

FEB/
MAR

AD CLOSING:
1-5-24

MATERIAL DUE:
1-12-24



FLOORING FOUNDATIONS

TECHNICAL FOCUS : Substrates

PRODUCT FOCUS : Subfloors/Adhesives/Underlayment

BONUS FOR ADVERTISERS : Ad evaluated in reader survey + ad effectiveness report

BONUS DISTRIBUTION : NWFA Training, AHMI

APR/
MAY

AD CLOSING:
2-28-24

MATERIAL DUE:
3-6-24



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/
JUL

AD CLOSING:
5-3-24

MATERIAL DUE:
5-10-24



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/
SEP

AD CLOSING:
7-5-24

MATERIAL DUE:
7-12-24



WOOD IS GOOD

TECHNICAL FOCUS : Installation

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

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:
9-6-24

MATERIAL DUE:
9-13-24



2024 INDUSTRY OUTLOOK

TECHNICAL FOCUS : Problems, Causes, and Cures

PRODUCT FOCUS : Engineered Wood Flooring + Floor Manufacturing Equipment

BONUS FOR ADVERTISERS : 20 percent off any size ad

BONUS DISTRIBUTION : NWFA Training, NAFCD, NHLA

DEC/
JAN

AD CLOSING:
11-1-24

MATERIAL DUE:
11-8-24



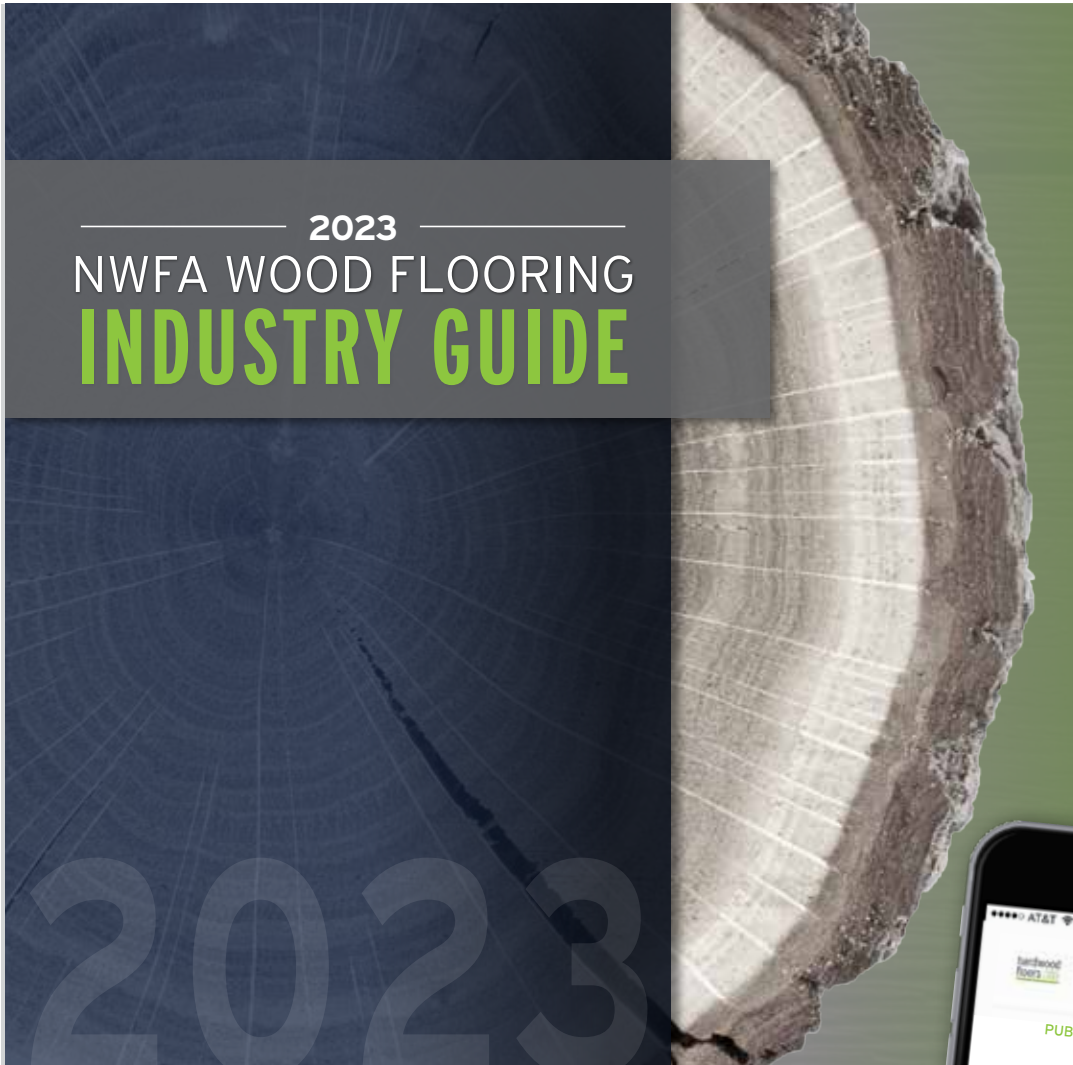
40 UNDER 40

TECHNICAL FOCUS : Tools

PRODUCT FOCUS : Tools/Moisture Meters/Supplies/Nailers/ Fasteners

BONUS FOR ADVERTISERS : Ad size upgrade + TISE Exhibitor Showcase

BONUS DISTRIBUTION : NWFA Training, TISE



2023
NWFA WOOD FLOORING
INDUSTRY GUIDE

BONUS ISSUE

NWFA INDUSTRY GUIDE

NOV

AD CLOSING:
10-4-24

MATERIAL DUE:
10-11-24

- 12 months of visibility for the price of one
- Viewership by key decision-makers
- Advertiser designation throughout the Product Listings section
- Distributor advertisers noted with advertiser designation in the Geographic Areas Served section
- NWFA Advertiser designation next to your company name in membership listing
- Featured listing and link to your site from online Industry Guide (Available at hardwoodfloorsmag.com)

Increase Your Visibility

NWFA member companies can showcase their brands like never before with the new version of the online Industry Guide. Enhanced microsites show your company higher in search results and allow for adding logos, product photos, videos, and more. See digital advertising section for pricing.

