

Editorial Calendar

2025

● Residential

● Commercial

| Issue | January | February | March | April | May | June | July | August/ September | October | November | December |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Editorial Focus | <p>New Products for 2025: A preview of the 2025 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>Floor Prep and Underlayment Report: Latest trends in performance-enhancing solutions.</p> <p>Retailers' Guide to Merchandising: New merchandising strategies and displays.</p> <p>Tips from the Top 100 Retailers: Favorite programs, tools, products, sales strategies, etc.</p> <p>Mohawk Edge Summit: Coverage of Mohawk's biannual dealer meeting.</p> | <p>Color Forecast 2025: Color and fashion trends driving interior design in commercial and residential sectors.</p> <p>Made in America: A look at onshoring and the recent investments in U.S.-based manufacturing.</p> <p>Emerging Leaders Among Flooring Dealers: Spotlight on the up-and-coming flooring leaders under age 40.</p> <p>Resurgence of Carpet: Why younger generations are returning to carpet and how it's answering the call.</p> <p>Sports Flooring: A dissection of this unique and growing market, as well as trends and new products.</p> <p>New Home Interiors: A pictorial of flooring products going into new homes as the market evolves.</p> <p>Shaw Flooring Network: Coverage of Shaw Flooring Network's biannual dealer meeting.</p> | <p>Surfaces Highlights: In-depth highlights from the annual Surfaces expo, including new products and programs.</p> <p>Hardwood Report: Our annual look at the popular new products in this natural category.</p> <p>Healthcare—Senior Living: Evolving flooring trends in this rapidly growing sector.</p> <p>Installation Update: How FCEF and other training programs are impacting the labor shortage, plus a look at new tools making installation easier.</p> <p>Fuse Design Awards: Photo spread of winners of this commercial design contest.</p> <p>Outdoor Flooring: Flooring recommendations for outdoor living spaces.</p> | <p>Ceramic Tile Report: A detailed look at the ceramic flooring sector in the U.S.</p> <p>Education Flooring Trends: Find out what floors designers are specifying on school campuses and why.</p> <p>LVT Report: In-depth report on this rapidly evolving and innovative category.</p> <p>Innovations in Flooring: Cutting-edge new offerings within the industry, along with retailer feedback on the most innovative new products.</p> <p>Home Center Share Loss: An exploration of the ways independent retailers can win against big boxes.</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>PVC-free & Biobased Flooring: An in-depth look at this growing category and the unique solutions being explored.</p> <p>NWFA Show Highlights: Review of the annual hardwood expo.</p> <p>Tech for Increased Productivity: How flooring suppliers and contractors are using technology to improve performance.</p> <p>Starnet Awards: Photo spread of winners of this commercial design contest.</p> | <p>Commercial Market Report: In-depth review of product trends and segment shifts, along with profiles and ranking of leading manufacturers.</p> <p>Material Bank Profile: How this platform is impacting the specification process.</p> <p>Coverings Expo Highlights: What was new and exciting at the annual tile/stone expo.</p> <p>Succession Planning: Expert guidance and dealer success stories.</p> <p>Best Floors for Pets: Retail sales associates share their go-to flooring recommendations for this growing population.</p> <p>DesignWeek Preview: Photo preview of product introductions from NeoCon and DesignWeek Chicago.</p> | <p>Retail Survey 2025: Market feedback from retailers across the U.S. on issues and trends.</p> <p>Trends in Retail Flooring: Interviews with A&D firms to uncover what flooring fashions are used to create energy in this evolving commercial sector.</p> <p>DesignWeek Highlights: What was new, hip and exciting at NeoCon and DesignWeek Chicago from the perspectives of designers and our editors.</p> <p>Homebuilder Report: Trends and issues in this important residential sector.</p> <p>Women in Flooring: Female industry trailblazers.</p> <p>Shift in Global Sourcing: An illustration of how market dynamics have impacted sourcing models.</p> | <p>2025 Sustainability Report: Who is really making a difference in the flooring market from an environmental perspective?</p> <p>CARE/EPR Update: Update on efforts to reduce carpet waste.</p> <p>D.C. Sustainability Summit Update: News from the industry's second annual Sustainability Summit.</p> <p>Laminate Report: A close look at issues, trends and programs that are fueling a resurgence in this category.</p> <p>Modular Carpet Report: Detailed coverage of this mainstay soft surface category.</p> <p>Evolving Consumer Preference: A focus on Millennials.</p> <p>Retailer Favorites: A pictorial of leading retailers' favorite flooring products.</p> | <p>Top 250 Design Survey: Market-based statistics on commercial flooring issues and trends from designers' perspectives.</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>Distribution Report: Panel with leading distributors regarding key initiatives and changes.</p> <p>Children's Hospitals: A pictorial of products going into children's hospitals.</p> <p>Cersaie Highlights: Trends and innovative products from the Italian ceramic tile show.</p> <p>Top Design Picks: A pictorial of designers' favorites from the Top 250 Design Survey.</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>Branding: How strategic branding can minimize price erosion.</p> <p>Licensing with Celebrities: A look at designer/brand collaborations and their place in the market.</p> <p>Cersaie Highlights: Trends and innovative products from the Italian ceramic tile show.</p> <p>Top Design Picks: A pictorial of designers' favorites from the Top 250 Design Survey.</p> | <p>Year in Review 2025: 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: What not to miss. This report is a great 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>Area Rug Report: A current look at the area rug market and winning strategies.</p> <p>Top-selling SKUs: Retailers share their best-selling SKUs of the year.</p> |
| Research | | | | | Statistical research on entire flooring market | Quantitative research on commercial flooring manufacturers | Quantitative research on retailers | | Quantitative research of A&D firms | | |
| Bonus Distribution | <ul style="list-style-type: none"> Surfaces CCA Global Shaw SFN | <ul style="list-style-type: none"> Regional Markets Fuse Alliance | <ul style="list-style-type: none"> NWFA Environments for Aging Abbey | <ul style="list-style-type: none"> Starnet NFA Coverings | | <ul style="list-style-type: none"> NeoCon Design Days Alliance Flooring | | <ul style="list-style-type: none"> NFA | <ul style="list-style-type: none"> Starnet Total Solutions Plus NAFCD | <ul style="list-style-type: none"> BDNY | |
| Space Closing | December 9, 2024 | January 10, 2025 | February 11, 2025 | March 11, 2025 | April 7, 2025 | May 6, 2025 | June 16, 2025 | July 28, 2025 | September 8, 2025 | October 6, 2025 | November 10, 2025 |
| Material Closing | December 12, 2024 | January 15, 2025 | February 14, 2025 | March 14, 2025 | April 10, 2025 | May 9, 2025 | June 19, 2025 | July 31, 2025 | September 11, 2025 | October 9, 2025 | November 13, 2025 |

