hardwood floors

THE MAGAZINE OF THE NATIONAL WOOD FLOORING ASSOCIATION

2017

MEDIA KIT



INSPIRING & EDUCATING WOOD FLOORING PROFESSIONALS

In Print. In Person. Online. Around the World.

hardwoodfloorsmag.com



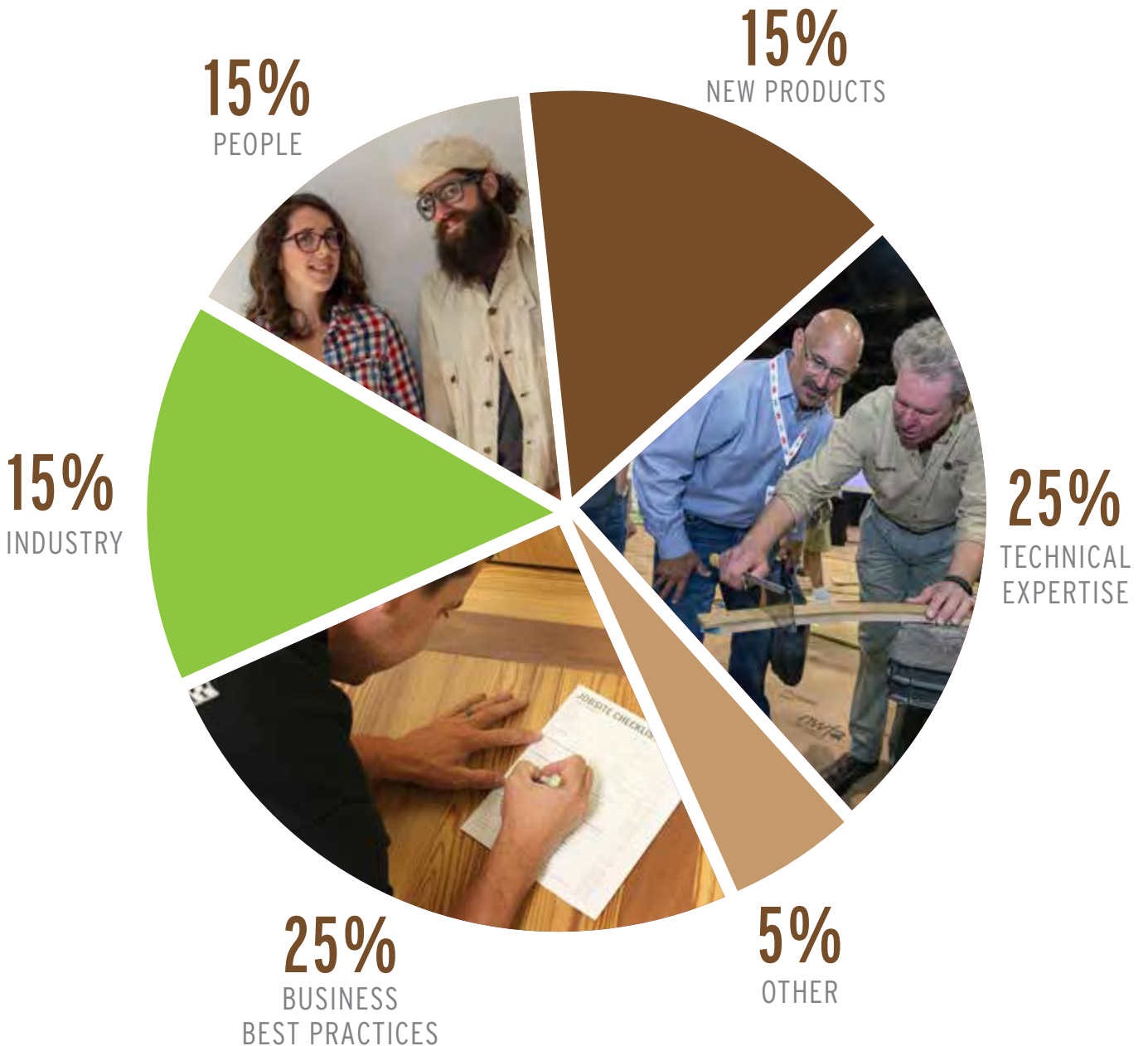
MISSION

Hardwood Floors Magazine, the official publication of the National Wood Flooring Association, offers a signature mix of reporting dedicated to providing wood flooring professionals across the supply chain with the information necessary for personal and business success.



