

# 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](http://hardwoodfloorsmag.com)



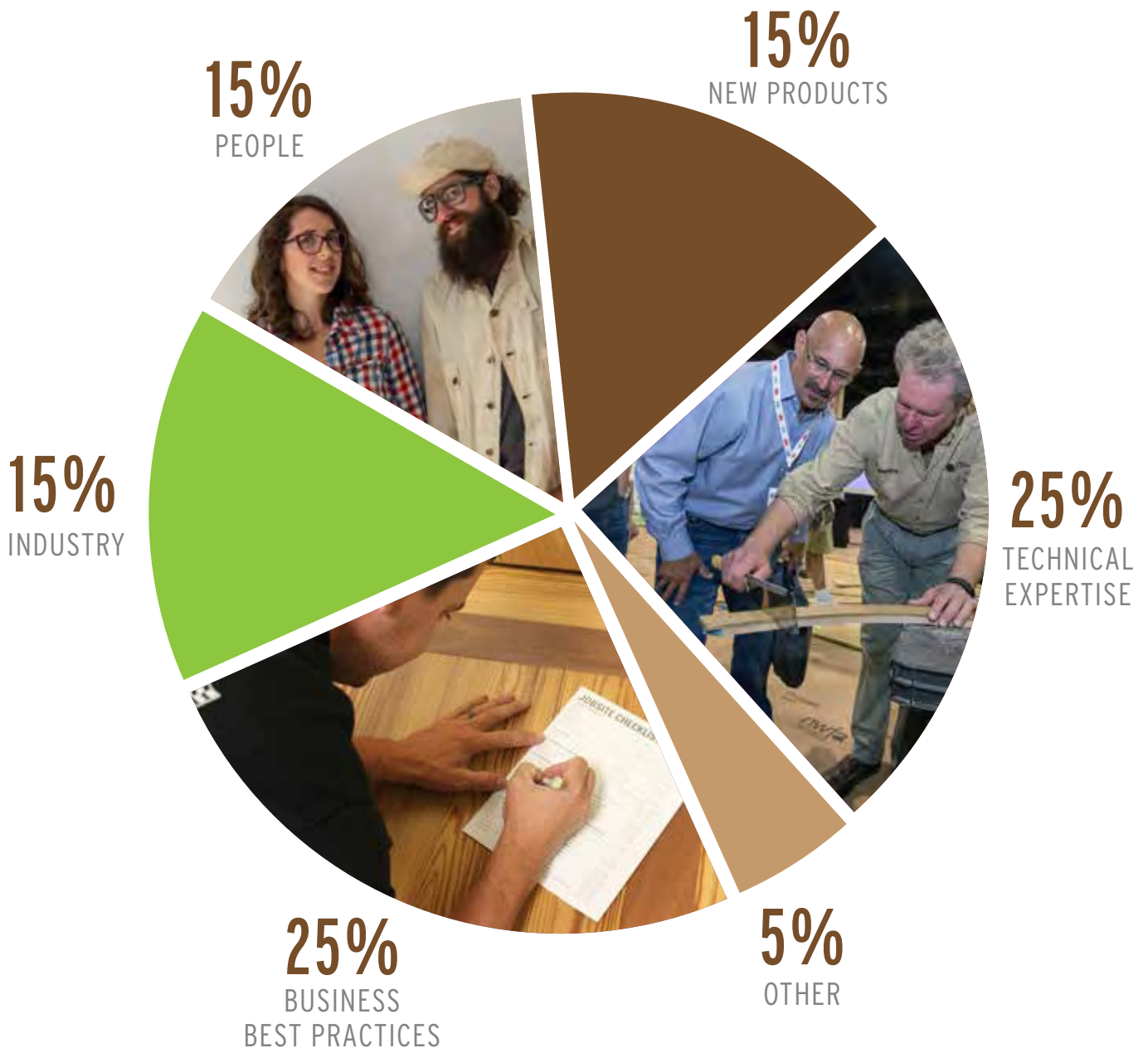
# MISSION

*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](http://hardwoodfloorsmag.com), NWFA University, and our consumer site, [woodfloors.org](http://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



