

# floor trends

**2014**  
integrated media  
planning guide



# floor trends



## Design. Innovation. Information.

In 2014, *Floor Trends* will have many changes in store for our subscribers and advertisers. First and foremost, our content will be re-energized and re-focused to help members of the flooring industry better understand and face the problems and issues in their day-to-day business. We will report on trends and news but also talk to retailers about their businesses – what has worked and what hasn't – and we will cover interesting projects that showcase unique and noteworthy flooring installations.

Matthew Spieler joined our team as Editor in 2013 and is utilizing his 20 years of experience covering the flooring industry to re-shape the magazine and ensure that *Floor Trends* is the magazine of choice for retailers, designers and contractors. We welcome feedback from the industry and want to talk to our audience more, engaging them while educating them. So please contact us today at [spielerm@bnpmedia.com](mailto:spielerm@bnpmedia.com) with ideas and suggestions, or even questions. *Floor Trends* should be your resource for everything related to flooring and we look forward to helping the industry prosper.

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## Actions Taken After Viewing Ads in *Floor Trends*<sup>^</sup>



Discussed with someone else: 59%

Visited advertiser's website: 55%

Sought out more information via an Internet search: 52%

Saved for future reference: 47%

Passed along the magazine to someone else: 44%

Requested additional information directly from advertiser: 32%

Investigated competitive offerings: 22%

Purchased products or services advertised: 20%

Recommended the purchase of products or services advertised: 20%

## Targeted Circulation



Total Average Qualified: 20,000\*

## Readers find the ads in *Floor Trends* reliable and/or useful.<sup>^</sup>



79%

of readers find the information they're looking for in the "New Products/Technologies Information" section

60%

of readers say *Floor Trends* has advertisements that are useful to the industry

Over 50%

of readers rely on the ads in *Floor Trends* to inform them of new products or services available

\*June 2013 BPA Brand Report Average TQ 20,000 (18,518 Print + 1,482 Digital)

<sup>^</sup> Source: July 2013 Reader Preference/Profile Study

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Print & Digital

All Floor Trends subscribers are identified by name and title and/or function!\*



13,437

Corporate/Executive Management (Owner, Partner, President, Vice President, C-level)

2,341

General Management

1,692

Architecture/Design

1,636

Sales/Marketing

706

Contracting/Installation/Technical/Maintenance

188

Purchasing

Floor Trends subscribers by type of business.\*



15,674

Flooring Dealer/ Contractor/ Retailer

3,125

Architecture Firm/Interior Design Firm

1,201

Distributor/ Wholesaler

## Circulation:

- Every month 20,000 BPA-audited subscribers rely on *Floor Trends* for flooring industry news, product introductions, industry trends, and problem/solution columns.\*
- All of our subscribers have qualified within the past two years, with 75% within one year\*
- 81.8% Direct Request circulation!\*



We are the only flooring magazine<sup>^</sup> whose website is audited by BPA! You know the numbers we are giving you are correct and verified by a third party.

## Online:

[www.floortrendsmag.com](http://www.floortrendsmag.com)  
Monthly user information:

Average User Sessions: 9,655\*

Average Unique Browsers: 6,772\*

TalkFloor (eNews): 16,000\*\*

Print Edition: 18,518\*

Digital Edition: 1,482\*

\*June 2013 BPA Brand Report Average TQ 20,000 (18,518 Print + 1,482 Digital)

\*\*Hallmark powered by Exact Target

<sup>^</sup> Flooring Magazines: *Floor Trends*, *Floor Covering Weekly*, *Floor Covering News* and *Floor Focus*

