

# 2018 EDITORIAL CALENDAR

## FEB/MAR



### DIGITAL MARKETING

#### FEATURED TOPIC

#### TECHNICAL FOCUS

Subfloors

#### PRODUCT FOCUS

Subfloors/Subfloor Preparation/Adhesives

#### BONUS FOR ADVERTISERS

Buy one 1/2 page or larger ad, receive free digital product focus in e-news

#### BONUS DISTRIBUTION

NWFA Training, HMA, NRF

#### AD CLOSING

January 5

#### MATERIAL DUE

January 12

## APRIL/MAY



### NWFA EXPO PREVIEW

Sanding Techniques & Sanding Equipment

Sanding Equipment/Abrasives + Expo Exhibitor Showcase

Buy one 1/2 page or larger ad, receive a second ad of equal size free

NWFA Expo, NWFA Training

March 2

March 9

## JUNE/JULY



### WOOD FLOOR OF THE YEAR

Finishes

Solid Wood Flooring + Finishes/ Applicators/Fillers

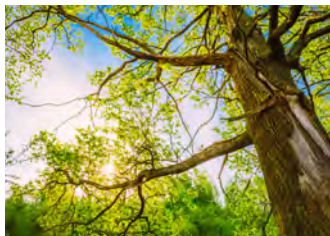
20% off any size ad

NWFA Training, NRF, CCA

May 4

May 11

## AUG/SEPT



### SUSTAINABILITY & HEALTH

#### FEATURED TOPIC

#### TECHNICAL FOCUS

Common Problems, Causes & Cures

#### PRODUCT FOCUS

Reclaimed Flooring + Cork & Bamboo Flooring

#### BONUS FOR ADVERTISERS

Inclusion in green products highlights

#### BONUS DISTRIBUTION

NWFA Training

#### AD CLOSING

July 6

#### MATERIAL DUE

July 13

## OCT/NOV



### 2019 OUTLOOK/ 40 UNDER 40

Radiant Heat

Engineered Wood Flooring + Borders/ Inlays/Vents/Moldings/Stair Parts

20% off any size ad

NWFA Training, NAFCD, Greenbuild, NHLA, NAFCT

September 7

September 14

## DEC/JAN



### TODAY'S SAVVY CONSUMER

Essential Tools for the Job

Tools/Supplies/Nailers/Fasteners/ Floor Manf. Equip. + Maintenance Products & Recoat Systems ...

Inclusion in NWFA TISE Digital Preview

TISE, CCA, NWFA Training, IBS, AHMI

November 2

November 9

# 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))
- Enhanced online Industry Guide microsite also available, see digital advertising section for pricing.

AD CLOSING    October 5

MATERIAL DUE    October 12