

FEB/  
MAR

AD CLOSING:  
1-4-19

MATERIAL DUE:  
1-11-19



## CONSUMER MARKETING

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

APR/  
MAY

AD CLOSING:  
3-8-19

MATERIAL DUE:  
3-15-19



## NWFA EXPO PREVIEW

TECHNICAL FOCUS : Sanding Techniques & Sanding Equipment

PRODUCT FOCUS : Sanding Equipment/Abrasives + Expo Exhibitor Showcase

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

BONUS DISTRIBUTION : NWFA Expo, NWFA Training

JUN/  
JUL

AD CLOSING:  
5-3-19

MATERIAL DUE:  
5-10-19



## WOOD FLOOR OF THE YEAR

TECHNICAL FOCUS : Finishes

PRODUCT FOCUS : Unfinished Wood Flooring + Finishes/Applicators/Fillers

BONUS FOR ADVERTISERS : 20% off any size ad

BONUS DISTRIBUTION : NWFA Training

AUG/  
SEP

AD CLOSING:  
7-5-19

MATERIAL DUE:  
7-12-19



## CONTRACTOR HEALTH

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

OCT/  
NOV

AD CLOSING:  
9-6-19

MATERIAL DUE:  
9-13-19



## 2020 INDUSTRY OUTLOOK

TECHNICAL FOCUS : HVAC Systems and Impact on Wood Flooring

PRODUCT FOCUS : Specialty Wood Flooring + Borders/Inlays/Vents/Moldings/Stair Parts

BONUS FOR ADVERTISERS : 20% off any size ad

BONUS DISTRIBUTION : NWFA Training, NAFCD

DEC/  
JAN

AD CLOSING:  
11-1-19

MATERIAL DUE:  
11-8-19



## 40 UNDER 40

TECHNICAL FOCUS : Working with Restoration Companies

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

BONUS FOR ADVERTISERS : Inclusion in NWFA TISE Preview

BONUS DISTRIBUTION : TISE, CCA, NWFA Training