

FEB/
MAR

AD CLOSING:
12-27-19
MATERIAL DUE:
1-3-20



WOMEN IN THE INDUSTRY

- TECHNICAL FOCUS : Radiant Heat/Concrete Substrates
- 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, AHMI

APR/
MAY

AD CLOSING:
3-6-20
MATERIAL DUE:
3-13-20



NWFA EXPO PREVIEW

- TECHNICAL FOCUS : Repairs/Replacements/Removals
- 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 Training, NWFA Expo

JUN/
JUL

AD CLOSING:
5-8-20
MATERIAL DUE:
5-15-20



WOOD FLOOR OF THE YEAR

- TECHNICAL FOCUS : Finish Permeability/Factory-Finished vs Site-Finished
- PRODUCT FOCUS : Solid Wood Flooring + Finishes/ Applicators/Fillers
- BONUS FOR ADVERTISERS : 20% off any size ad
- BONUS DISTRIBUTION : NWFA Training, CCA Global

AUG/
SEP

AD CLOSING:
7-3-20
MATERIAL DUE:
7-10-20



CONTRACTOR BUSINESS KNOW-HOW

- TECHNICAL FOCUS : Climate Zones/Seasonal Changes
- PRODUCT FOCUS : Floor Manufacturing Equipment/Supplies + Business Software
- 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:
9-4-20
MATERIAL DUE:
9-11-20



2021 INDUSTRY OUTLOOK

- TECHNICAL FOCUS : Engineered Flooring/Problems, Causes, & Cures
- PRODUCT FOCUS : Engineered Flooring + Borders/Inlays/ Vents/Moldings/Stair Parts
- BONUS FOR ADVERTISERS : 20% off any size ad
- BONUS DISTRIBUTION : NWFA Training, NAFCD, Greenbuild, NHLA, NAFCT

DEC/
JAN

AD CLOSING:
11-6-20
MATERIAL DUE:
11-13-20



40 UNDER 40

- TECHNICAL FOCUS : Specification Responsibilities/ Jobsite Conditions
- PRODUCT FOCUS : Tools/Moisture Meters/Supplies/Nailers/ Fasteners + Essential Contractor Gear
- BONUS FOR ADVERTISERS : Inclusion in NWFA TISE Preview
- BONUS DISTRIBUTION : NWFA Training, TISE, CCA Global, DOMOTEX Hannover