A FOCUS ON YOUR DEVELOPMENT

Covering every aspect of a wood flooring professional's career



INVEST IN YOUR BUSINESS...



ADVANCE OUR INDUSTRY.

POWERFUL SOLUTIONS

Our audience is engaged and passionate about the industry, making it the perfect environment for your brand. The *Hardwood Floors Magazine* team works closely with our advertising partners to design custom-tailored solutions that align with their individual needs. Our channels reach your customers:

In Print

with *Hardwood Floors Magazine* and Expo Guide

In Person

with exposure at Expo and over 50 industry events

Online

with hardwoodfloorsmag.com, NWFA University, and our consumer site, woodfloors.org



POWERFUL INVESTMENT

As a not-for-profit trade publication, proceeds from the magazine are invested directly back into our industry through NWFA member services and advocacy for wood flooring.

In Print. Online. Around the World.



Did You Know?
NWFA serves
52 countries

Audience Demographics

Total Print Subscribers: 23,503*



* Unaudited, based on current circulation list.

2017 EDITORIAL CALENDAR

FEB/MAR



SOCIAL RESPONSIBILITY

FEATURED TOPIC

TECHNICAL FOCUS

Understanding Relative Humidity (RH)

PRODUCT FOCUS

Adhesives & Moisture Control Systems

BONUS FOR ADVERTISERS

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

BONUS DISTRIBUTION

DOMOTEX Shanghai, NWFA Training, HMA, NRF

AD CLOSING

January 6

MATERIAL DUE

January 13

APRIL/MAY



MANAGING A MULTIGENERATIONAL WORKFORCE /EXPO PREVIEW

Subfloors

Technology & Business Software

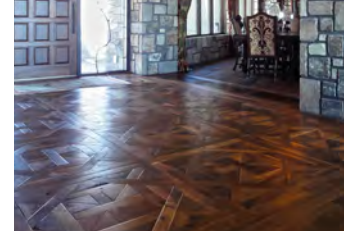
Buy one full page or half page ad, receive a second ad of equal size free

NWFA Expo, NWFA Training

February 24

March 3

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

TECHNICAL FOCUS

Moisture Testing & Using Moisture Meters

PRODUCT FOCUS

Cork Flooring

BONUS FOR ADVERTISERS

Inclusion in green products highlights

BONUS DISTRIBUTION

NWFA Training

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)

AD CLOSING October 6

MATERIAL DUE October 13



RATE CARD – PRINT ADVERTISING

Print Advertising

Print Sizes (Four Color)	1x	3x	7x	14x
Spread	\$9,585	\$9,375	\$9,040	\$8,895
Full Page	\$6,350	\$6,090	\$5,990	5,905
2/3 Page	\$5,700	\$5,490	\$5,225	\$5,105
1/2 Page (Island)	\$5,450	\$5,285	\$4,800	\$4,680
1/2 Page (Horizontal or vertical)	\$4,785	\$4,770	\$4,545	\$4,485
1/3 Page (Square or Vertical)	\$4,300	\$4,135	\$3,950	\$3,920
1/4 Page	\$3,875	\$3,605	\$3,440	\$3,415
1/6 Page	\$3,300	\$3,245	\$3,140	\$3,095

Print Insert	1 Side	2 Sides	4 Sides	8 Sides	12 Sides
	\$3,895	\$4,925	\$7,895	\$11,340	\$14,545

