Who We Are

Winning in this business is a straightforward formula: focus on your reader, regardless of their method of consumption; give them the type of information they can use to be more successful; and make sure that every issue is interesting, easy to consume and addresses the challenges of the day. The Floor Focus/FloorDaily target audience is dynamic and seeks information across multiple platforms with varying levels of granularity. Some readers just seek the “what,” while others want to know the “why.”

Fortunately for us, the isolation brought about by the pandemic, along with the pay-to-play shortsightedness of our competition has helped us rise even taller as a trusted resource to a larger audience. As a media buyer, your challenge is to align yourself with an authentic media partner that is easily accessible, both in print and online, but also passionate about helping the reader grow their business. Where and how your brand message is seen speaks volumes about your engagement in this business.
“Since flooring is a key element in design, it is imperative that designers stay abreast of trends. Floor Focus is, undoubtedly, the best resource to help us make the decisions necessary to successfully integrate flooring into a winning design.”

“Keeping up to date on the latest news, product trends and segment shifts within the flooring industry is key to our success at Redi. We’ve found that Floor Focus is usually first and always accurate with the information they publish. A terrific resource.”

“If you give the reader interesting content that they can’t get anywhere else, they’ll always come back for more. Fortunately for us, the Internet is filled with misinformation and un-vetted opinions. Decision makers in the flooring business recognize the need for true and unbiased information. Our articles, interviews, research projects and reports are all grounded in fundamental principles of accuracy and objectivity.”
“From a buyer’s perspective, Floor Focus does a great job of cutting through the fluff and reporting on what’s important.”

“You can depend on Floor Focus to provide insightful and relevant articles and interviews from flooring leaders. It is a great source of information for us.”

“Floor Focus is always full of up-to-date product information, market sector analysis and design trends featuring designers from across the country. It’s a welcomed pick-up and carry-along that gives me an opportunity to get away from the barrage of electronic mail.”

We reach key decision makers in the retail, contract dealer, architect and design, facility management, builder, and distributor segments of the buying chain.
2021 Special Features

**Consumer Buying Habits:**
What’s important to consumers when they buy flooring today.

**Reports/Research:**
- Annual Report
- Retail Sales Training
- Commercial Market Report
- Annual Sustainability Report
- Shop at Home

**Market Trends:**
- Commercial Sector Flooring Trends
- Color Forecast

**Surveys:**
- Top 250 Design Survey
- Retailer Survey
- Contract Dealer Survey
- Consumer Survey—Post-Purchase

**And more:**
- Vision Design Awards
- How to Compete with E-commerce
- Made in America
- Emerging Leaders Awards

See calendar for more details.
Regular Columns

Floor Notes
Short news bites on industry changes

Designer Forum
Guest designers discuss flooring’s contribution to highlighted projects

Best Practices
Progressive retailer, contract dealer or distributor featured each month, highlighting their recipe for success

Design Ovations
Interior designers discuss flooring they love to work with

Focus on Leadership
Recognizing leaders within the industry

Marketing Minute
Navigating product, price, place and promotion

Contractor’s Corner
Advice for the commercial flooring contractor

People Power
Techniques for motivating successful behavior

Tile Files
Innovative trends and developments in the ceramic and porcelain tile sector

Wood Cuts
Insight and advice on this popular product category

Flooring Forensics
From materials to installation, insights on technical issues

Social Savvy
Strategies for leveraging social media and digital marketing

Looking Back
An historical perspective on how we got where we are today
Target Audience

Floor Focus is the only national flooring trade publication that reaches decision-makers in all sectors of the industry that influence which products are selected: retail and contract dealers, designers, facility managers, manufacturers, and distributors. Our readers see us as their #1 resource for the latest on industry trends, research, insight and topics of value to help them make smart decisions and improve their bottom line.

Consultants / Others
Related to the Industry
- 1.3%

Installers
- 1.0%

Flooring Manufacturers / Suppliers
- 3.1%

Facility Managers
- 1.8%

Commercial Designers / Architects
- 28.9%

Distributors
- 2.0%

Retailers/Contract Dealers
- 61.9%

*Percentage of circulation, November 2020 BPA audit. See enclosed audit for more specifics.
Rates—Floor Focus Magazine

Ad Specifications

**FULL PAGE:**
- Page w/bleed: 8½” x 11⅛”
- Trim size: 8¼” x 10⅞”
- Bleed: ⅛” beyond trim
- Safety: ¼” inside trim

**TWO PAGE SPREAD:**
- Spread w/bleed: 16⅞” x 11¼”
- Spread trim: 16½” x 10⅞”

**PARTIAL PAGE:**
- ½” Page: 4½” x 9½”
- ½” Island: 4½” x 7½”
- ½” Horizontal: 6⅞” x 4⅞”
- ½” Vertical: 3⅜” x 9½”
- ½” Vertical: 2⅛” x 9⅝”
- ½” Island: 4½” x 5”
- ¾” Island: 3⅜” x 4⅞”
- ⅛” Horizontal: 6⅞” x 2⅝”

• 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.

<table>
<thead>
<tr>
<th>Rates—Floor Focus Magazine</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>10X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page</strong></td>
<td>$5,665</td>
<td>$5,350</td>
<td>$5,085</td>
<td>$4,825</td>
<td>$4,300</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4,980</td>
<td>$4,570</td>
<td>$4,330</td>
<td>$4,165</td>
<td>$3,910</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,140</td>
<td>$3,880</td>
<td>$3,720</td>
<td>$3,650</td>
<td>$3,460</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,290</td>
<td>$3,145</td>
<td>$3,040</td>
<td>$3,935</td>
<td>$2,725</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,890</td>
<td>$2,725</td>
<td>$2,620</td>
<td>$2,515</td>
<td>$2,305</td>
</tr>
</tbody>
</table>
Production

Specifications
• Trim size—8¼” x 10¾” for a full page, 16½” x 10¾” for a spread.
• Active material—Must be at least ¼” inside trim.
• Bleeds—Must extend ¼” beyond trim.
• Bleed cost—There is no extra charge for bleeds.

