

2019 EDITORIAL CALENDAR

FEB/MAR



CONSUMER MARKETING

FEATURED TOPIC

TECHNICAL FOCUS

Subfloors + Sports Floors

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, DOMOTEX USA

AD CLOSING

January 4

MATERIAL DUE

January 11

APRIL/MAY



NWFA EXPO PREVIEW

Sanding Techniques & Sanding Equipment

Sanding Equipment/Abrasives + Expo Exhibitor Showcase

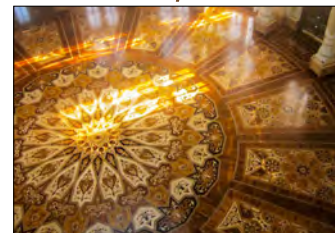
Buy one 1/2 page or larger ad, receive a second ad of equal size free

NWFA Expo, NWFA Training

March 8

March 15

JUNE/JULY



WOOD FLOOR OF THE YEAR

Finishes

Unfinished Wood Flooring + Finishes/Applicators/Fillers

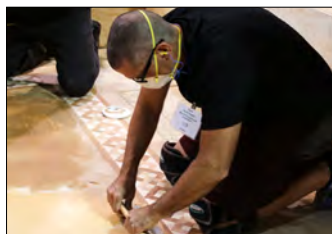
20% off any size ad

NWFA Training

May 3

May 10

AUG/SEPT



CONTRACTOR HEALTH

FEATURED TOPIC

TECHNICAL FOCUS

Engineered Wood Flooring

PRODUCT FOCUS

Factory-Finished Flooring + Floor Manufacturing Equipment/Supplies + Essential Contractor Gear

BONUS FOR ADVERTISERS

Buy one 1/2 page or larger ad; receive free footerboard in e-news

BONUS DISTRIBUTION

NWFA Training

AD CLOSING

July 5

MATERIAL DUE

July 12

OCT/NOV



2020 INDUSTRY OUTLOOK

HVAC Systems and Impact on Wood Flooring

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

20% off any size ad

NWFA Training, NAFCD

September 6

September 13

DEC/JAN



40 UNDER 40

Working with Restoration Companies

Tools/Moisture Meters/Supplies/Nailers/Fasteners + Maintenance Products & Recoat Systems

Inclusion in NWFA TISE Preview

TISE, CCA, NWFA Training

November 1

November 8

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
- Advertiser designation throughout the Product Listings section
- Distributor advertisers noted with Advertiser designation in the Geographic Areas Served section
- NWFA Advertiser designation next to your company name in membership listing
- Featured listing and link to your site from online Industry Guide (Available at hardwoodfloorsmag.com)
- Enhanced online Industry Guide microsite also available, see digital advertising section for pricing.

AD CLOSING October 4

MATERIAL DUE October 11