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.”

As a media buyer, your challenge is to select an authentic partner that has both earned the respect of the target audience as a trusted resource and is easily accessible, both in print and online. 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.”

“I read Floor Focus as soon as it hits my desk. They do a great job of covering the big picture in the flooring industry. Floor Focus is a very important resource for our entire team.”

“We’ve learned that if you give your audience something 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 honest and impartial information. Our articles, interviews, research projects and reports are all grounded on 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.”

“Floor Focus offers insightful and extremely relevant articles as well as interviews from flooring leaders giving first-hand accounts of our business climate. It is a great source of information for us.”

“We reach key decision makers in the retail, contract dealer, architect and design, facility management, builder and distributor segments of the buying chain.”
CONSUMER BUYING HABITS:
What’s important to consumers when they buy flooring today.

REPORTS/RESEARCH:
  - Annual Report
  - Dealer Census
  - Commercial Market Report
  - Annual Sustainability Report
  - Polished Concrete Report

MARKET TRENDS:
  - Commercial Sector Flooring Trends
  - Color Forecast

SURVEYS:
  - Top 250 Design Survey
  - Retailer Survey
  - Commercial End-User Survey
  - Consumer Survey—Post-Purchase

AND MORE:
  - Vision Design Awards
  - Digital Marketing
  - 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
Designers provide commentary and examples of their favorite flooring trends

Focus on Leadership
Recognizing leaders we can all learn from

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

Foot Notes
A light-hearted take on industry topics
Target Audience

Floor Focus is a national 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 3.7%
Facility Managers 1.3%
Commercial Designers / Architects 29.9%
Distributors 1.5%
Retailers/Contract Dealers 61.3%

*Percentage of circulation, November 2019 BPA audit. See enclosed audit for more specifics.
Rates—Floor Focus Magazine

**Ad Specifications**

**Full Page:**
- Page w/bleed: 8½” x 11⅝”
- Trim size: 8¼” x 10⅞”
- Bleed: ⅛” beyond trim
- Safety: ¼” inside trim

**Two Page Spread:**
- Spread w/bleed: 16¾” x 11⅝”
- Spread trim: 16½” x 10⅞”

**Partial Page:**
- ⅓” Page: 4½” x 9⅜”
- ⅔” Island: 4½” x 7⅜”
- ⅓” Horizontal: 6⅝” x 4⅞”
- ⅓” Vertical: 3⅜” x 9⅜”
- ½” Vertical: 2⅝” x 9⅛”
- ¼” Island: 4½” x 5”
- ¼” Island: 3⅜” x 4⅞”
- ¼” Horizontal: 6⅝” x 2⅜”

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**Rates—Floor Focus Magazine**

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- 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.
Production

Specifications
• Trim size—8 1⁄4” x 10 7⁄8” for a full page, 16 1⁄2” x 10 7⁄8” for a spread.
• Active material—Must be at least ¼” inside trim.
• Bleeds—Must extend ⅛” 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
PO 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**

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<tr>
<th>Advertising Type</th>
<th>Header Banner Price</th>
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<td><strong>Home Page Advertising</strong></td>
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**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 2020

### Residential

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<th>Issue</th>
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<td><strong>Editorial Focus</strong></td>
<td>New Products for 2020: A preview of the 2020 product introductions that will be launched at the winter markets.</td>
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<td>Trends in Transportation: Changes in airport flooring to balance traffic wear with aesthetics and traveler experience.</td>
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<td>Mainstreet Commercial Flooring: Updates on the retail sales of commercial grade flooring.</td>
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Mailing Address:
P0 Box 3399
Chattanooga, TN 37404
P: 423-752-0400
F: 423-752-0401
Info@FloorFocus.com