

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

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



40 UNDER 40

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

AD CLOSING October 5

MATERIAL DUE October 12