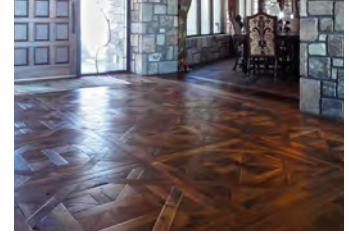
### SOCIAL RESPONSIBILITY

## APRIL/MAY



### MANAGING A MULTIGENERATIONAL WORKFORCE /EXPO PREVIEW

## JUNE/JULY



### WOOD FLOOR OF THE YEAR

FEATURED TOPIC	SOCIAL RESPONSIBILITY	MANAGING A MULTIGENERATIONAL WORKFORCE /EXPO PREVIEW	WOOD FLOOR OF THE YEAR
TECHNICAL FOCUS	Understanding Relative Humidity (RH)	Subfloors	Floor Performance in Different Regions
PRODUCT FOCUS	Adhesives & Moisture Control Systems	Technology & Business Software	Tools & Sanding Equipment
BONUS FOR ADVERTISERS	Buy one full page ad; receive 20% off 2nd ad	Buy one full page or half page ad, receive a second ad of equal size free	Highlighted in WFOY feature articles
BONUS DISTRIBUTION	DOMOTEX Shanghai, NWFA Training, HMA, NRF	NWFA Expo, NWFA Training	NWFA Training, NRF, CCA
AD CLOSING	January 6	February 24	May 5
MATERIAL DUE	January 13	March 3	May 12

## AUG/SEPT



### SUSTAINABILITY & HEALTH

## OCT/NOV



### 2018 OUTLOOK

## DEC/JAN



### TODAY'S SAVVY CONSUMER

FEATURED TOPIC	SUSTAINABILITY & HEALTH	2018 OUTLOOK	TODAY'S SAVVY CONSUMER
TECHNICAL FOCUS	Moisture Testing & Using Moisture Meters	Seasonal Gaps	Predicting What Floors Will Do
PRODUCT FOCUS	Cork Flooring	Plank Flooring/ Trends in Finishes	Maintenance Products & Recoat Systems
BONUS FOR ADVERTISERS	Inclusion in green products highlights	Buy full page ad & receive free block banner in Hardwood Floors e-newsletter	Buy full page ad & receive free block banner on hardwoodfloorsmag.com
BONUS DISTRIBUTION	NWFA Training	NWFA Training, NAFCD, Greenbuild, NHLA, NAFCT	TISE, DOMOTEX Hannover, CCA, NWFA Training, NAHB, AHMI
AD CLOSING	July 7	September 8	November 3
MATERIAL DUE	July 14	September 15	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



# 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

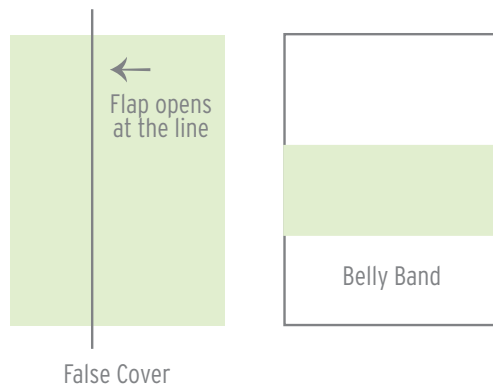
Print Call for pricing

### 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](mailto:libby.johnston@nwfa.org)



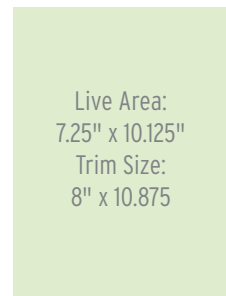


# PRINT AD SPECIFICATIONS

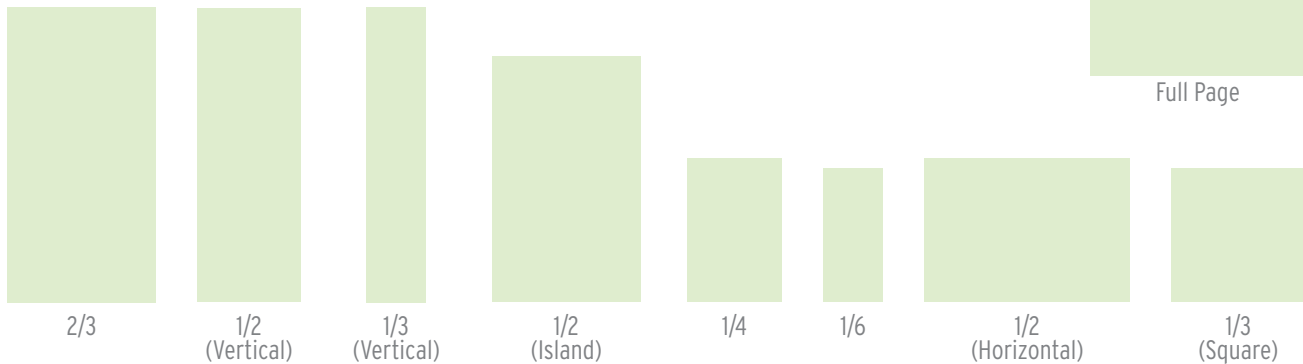
AD SIZE	WIDTH	HEIGHT
Spread*	16.25"	11.125"
Full Page*	8.25"	11.125"
2/3 Page	4.5"	10"
1/2 Page (Island)	4.5"	7.5"
1/2 Page (Horizontal)	7"	4.875"
1/2 Page (Vertical)	3.375"	10"
1/3 Page (Vertical)	2.1875"	10"
1/3 Page (Square)	4.5"	4.875"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"