Print/Digital Edition	Bonus Distribution	Special Advertising Opportunities
<p><b>JANUARY</b></p> <p><b>Carpet</b></p> <ul style="list-style-type: none"> <li>• The soft revolution</li> <li>• Fiber Wars: Who is the real king?</li> </ul> <p><b>Cushion</b></p> <ul style="list-style-type: none"> <li>• Why denser is better</li> </ul>	<p><b>Surfaces</b> Las Vegas, NV Jan. 27-30</p> <p><b>CCA Global</b> January 2014</p>	<p>Ad Close: 12/13   Material Deadline: 12/16</p>
<p><b>FEBRUARY</b></p> <p><b>Resilient</b></p> <ul style="list-style-type: none"> <li>• LVT: Industry's hottest product</li> <li>• Fiberglass vs. felt: Who's winning and why</li> <li>• Don't ignore sheet</li> </ul>	<p><b>FCICA</b> St. Pete Beach, FL March 2-5</p>	<p>Ad Close: 1/16   Material Deadline: 1/21</p> <p>Free inclusion in special product section in Talkfloor</p>
<p><b>MARCH</b></p> <p><b>Wood</b></p> <ul style="list-style-type: none"> <li>• Engineered to be better</li> <li>• Solid and strong as ever</li> </ul> <p><b>Bamboo/Cork provides opportunities</b></p>	<p><b>Starnet</b> April 10-14</p> <p><b>NWFA</b> Nashville, TN April 16-19</p>	<p>Ad Close: 2/13   Material Deadline: 2/18</p> <p>Free Video linked to your ad in our Digital Edition</p>
<p><b>APRIL</b></p> <p><b>Tile</b></p> <ul style="list-style-type: none"> <li>• Larger tiles taking over</li> <li>• Thinner doesn't mean weaker</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• The power of your website</li> <li>• So many platforms, so little time</li> </ul>	<p><b>Coverings</b> Las Vegas, NV April 29- May 2</p>	<p>Ad Close: 3/17   Material Deadline: 3/20</p> <p>Free inclusion in special Social Media Reference Section</p>
<p><b>MAY</b></p> <p><b>Made in the USA</b></p> <ul style="list-style-type: none"> <li>• Manufacturers</li> </ul>	<p><b>Digital Supplement: Floor Trends Flooring Buying Guide</b></p>	<p>Ad Close: 4/11   Material Deadline: 4/15</p> <p>Buy a full page ad, receive a second ad free <u>in this edition only</u></p>
<p><b>JUNE</b></p> <p><b>Commercial</b></p> <ul style="list-style-type: none"> <li>• Carpet tile taking over the soft side</li> <li>• Rubber: Resilient's mainstay</li> <li>• From healthcare to education: Which segments are hot</li> <li>• A&amp;D Roundtable: What they want in flooring</li> </ul>	<p><b>NeoCon</b> Chicago, IL June 9-11</p> <p><b>AIA Show</b> Chicago June 26-28</p>	<p>Ad Close: 5/15   Material Deadline: 5/20</p> <p>Bonus DIGITAL distribution of this issue to 10,000 extra architects and designers</p>

2014 editorial calendar  
July-December

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Print/Digital Edition	Bonus Distribution	Special Advertising Opportunities
<p><b>JULY</b></p> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• Consumers trust name brands</li> <li>• Not all brands are national</li> </ul> <p><b>Rugs</b></p> <ul style="list-style-type: none"> <li>• Licensed to sell</li> <li>• Profitable add-on sales</li> </ul>	<p><b>CCA Global</b> July 2014</p>	<p><b>Ad Close: 6/16   Material Deadline: 6/19</b></p> <p>Advertisers with ½-page or larger can include their branding story (400 words plus logo)</p>
<p><b>AUGUST</b></p> <p><b>Installations</b></p> <ul style="list-style-type: none"> <li>• Why certification matters</li> <li>• Overcoming problems: Retailers and contractors speak out</li> <li>• Choosing the right underlayment</li> </ul> <p><b>Adhesives</b></p> <ul style="list-style-type: none"> <li>• Dealing with moisture</li> <li>• No one glue will do</li> </ul>	<p><b>FIANA 20th Annual Convention</b> New Orleans, LA Sept. 4-6</p>	<p><b>Ad Close: 7/16   Material Deadline: 7/21</b></p> <p>Advertisers will receive online product bonus</p>
<p><b>SEPTEMBER</b></p> <p><b>Trends Report</b></p> <ul style="list-style-type: none"> <li>• Market Studies reveal trends in all areas of flooring</li> </ul> <p><b>Wood</b></p> <ul style="list-style-type: none"> <li>• Starting to click</li> <li>• Rustics: Going back in time</li> </ul>	<p>Digital Supplement: The Flooring Contractor</p> <p>Digital Supplement: Floor Trends Flooring Buying Guide</p>	<p><b>Ad Close: 8/11   Material Deadline: 8/14</b></p> <p>Free video (up to 3 minutes) in rotation on our video channel on floortrendsmag.com</p>
<p><b>OCTOBER</b></p> <p><b>Distributors</b></p> <ul style="list-style-type: none"> <li>• From credit to education, still a vital link</li> <li>• Loyalty programs and why they work</li> </ul> <p><b>LVT</b></p> <p>-High definition imaging</p>	<p><b>GREENBUILD</b> New Orleans, LA Oct 22-24</p>	<p><b>Ad Close: 9/11   Material Deadline: 9/16</b></p> <p>Full-page advertisers receive half-page FREE to list their distributors</p>
<p><b>NOVEMBER</b></p> <p><b>The Green Issue</b></p> <ul style="list-style-type: none"> <li>• Carpet CAREs about recycling</li> <li>• Tile: Green Squared Program</li> <li>• Vinyl: Greener than you think</li> <li>• The natural state of wood</li> <li>• Laminate's green story</li> </ul>		<p><b>Ad Close: 10/13   Material Deadline: 10/16</b></p>
<p><b>DECEMBER</b></p> <p><b>Laminate</b></p> <ul style="list-style-type: none"> <li>• Not just for home centers; how retailers can profit</li> <li>• Importance of underlayment</li> </ul> <p><b>Surfaces preview</b></p> <p><b>Markets</b></p>	<p>Digital Supplement: The Flooring Contractor</p>	<p><b>Ad Close: 11/19   Material Deadline: 11/24</b></p>

