

Rates—Floor Focus Magazine

Four Color

| | 1X | 3X | 6X | 10X | 12X (within 1 yr) |
|----------|---------|---------|---------|---------|----------------------|
| Page | \$5,765 | \$5,450 | \$5,185 | \$4,925 | \$4,400 |
| 2/3 Page | 4,980 | 4,570 | 4,330 | 4,165 | 3,910 |
| 1/2 Page | 4,240 | 3,980 | 3,820 | 3,750 | 3,560 |
| 1/3 Page | 3,390 | 3,245 | 3,140 | 3,035 | 2,825 |
| 1/4 Page | 2,990 | 2,825 | 2,720 | 2,615 | 2,405 |

- Special Positions: 15% for Inside Front Cover and Back Cover; 10% for Inside Back Cover, Center Spread and Island.
- For Insert, tip-in and other custom printing options, contact our office.

Ad Specifications

FULL PAGE:

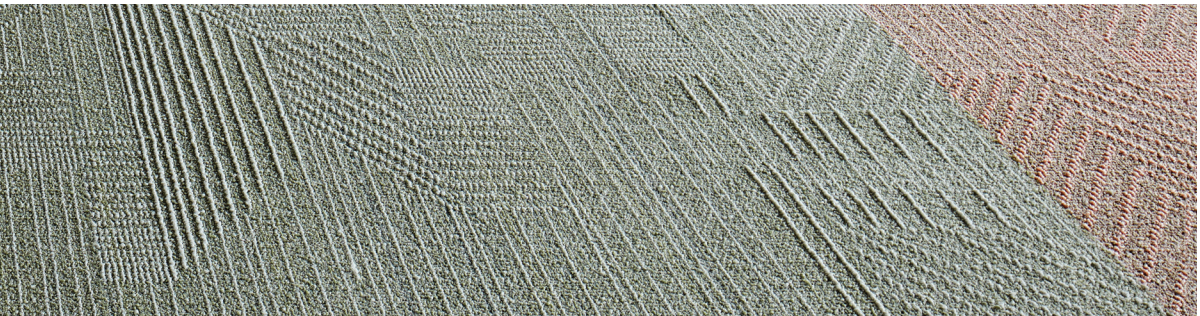
Page w/bleed: 8½" x 11½"
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Bleed: ⅛" beyond trim
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TWO PAGE SPREAD:

Spread w/bleed: 16¾" x 11½"
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PARTIAL PAGE:

⅔" Page: 4½" x 9⅝"
½" Island: 4½" x 7½"
½" Horizontal: 6⅞" x 4⅞"
½" Vertical: 3⅜" x 9⅝"
⅓" Vertical: 2⅛" x 9½"
⅓" Island: 4½" x 5"
¼" Island: 3⅜" x 4⅞"
¼" Horizontal: 6⅞" x 2⅜"