Additional Print Opportunities

False Cover, Belly Band, French Door (split) Cover, Blown-in Postcards

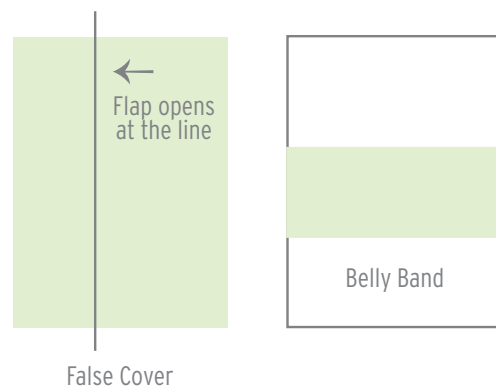
Print Call for pricing

Trade Show Guide Advertising

Full Page NWFA Expo \$925

Sponsored Content

Print Call for pricing



Questions? Call 800.422.4556 or email libby.johnston@nwfa.org

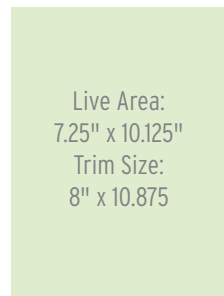


PRINT AD SPECIFICATIONS

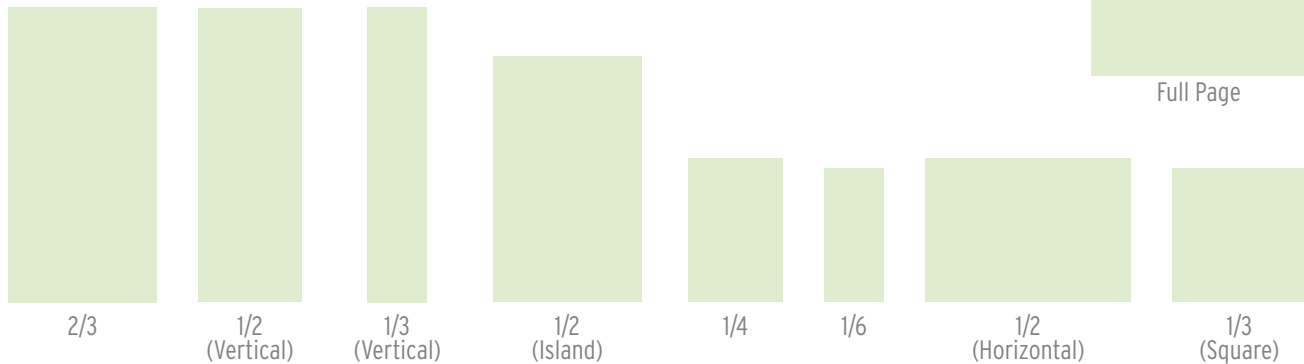
AD SIZE	WIDTH	HEIGHT
Spread*	16.25"	11.125"
Full Page*	8.25"	11.125"
2/3 Page	4.5"	10"
1/2 Page (Island)	4.5"	7.5"
1/2 Page (Horizontal)	7"	4.875"
1/2 Page (Vertical)	3.375"	10"
1/3 Page (Vertical)	2.1875"	10"
1/3 Page (Square)	4.5"	4.875"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"



Spread



Full Page



Production Requirements

*Live area: Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. Live area must be 0.375" in from trim on all sides (for full page and spread bleed ads only). Electronic files: Supplied PDF files (CMYK & High Quality Print) are preferred with all high-resolution image data embedded within the file. All fonts must be converted to outlines or paths. Ad files may also be furnished in native application file format where the following programs have been used: Adobe Photoshop, Illustrator, or InDesign. All application files must be accompanied by copies of all linked images and fonts used. All image files used must be in .TIF, .JPG or .EPS format. All files should have an effective resolution of 300 dpi at reproduction size.

Email ad materials to katie.schenk@nwfa.org.

