

FEB/  
MAR

AD CLOSING:  
1-8-21  
MATERIAL DUE:  
1-15-21



## WOMEN IN THE INDUSTRY

- TECHNICAL FOCUS : Reclaimed Wood
- PRODUCT FOCUS : Reclaimed + Solid Wood Flooring + Borders/Inlays/Vents/Moldings/Stair Parts
- BONUS FOR ADVERTISERS : Buy one 1/2 page or larger ad, receive free digital product focus in e-news
- BONUS DISTRIBUTION : NWFA Training, AHMI

APR/  
MAY

AD CLOSING:  
3-5-21  
MATERIAL DUE:  
3-12-21



## NWFA EXPO PREVIEW

- TECHNICAL FOCUS : Sanding Technique
- 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:  
5-7-21  
MATERIAL DUE:  
5-14-21



## WOOD FLOOR OF THE YEAR

- TECHNICAL FOCUS : Care + Maintenance
- PRODUCT FOCUS : Finishes/Applicators/Fillers/Recoat/Maintenance + Cleaning Products
- BONUS FOR ADVERTISERS : 20 percent off any size ad
- BONUS DISTRIBUTION : NWFA Training, CCA Global

AUG/  
SEP

AD CLOSING:  
7-2-21  
MATERIAL DUE:  
7-9-21



## COMMERCIAL SPACES

- TECHNICAL FOCUS : Underlayment Systems
- PRODUCT FOCUS : Subfloors/Subfloor Preparation/Adhesives
- 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:  
9-3-21  
MATERIAL DUE:  
9-10-21



## 2022 INDUSTRY OUTLOOK

- TECHNICAL FOCUS : Manufacturing Wood Flooring
- PRODUCT FOCUS : Engineered Wood Flooring + Floor Manufacturing Equipment
- BONUS FOR ADVERTISERS : 20 percent off any size ad
- BONUS DISTRIBUTION : NWFA Training, NAFCO, Greenbuild, NHLA

DEC/  
JAN

AD CLOSING:  
11-5-21  
MATERIAL DUE:  
11-12-21



## 40 UNDER 40

- TECHNICAL FOCUS : Tool Maintenance + Usage
- PRODUCT FOCUS : Tools/Moisture Meters/Supplies/Nailers/Fasteners
- BONUS FOR ADVERTISERS : Inclusion in NWFA TISE Preview
- BONUS DISTRIBUTION : NWFA Training, TISE, CCA Global, DOMOTEX Hannover