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## Webinars



Sponsors receive each webinar registrant's contact information. A great lead-generation opportunity.

### WEBINARS – NOW WITH VIDEO!

Through a turnkey solution, our educational Webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

#### WEBINAR BENEFITS

- Establish your brand as a thought-leader
- Receive qualified registration leads with demographics
- Engage a captive audience with Q&A sessions, polling and survey reporting
- Event promotions across our multiple platforms – print, online, newsletter, emails and social media

#### Lots of people can produce a webinar.

But only Floor Trends offers the expertise, audience, and tools to help your webinar succeed.

#### Our industry leading webinars draw big numbers!

200 Attendees

400 Registrants

(Source: 2013 BNP Media Corporate Webinar Averages)

**“Webinars allowed us to grow our topline client base at an affordable investment. The setup, promotion and execution have been handled with professionalism that has exceeded our expectations.”**

**- Joe Crisara, Sales Coach  
at ContractorSelling.com**

For webinar tips, samples and more information, contact your sales rep or visit:

<http://portfolio.bnpmmedia.com/webinars>.

### RECENT RESULTS



### MULTI-SPONSORED WEBINARS

#### Thin Tile

- Registration: **602\***
- Attendees: **321\***

#### Additional Sponsorship Benefits:

- Dynamic audience interaction
- Brand reinforcement
- Gain pre-qualified, quality sales leads — all participants must register to view program, and you receive the leads.
- 20-second sponsor promo at the beginning of the program.
- Your sponsor logo will be on all print, subscription list email blast, *TalkFloor* eNews, and web marketing to attendees\*\*.
- Final program will be archived on [www.floortrendsmag.com](http://www.floortrendsmag.com) for 12 months following the live date.

**Custom Webinars:** Your exclusive content and all of the benefits above.

Contact your sales rep for more details.

<http://webinar.floortrendsmag.com>

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## Additional Advertising

### Commercial Design

*Commercial Design* is a special section in the June issue of *Floor Trends* that will have bonus distribution in print at Neocon. This section will have a dedicated focus on commercial flooring while highlighting sustainability that is so important in healthcare, education and commercial projects. In addition, *Design Commercial* will be developed into a separate digital supplement and email blasted to an additional 15,000\* architects and designers as bonus distribution!

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### Online Product Profile

Free to advertisers in August, send 500 words and up to two graphics and we'll post it on FloorTrendsMag.com for 6 months.

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### Information Showcase

Extend your reach in this special section. Submit 60 words of text and a 4-color graphic.

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### Must See Products

Submit 30 words and a photo to be eblasted out to 10,000\* of our subscribers. Free to all advertisers in our February and/or December issues.

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### Case Study

All full-page advertisers in July receive a FREE full-page advertorial case study! Your FREE case study page will run adjacent to your ad and includes a headline, 500 words and a 4-color photo.

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### Classified Advertising

Your classified will be posted on [www.floortrendsmag.com](http://www.floortrendsmag.com) for 30 days and highlighted once a week in TalkFloor eNews. A maximum of 300 characters and one graphic.