Format
• Files must be compatible with InDesign (such as Illustrator, FreeHand or Photoshop EPS or TIFF files). Include all screen and printer fonts and all high resolution graphics that support the file. High resolution PDF/X-1A files are acceptable.
• The file and supporting graphic files must be set up for four-color (CMYK) process separations.

Proofs
A final laser proof of the file should be provided to ensure our output matches what you expect. Also, our printer runs to SWOP proofs on press. If a proof is not supplied, we run within density under Industry Standards, which does not necessarily mean that exact color tone is matched as intended. Supplying a SWOP proof is vital when crucial color match is imperative.

Ship To & Contact Information
Production Department: Karen Rochette
Email, FTP or any of the services to send large files are welcome.

Floor Focus
P O Box 3399
Chattanooga, TN 37404
Karen@FloorFocus.com

Enclose a copy of the insertion order or clearly mark the advertiser’s name and issue date for insertion.

For any questions or concerns, contact Karen at 423-752-0400, ext. 115.
FloorDaily Website

Breaking News—Daily Interviews—Industry Events

FloorDaily is the industry’s leading source (traffic share of 74.27%)* of breaking news and audio interviews. The combined “first news” audio/video and headline coverage creates an ongoing conversation among industry leaders and is a valuable tool.

#1
- Unique visitors per month** — 42,000
- Daily newsletter subscribers—over 21,000
- SEO performance

Features include:
- Top news stories (updated 3x daily)
- Interviews with industry leaders
- Floor Focus articles
- Key economic indicators
- Listing and links to suppliers
- Recent industry events
- Industry event calendar
- Product news

*SimilarWeb.com   **Google Analytics
## Rates — FloorDaily.net

### FloorDaily.net Advertising Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Page Advertising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header Banner</td>
<td>$1,950/mo</td>
<td></td>
</tr>
<tr>
<td>Right Side Banner</td>
<td>$1,950/mo</td>
<td></td>
</tr>
<tr>
<td><strong>News Page Advertising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header Banner</td>
<td>$1,600/mo</td>
<td></td>
</tr>
<tr>
<td>Right Side Banner</td>
<td>$1,600/mo</td>
<td></td>
</tr>
<tr>
<td><strong>Daily Newsletter Advertising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header Banner</td>
<td>Negotiated</td>
<td></td>
</tr>
<tr>
<td>Right Side Banner</td>
<td>Negotiated</td>
<td></td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>Negotiated</td>
<td></td>
</tr>
<tr>
<td><strong>Interview Page Advertising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header Banner</td>
<td>$1,155/mo</td>
<td></td>
</tr>
<tr>
<td>Right Side Banner</td>
<td>$1,155/mo</td>
<td></td>
</tr>
<tr>
<td><strong>Product News Page Advertising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header Banner</td>
<td>$1,050/mo</td>
<td></td>
</tr>
<tr>
<td>Right Side Banner</td>
<td>$1,050/mo</td>
<td></td>
</tr>
<tr>
<td><strong>Product Resource Guide</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display Ad with link</td>
<td>$950/yr</td>
<td></td>
</tr>
<tr>
<td>Listing</td>
<td>$365/yr</td>
<td></td>
</tr>
</tbody>
</table>

**FloorDaily.net:**  
Header Banner Size: 727 x 90  
Right Side Banner Size: 160 x 600

**Daily Newsletter:**  
Header (Top) Banner Size: 500 x 80  
Right Side (Upper/Lower) Banner Size: 143 x 523  
Footer Banner Size: 600 x 75
Editorial Calendar

Residential | Commercial

<table>
<thead>
<tr>
<th>Issue</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August/ September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Survey</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
<td>Highest-traffic areas in retail and hospitality.</td>
</tr>
<tr>
<td>闭合</td>
<td>Editorial Calendar Residential Commercial</td>
<td>Issue Editorial Focus January February March April May June ...</td>
<td>Closing Material Closing August/ September October November December</td>
<td>Editorial Calendar</td>
<td>2021</td>
<td>December 7, 2020</td>
<td>September 6, 2021</td>
<td>October 5, 2021</td>
<td>November 9, 2021</td>
<td>December 8, 2021</td>
<td>November 9, 2021</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td>What's new and exciting in the flooring industry.</td>
<td></td>
</tr>
<tr>
<td>Space Closing</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td></td>
</tr>
<tr>
<td>Material Closing</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td>What was the most interesting and exciting in the flooring industry.</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>Space Closing</td>
<td>Material Closing</td>
<td>Mailing Date</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------</td>
<td>------------------</td>
<td>--------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>December 7, 2020</td>
<td>December 10</td>
<td>December 30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>January 13</td>
<td>January 18</td>
<td>February 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>February 12</td>
<td>February 17</td>
<td>March 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>March 17</td>
<td>March 22</td>
<td>April 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>April 13</td>
<td>April 16</td>
<td>May 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>May 12</td>
<td>May 17</td>
<td>June 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>June 16</td>
<td>June 21</td>
<td>July 8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug/Sep</td>
<td>July 27</td>
<td>July 30</td>
<td>August 17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>September 6</td>
<td>September 9</td>
<td>September 27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>October 5</td>
<td>October 8</td>
<td>October 26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>November 9</td>
<td>November 12</td>
<td>December 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>