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:

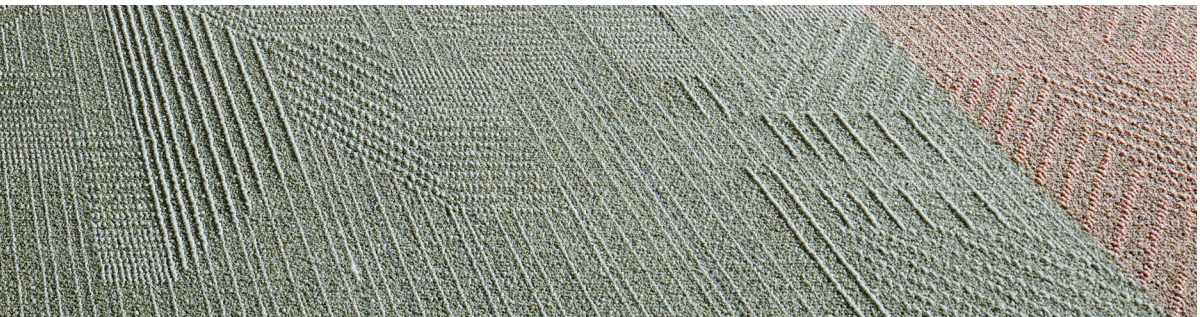
| | |
|---------------|----------------|
| Page w/bleed: | 8½" x 11½" |
| Trim size: | 8¼" x 10⅞" |
| Bleed: | ⅛" beyond trim |
| Safety: | ¼" inside trim |

TWO PAGE SPREAD:

| | |
|-----------------|-------------|
| Spread w/bleed: | 16¾" x 11½" |
| Spread trim: | 16½" x 10⅞" |

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" |



Production

Specifications

- Trim size—8¼" x 10⅞" for a full page, 16½" x 10⅞" 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.