### Floor Trends Flooring Buying Guide & Floor Trends Wood Flooring Resource Guide

Whether your potential customers use print, digital or online to source flooring products, the *Floor Trends* Flooring Buying Guide and *Floor Trends* Wood Flooring Resource Guide are there. By listing your company information in the *Floor Trends* directories, you have quick access to a targeted audience of potential buyers in your industry. Your listing includes print, digital and now extra online exposure in our latest online Interactive Buyers Guide. This mobile friendly version adds new location and advanced search capabilities. In whatever format, we make it easier for buyers to find you and even easier for your company to stand-out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information visit the online directories at [www.Floorfinder365.com](http://www.Floorfinder365.com) or contact a sales rep.

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### Editorial Reprints

If you would like a FREE, no obligation quote, please contact:  
Jill DeVries  
248-244-1726  
[devriesj@bnpmedia.com](mailto:devriesj@bnpmedia.com)

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### List Rentals

The most powerful, responsive list of flooring professionals is just a call away. Complement your advertising program and introduce new products by renting *Floor Trends'* exclusive subscriber list. Contact Kevin Collopy of InfoGroup at [kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com) or 402.836.6265.

\*Publisher's own data



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## ad sizes

Ad Size	Vertical		Horizontal	
	Width	Depth	Width	Depth
1 Page	7"	10"	–	–
2/3 Page	4 1/2"	10"	7"	6 2/3"
1/2 Page	3 3/8"	10"	7"	4 7/8"
1/2 Isl.	4 1/2"	7 1/2"	–	–
1/3 Page	2 1/8"	10"	7"	3 5/16"
1/3 Sq.	4 1/2"	4 7/8"	–	–
1/4 Page	3 3/8"	4 7/8"	7"	2 3/8"

### Display Mechanical Specifications

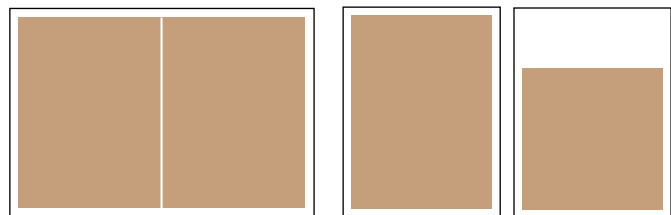
Page Trim Size .....	8" x 10.75" (203.2mm x 273.05mm)
Live Matter .....	7" x 10" (177.8mm x 254mm)
Page Bleed .....	8.25" x 11" (209.55mm x 279.4mm)
Spread Trim Size .....	16" x 10.75" (406.4mm x 273.05mm)
Spread Live Matter .....	15.5" x 10.25" (393.7mm x 260.35mm)
Spread Gutter Bleed .....	16.25" x 11" (412.75mm x 279.4mm)
Spread Full Bleed .....	16.5" x 11" (419.1mm x 279.4mm)

### Acceptable Formats and Programs

Ads should be submitted electronically. Acceptable formats are Adobe InDesign CS5 (or less) Quark Xpress 8 (or less), Adobe Illustrator .EPS, Adobe Photoshop .EPS or .TIFF for Mac. All support files should be included (.EPS, .TIFF, etc.) along with font data if submitted in InDesign or Quark Xpress. All fonts should be converted to paths if submitting an .EPS. Fonts and images need to be embedded if submitting a high-res PDF. All disks and files must be readable by a Mac computer. Images must be saved as a .TIFF, .EPS or Hi-Res .JPEG. Images must be 300 dpi or greater, and in CMYK, Grayscale, or Bitmap. Images can not be used if a LZW compression is applied. We cannot be held responsible for color variations if a color proof is not submitted.

### Acceptable Disk Media

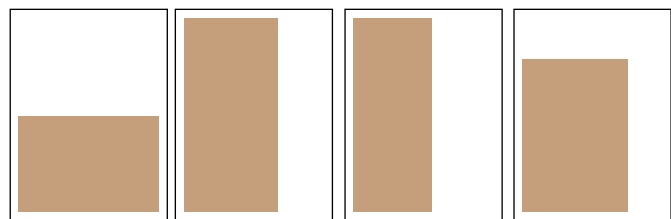
All ads should be submitted on CD, DVD or FTP site.  
<http://upload.bnprmedia.com/>



Two-page spread  
16" x 10"  
(409mm x 254mm)

