

FEB/
MARAD CLOSING:
1-6-23MATERIAL DUE:
1-13-23

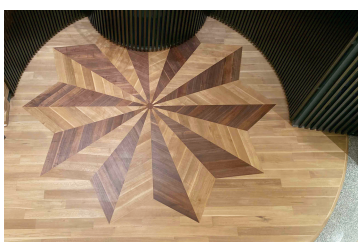
WOMEN IN THE INDUSTRY

TECHNICAL FOCUS	Substrates
PRODUCT FOCUS	Subfloors/Adhesives/Underlayment
BONUS FOR ADVERTISERS	Spring Preview Showcase
BONUS DISTRIBUTION	NWFA Training, AHMI

APR/
MAYAD CLOSING:
3-3-23MATERIAL DUE:
3-10-23

NWFA EXPO PREVIEW

TECHNICAL FOCUS	Sanding
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/
JULAD CLOSING:
5-5-23MATERIAL DUE:
5-12-23

WOOD FLOOR OF THE YEAR

TECHNICAL FOCUS	Finishing
PRODUCT FOCUS	Finishes/Applicators/Fillers + Maintenance + Factory Finished Flooring
BONUS FOR ADVERTISERS	20 percent off any size ad
BONUS DISTRIBUTION	NWFA Training

AUG/
SEPAD CLOSING:
6-30-23MATERIAL DUE:
7-7-23

INNOVATION & TECHNOLOGY

TECHNICAL FOCUS	Installation
PRODUCT FOCUS	Reclaimed + Borders/Inlays/Vents/ Mouldings/Stair Parts + Business Solutions
BONUS FOR ADVERTISERS	Buy one 1/2 page or larger ad, receive free footerboard in e-news
BONUS DISTRIBUTION	NWFA Training

OCT/
NOVAD CLOSING:
9-1-23MATERIAL DUE:
9-8-23

2024 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, NAFCD, NHLA

DEC/
JANAD CLOSING:
11-3-23MATERIAL DUE:
11-10-23

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