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](mailto: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

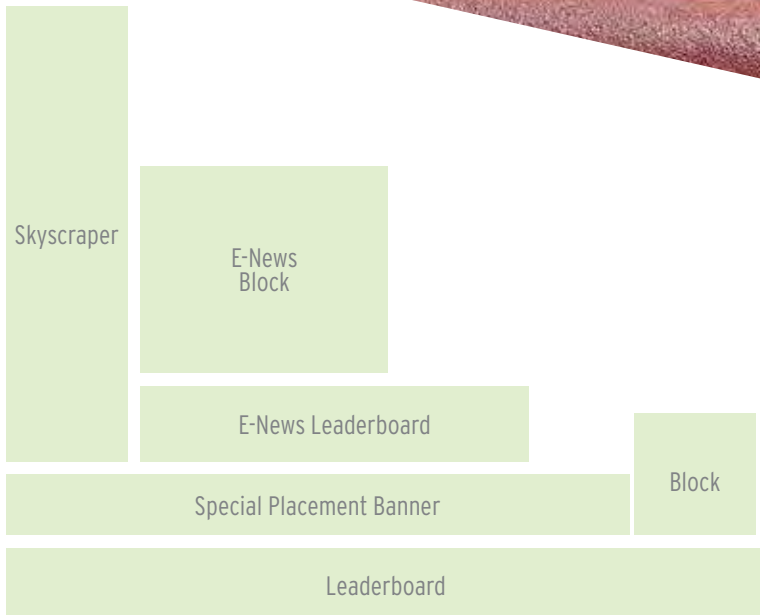
### Sponsored Video

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

Questions? Call 800.422.4556 or email [libby.johnston@nwfa.org](mailto:libby.johnston@nwfa.org)

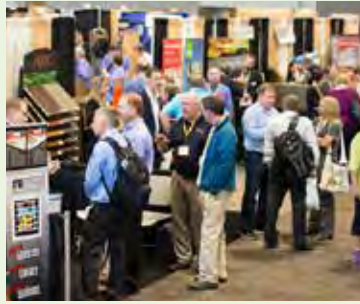


# BUILD A CUSTOM MARKETING PACKAGE TODAY



## In Print

with Hardwood Floors Magazine and Expo Guide



## In Person

with exposure at Expo and over 50 industry events



## Online

with [hardwoodfloorsmag.com](http://hardwoodfloorsmag.com), NWFAs University, and our consumer site, [woodfloors.org](http://woodfloors.org)

Contact Hardwood Floors Magazine today:



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President & CEO  
[michael.martin@nwfa.org](mailto:michael.martin@nwfa.org)  
314.422.5651



**Libby Johnston**  
Director of Media & Advertising  
[libby.johnston@nwfa.org](mailto:libby.johnston@nwfa.org)  
337.794.9232

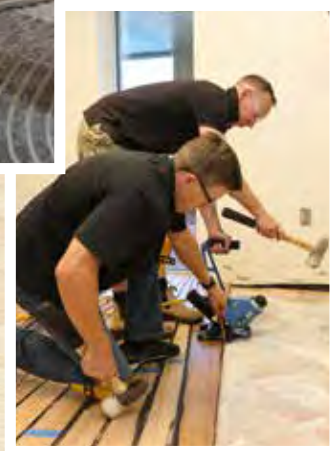
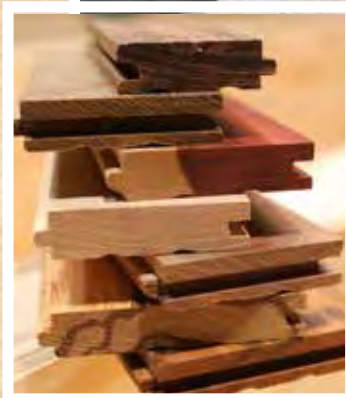
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INVEST IN YOUR BUSINESS. SUPPORT YOUR INDUSTRY. GROW TOGETHER.

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EM [info@nwfa.org](mailto:info@nwfa.org) PH toll-free: 800.422.4556 local: 636.519.9663



## BUILD A CUSTOM MARKETING PACKAGE TODAY

Contact Hardwood Floors Magazine today or visit [hardwoodfloorsmag.com](http://hardwoodfloorsmag.com), to learn more.

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