Full-page  
7" x 10"  
(178mm x 254mm)

2/3 horizontal  
7" x 6.66"  
(178mm x 169mm)

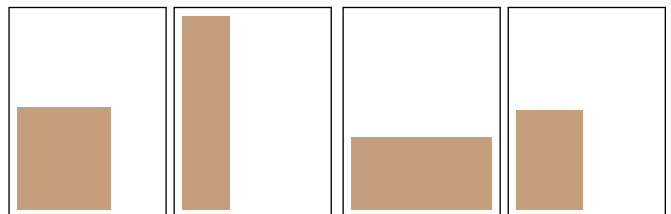


1/2 horizontal  
7" x 4.875"  
(178mm x 124mm)

2/3 vertical  
4.5" x 10"  
(114mm x 254mm)

1/2 vertical  
3.375" x 10"  
(86mm x 254mm)

1/2 island  
4.5" x 7.5"  
(114mm x 191mm)

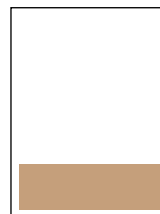


1/3 square  
4.5" x 4.875"  
(114mm x 124mm)

1/3 vertical  
2.125" x 10"  
(54mm x 254mm)

1/3 horizontal  
7" x 3.3125"  
(178mm x 80mm)

1/4 vertical  
3.375" x 4.875"  
(86mm x 124mm)



1/4 horizontal  
7" x 2.375"  
(178mm x 60mm)

Contact Jennifer Allen-Wise  
with any questions.  
818-657-7199

## Home Page >>

### GRAPHICAL DISPLAY ADVERTISING

#### 1. LEADERBOARD

- (728 x 90 pixels)
  - a. Rotating 1 of 4
  - b. Run-of-site (R.O.S.)

#### 2. MEDIUM RECTANGLE

- (300 x 250 pixels)
  - a. R.O.S.
  - b. Rotating 1 of 4

#### 3. RECTANGLE (2 ADJACENT SPOTS)

- (180 x 150 pixels)
  - a. Home page only
  - b. Rotation available

#### 4. RICH MEDIA\*

- (not shown)
  - a. Expandable Leaderboard (R.O.S.) Rotating 1 of 4
  - b. Floating Ad (home page only)
  - c. Page Peel Ad (home page only)
  - d. Count down clock

### ADDITIONAL ADVERTISING BASED ON POSSIBILITIES

#### 5. FEATURED PRODUCTS

- a. One on home page at any given time
- b. Prioritized by Feature Products then by date
- c. Shows product name, teaser, and photo

#### 6. SUPPLIED VIDEOS

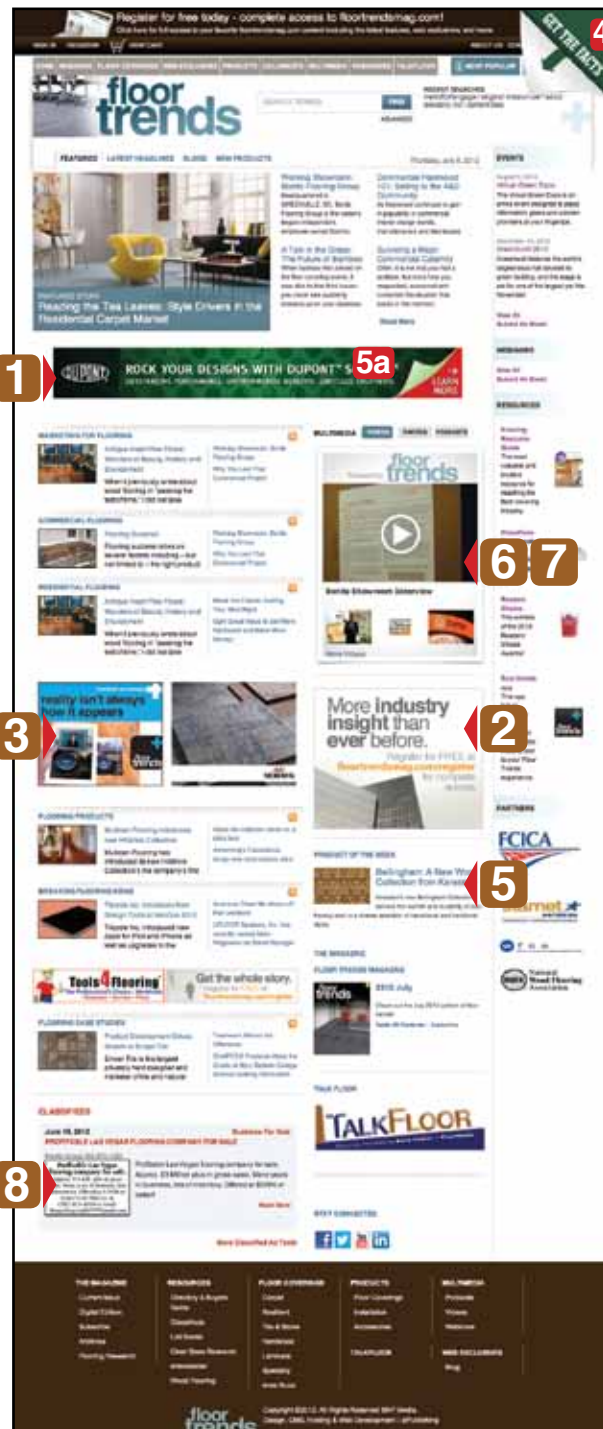
- a. Thumbnails
- b. R.O.S.
- c. Video Player Sponsorship (728x90 ad on video player only) Exclusive