Editorial Calendar

2024

Residential

Commercial

| Issue | January | February | March | April | May | June | July | August/ September | October | November | December |
|--------------------|---|---|--|--|---|---|--|--|--|---|--|
| Editorial Focus | <p>New Products for 2024: A preview of the 2024 product and program introductions that will be launched at the winter markets.</p> <p>Trends in Office Flooring: A look at how changes in the workplace are affecting flooring decisions.</p> <p>Retailers' Guide to Merchandising: New merchandising strategies and displays.</p> <p>Floor Prep and Underlayment Report: Latest trends in performance-enhancing solutions.</p> <p>Fabrica 50th: A unique mill hits a major milestone.</p> | <p>Color Forecast 2024: Color and fashion trends driving interior design in commercial and residential sectors.</p> <p>Multifamily Sector Update: A current look at this important sector and how suppliers are serving it.</p> <p>LVT Report: In-depth report on this rapidly evolving and innovative category.</p> <p>Broadloom Report: Detailed coverage of this mainstay soft surface category.</p> <p>Emerging Leaders Among Flooring Dealers: Spotlight on the up-and-coming flooring leaders under age 40.</p> <p>Domotex Germany Review: Highlights from the world's largest flooring expo.</p> <p>Specifying Profiles: Designers weigh in on transition options between flooring types.</p> | <p>Surfaces Highlights: In-depth highlights from the annual Surfaces expo.</p> <p>Hardwood Report: Update on the category and key players.</p> <p>Healthcare—Senior Living: Evolving flooring trends in this rapidly growing sector.</p> <p>Evolution of Installation: Tools and Processes: A look at the transformation of installation processes and the latest available tools and applications.</p> <p>Winning Website Design: A photo essay on websites helping to spur sales.</p> | <p>2024 Ceramic Tile Report: A detailed look at the ceramic flooring sector in the U.S.</p> <p>Innovations in Flooring: The latest technology in flooring production.</p> <p>Builder Flooring Trends: Discussion on the latest trends in the new-home market.</p> <p>Made in America: Coverage of the recent investments in U.S.-based manufacturing.</p> <p>Outdoor Flooring: Flooring recommendations for outdoor living spaces.</p> <p>Floors@Coverings: A photo preview of new products that will be introduced.</p> | <p>Floor Focus Annual Report: Statistical analysis of all flooring segments (area rug, carpet, hardwood, laminate, vinyl and ceramic), with commentary on who's doing well and why.</p> <p>Education Flooring Trends: Find out what floors designers are specifying on school campuses and why.</p> <p>NWFA Show Highlights: Review of the annual hardwood expo.</p> <p>Commercial Floor Care: The latest in applications and products for commercial floors.</p> <p>Noteworthy Residential Installations: A pictorial of impressive flooring transformations.</p> | <p>Commercial Market Report: In-depth review of product trends and segment shifts.</p> <p>Floors@NeoCon: Photo preview of new product introductions.</p> <p>Coverings Expo Highlights: What was new and exciting at the annual tile/stone expo.</p> <p>Starnet Awards: Photo spread of winners of this commercial design contest.</p> <p>Digital Marketing: The latest tools and tips to entice online shoppers.</p> | <p>Retail Survey 2024: Market feedback from retailers across the U.S. on issues and trends.</p> <p>NeoCon Highlights: What was new, hip and exciting from the perspective of designers and our editors.</p> <p>Trends in Restaurant and Club Flooring: Interviews with A&D firms to uncover what flooring fashions are used to create energy in this evolving commercial sector.</p> <p>Retail Diversification Options: An in-depth guide for nonflooring products retailers should consider.</p> <p>Succession Planning: Expert guidance and dealer success stories.</p> | <p>2024 Sustainability Report: Who is really making a difference in the flooring market from an environmental perspective?</p> <p>Laminate Report: A close look at issues, trends and programs that are fueling a resurgence in this category.</p> <p>CARE Report: Update on efforts to reduce carpet waste.</p> <p>Third-Party Certification for Green: The latest news about the LEED ratings system and other certification programs.</p> <p>Design Trends in Government/Institutional Flooring: Interviews with A&D firms to uncover flooring trends in this commercial sector.</p> <p>Ceramic and Porcelain Favorites: A pictorial of retailers' favorite products.</p> | <p>Top 250 Design Survey: Market-based statistics on commercial flooring issues and trends from designers' perspectives.</p> <p>Distribution Report: Panel with leading distributors regarding key initiatives.</p> <p>Healthcare—Acute Care: Report on the latest performance floors used in hospitals and clinics.</p> <p>Resilient Flooring Report: Annual look at the resilient flooring market.</p> <p>Luxury Flooring: A pictorial of products going into high-end homes.</p> | <p>Top 100 Retailers: Updates on the nation's top retailers, including a ranking of the top 100.</p> <p>Trends in Hospitality Flooring: Find out how flooring suppliers are reacting to demands in this active sector.</p> <p>Cersaie Highlights: A look at the trends and innovative products from the Italian ceramic tile show.</p> <p>Top Design Picks: A pictorial of designers' favorite NeoCon introductions from the Top 250 Design Survey.</p> | <p>Year in Review 2024: A look back at all the key events of the year.</p> <p>Executive Outlook: Top industry leaders' forecast for the coming year.</p> <p>Gearing up for the Shows: A tool for attendees to use to navigate the shows.</p> <p>Contract Dealer Survey: How this business has evolved and what the dealers think about their suppliers.</p> <p>Top Selling SKU's: Retail feedback on their five top-selling SKUs across categories.</p> |
| Research | | | | | Statistical research on entire flooring market | Quantitative research with commercial flooring manufacturers | Quantitative research of retailers | | Quantitative research of A&D firms | | |
| Bonus Distribution | <ul style="list-style-type: none">• Surfaces• CCA Global | | <ul style="list-style-type: none">• NWFA• Fuse Alliance• Environments for Aging | <ul style="list-style-type: none">• Coverings | <ul style="list-style-type: none">• Starnet | <ul style="list-style-type: none">• Neocon | | | <ul style="list-style-type: none">• Starnet• NAFCD | <ul style="list-style-type: none">• BDNY | |
| Space Closing | December 7, 2023 | January 8, 2024 | February 12, 2024 | March 11, 2024 | April 15, 2024 | May 10, 2024 | June 17, 2024 | July 29, 2024 | September 9, 2024 | October 8, 2024 | November 5, 2024 |
| Material Closing | December 12, 2023 | January 11, 2024 | February 15, 2024 | March 14, 2024 | April 18, 2024 | May 15, 2024 | June 20, 2024 | August 1, 2024 | September 12, 2024 | October 11, 2024 | November 8, 2024 |