

FEB/  
MAR

AD CLOSING:  
1-7-22  
MATERIAL DUE:  
1-14-22



WOMEN IN THE INDUSTRY

TECHNICAL FOCUS : Substrates  
 PRODUCT FOCUS : Subfloors/Subfloor Preparation/  
 Adhesives  
 BONUS FOR ADVERTISERS : Ad evaluated in reader survey  
 + ad effectiveness report  
 BONUS DISTRIBUTION : NWFA Training, AHMI

APR/  
MAY

AD CLOSING:  
3-4-22  
MATERIAL DUE:  
3-11-22



NWFA EXPO PREVIEW

TECHNICAL FOCUS : Sanding + Finishing  
 PRODUCT FOCUS : Sanding Equipment/Abrasives  
 BONUS FOR ADVERTISERS : Buy one 1/2 page or larger ad,  
 receive a second ad of equal size free  
 + Expo Exhibitor Showcase  
 BONUS DISTRIBUTION : NWFA Expo, NWFA Training

JUN/  
JUL

AD CLOSING:  
5-6-22  
MATERIAL DUE:  
5-13-22



WOOD FLOOR OF THE YEAR

TECHNICAL FOCUS : Problems, Causes, and Cures  
 PRODUCT FOCUS : Finishes/Applicators/Fillers/Recoat/  
 Maintenance + Cleaning Products  
 BONUS FOR ADVERTISERS : 20 percent off any size ad  
 BONUS DISTRIBUTION : NWFA Training

AUG/  
SEP

AD CLOSING:  
7-1-22  
MATERIAL DUE:  
7-8-22



SUSTAINABILITY

TECHNICAL FOCUS : Wood Species  
 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 footerboard in e-news  
 BONUS DISTRIBUTION : NWFA Training

OCT/  
NOV

AD CLOSING:  
9-2-22  
MATERIAL DUE:  
9-9-22



2023 INDUSTRY OUTLOOK

TECHNICAL FOCUS : Acclimation  
 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:  
11-4-22  
MATERIAL DUE:  
11-11-22



40 UNDER 40

TECHNICAL FOCUS : Tools  
 PRODUCT FOCUS : Tools/Moisture Meters/Supplies/Nailers/  
 Fasteners  
 BONUS FOR ADVERTISERS : Buy one 1/2 page or larger ad, receive second ad  
 of equal size free + TISE Exhibitor Showcase  
 BONUS DISTRIBUTION : NWFA Training, TISE