#### 7. PHOTO GALLERY (R.O.S.)

#### 8. CLASSIFIEDS

- a. Three on home page at any given time Includes post date, category, headline, co. name, location, photo and description See page 10 for details

\*Rich Media ads in current flash formats are not iPhone/iPad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or can serve up a custom html 5 animated version. Additional charge would apply for html 5 design.



4c



# TALKFLOOR

The [TalkFloor eNewsletter](#) provides you information to thrive in today's fast-paced environment. TalkFloor is delivered each weekday morning to more than 16,000\* flooring professionals. The [TalkFloor eNewsletter](#) features daily audio and video interviews from Dave Foster of FloorRadio, as well as breaking industry news, columns and more. Become an industry leader by signing up to receive TalkFloor today at [www.talkfloor.com](http://www.talkfloor.com).

**Leaderboard**  
728 x 90 pixels

**Skyscraper**  
160 x 600 pixels

**Half Skyscraper**  
160 x 300 pixels

**Medium Rectangle**  
240 x 200 pixels

**Banner Ad**  
468 x 60 pixels

### Industry Innovator Sponsorship

- Become a premier sponsor by adding your company logo with a link that appears in every edition!
- Your logo in every edition of TalkFloor for three months, great branding! AND when a viewer clicks on a news item, an ad will pop-up before entering the article. (limit one pop-up per reader per day) Limit of 6 positions available

**Ad within a feature**  
240 x 200 pixels

### Also Available:

#### Featured Product

- Product image & description or product demo video summary
- Link to product website

#### Added Value Bonus

- Sign up for one month in our TalkFloor eNewsletter and your ad will also feature on [www.talkfloor.com](http://www.talkfloor.com) for the same month!

#### Classifieds

- a highlight on TalkFloor once a week during that month.
- 300 characters plus a graphic posted to [TalkFloor.com](http://TalkFloor.com) for 30 days.
- Get more exposure on additional BNP media websites.



Note: TalkFloor will not deploy on holidays, weekends, or the week between Christmas and New Year.  
\*Hallmark powered by Exact Target

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## MAKING THE COMPLEX CLEAR

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

### GET STARTED NOW.

Contact Beth Surowiec at (248) 786-1619  
or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com). [www.clearseasresearch.com](http://www.clearseasresearch.com)



## CONTENT MARKETING SERVICES

Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services... we've got you covered.

To learn more about our services or to quote out a project, please contact our content marketing strategies team:

**Kim Paulson**  
Content Marketing Planner  
[paulsonk@bnpmedia.com](mailto:paulsonk@bnpmedia.com)  
248-225-9177

## EXPAND YOUR REACH AND SAVE!

*Floor Trends* combines with *TILE Magazine*, *Floor Covering Installer*, *Stone World*, *Contemporary Stone & Tile Design*, and *Environmental Design + Construction* or advertising schedules that include two or more of these BNP Media publications. Contact your sales rep for combination rates and combined frequency discounts.

## contact information

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Our Mission:  
Helping People Succeed in  
Business by Giving Them  
Superior Information



[www.floortrendsmag.com](http://www.floortrendsmag.com)  
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