RATE CARD – DIGITAL ADVERTISING

Digital Advertising

Banner Ad	1 Year	6 Months
Welcome	\$10,000	\$6,000
Skyscraper	\$5,000	\$3,000
Block	\$2,500	\$1,500

E-News Sponsorship	1x	3x	7x	14x
E-news Leaderboard	\$825	\$710	\$600	\$525
E-news Block	\$715	\$620	\$520	\$450

Custom E-mail

One mailing \$1,750

Additional Digital Opportunities

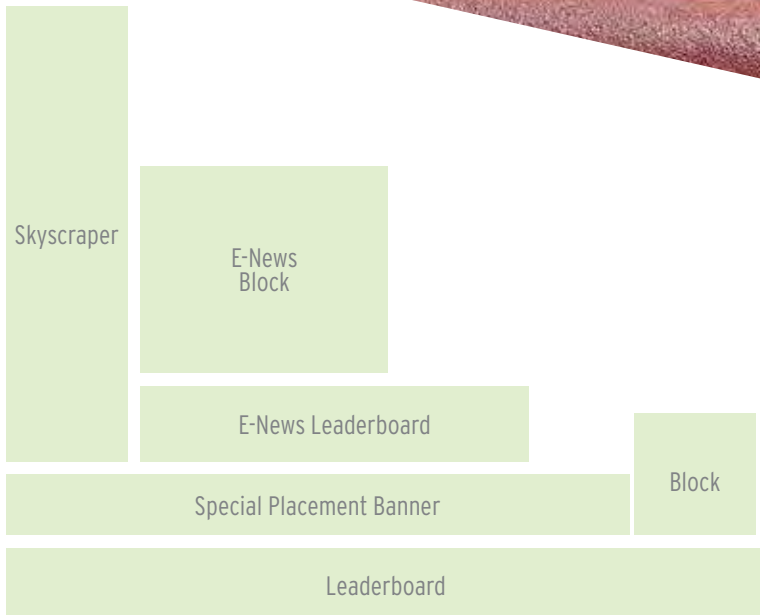
Sponsored Video

One Video \$1,500

Sponsored Content

Digital Call for pricing





DIGITAL AD SPECIFICATIONS

Banner Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Welcome Ad	640 x 480	Up to 100 KB	Animated .gif, .gif, .png, .jpg, html5
Leaderboard	970 x 90	Up to 80 KB	Animated .gif, .gif, .png, .jpg, html5
Skyscraper	160 x 600	Up to 80 KB	Animated .gif, .gif, .png, .jpg, .html5
Block	160 x 160	Up to 80 KB	.jpg, .png, or non-animated .gif
Special Placement Banner	728 x 90	Up to 80 KB	.gif, .jpg, .png
E-News Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Leaderboard	500 x 100	Up to 30 KB	.jpg, or non-animated .gif
Block	336 x 280	Up to 30 KB	.jpg, or non-animated .gif

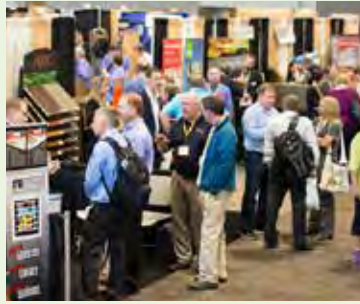
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In Print

with Hardwood Floors Magazine and Expo Guide



In Person

with exposure at Expo and over 50 industry events



Online

with hardwoodfloorsmag.com, NWFAs University, and our consumer site, woodfloors.org

Contact Hardwood Floors Magazine today:



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314.422.5651

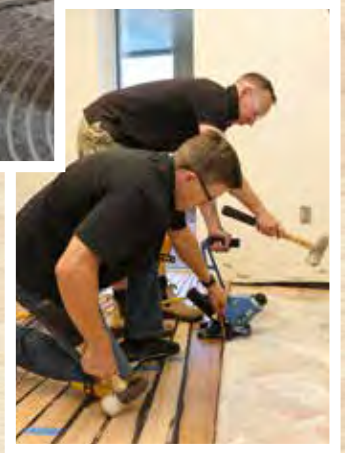


Libby Johnston
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INVEST IN YOUR BUSINESS. SUPPORT YOUR INDUSTRY. GROW TOGETHER.

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111 Chesterfield Industrial Boulevard, Chesterfield, Missouri 63005
EM info@nwfa.org PH toll-free: 800.422.4556 local: 636.519.9663



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