

The ALL NEW... floor trends

Formerly National Floor Trends magazine.

2012 Integrated Media Planning Guide



**MORE
NEW!**



MORE information. **MORE** resources.
MORE ways to do your job better.

NEW name. **NEW** design.
NEW website. **NEW** columnists. **NEW** technology.

Be sure to visit our easier-to-find web address
www.floortrendsmag.com

floor trends

Target, reach and influence your flooring industry prospects with print, online, eNews and digital edition



Floor Trends is the largest-circulated, and only monthly floor covering publication featuring a distinctive upscale editorial of style, flair and fashion.

#1 in Circulation

Floor Trends is targeted to 22,000 BPA-audited subscribers* — thousands more than the nearest competitor.*

#1 in Subscriber-Requested Circulation

86.1% of *Floor Trends*' circulation is the result of direct requests to receive the magazine.*

#1 Industry Monthly

Floor Trends is the industry's only monthly publication with weekday updates on our Web site: www.floortrendsmag.com.^

#1 in Research

Our research division, Clear Seas Research, tackles the important issues confronting the industry or your company—through exclusive market studies. Our subscribers are your potential customers! *Floor Trends* reaches your business partners and gives the industry's dealers/contractors and designers/architectural specifiers the topical, insightful information they need to achieve in an increasingly competitive business. Circulation and subscriber results prove if you're not using *Floor Trends*, you are not reaching the entire market!^

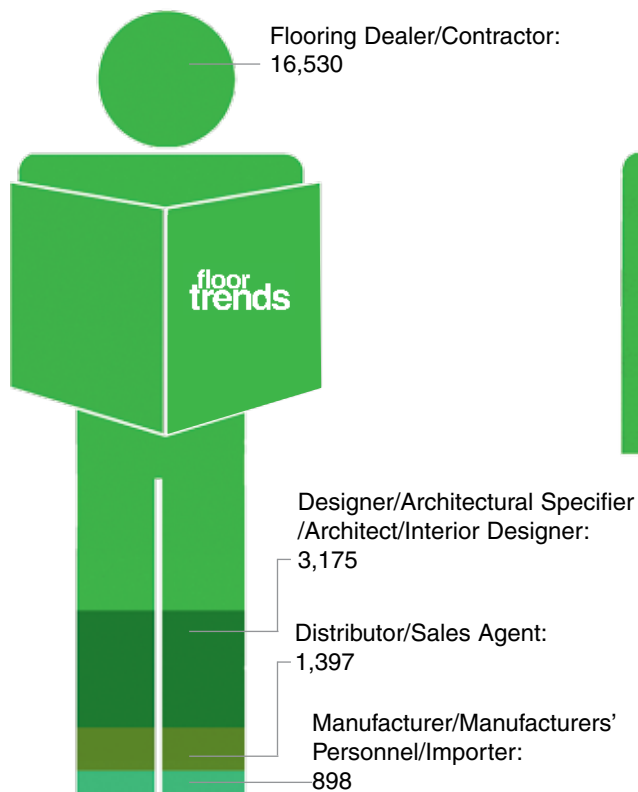
* BPA Circulation Statement, Dec. 2011
 Floor Trends, TQ: 22,000, Dec. 2011
 Floor Focus, TQ: 15,059, Dec. 2010
 Floor Covering News, TQ: 14,687, Dec. 2010
 Floor Covering Weekly, TQ: 18,433, Dec. 2010
 (June 2011 Statements Not Available)

^ Publisher's Own Data

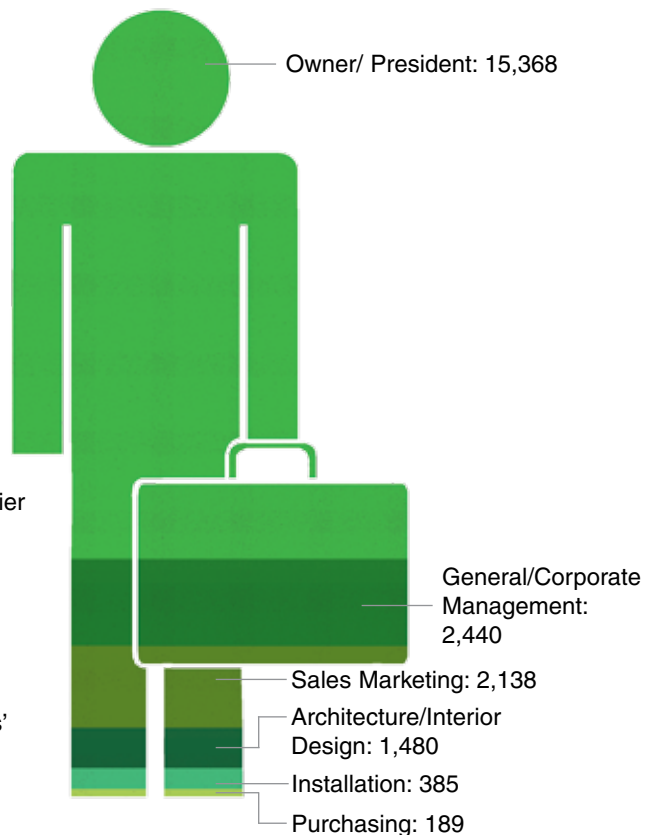
floor trends

floor trends delivers the industry's largest circulation

Floor Trends subscribers by type of business*



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



Circulation

- Every month 22,000 BPA-audited subscribers rely upon *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 75.5% within one year*
- 86.1% Direct Request circulation!*

Online www.floortrendsmag.com

Monthly user information:

Average User Sessions 14,210[^]
Average Unique Visitors 10,662[^]

eNews

TalkFloor..... 16,000*

Print Edition

Floor Trends..... 19,864*

Digital Edition

Floor Trends..... 2,136*

*Source: BPA Circulation Statement, Dec. 2011

[^] BPAWW Interactive; Averages, June - December 2011

**Includes pass-along readership from August 2010 AdScore study; 2.0 Average, BPA, Dec. 2011, TQ, 22,000; BPAWW Interactive, June - December 2011; and Publisher's Own Data

Editorial Topics	Ad Close	Issue Highlight	Added Value Opportunities	Bonus Trade Show Distribution
July <ul style="list-style-type: none"> Residential Carpet Design Trends The Growing Market for Reclaimed Wood Laminate Looks: What's in, What's Out The Right Way to Market Area Rugs 	6/15	The Growing Market for Reclaimed Wood	All Full Page advertisers get a free full page for a case study or product review	Atlanta Rug Market, July 12-15, Atlanta
August <ul style="list-style-type: none"> Laminate Flooring Market Study Carpet Cushion: The NFT Q&A Innovations in Commercial Installation Creating a Niche in Hardwood Tapping into Kitchen and Bath Remodels 	7/13	Laminate Flooring Market Study	AdScore Readership Study	
September <ul style="list-style-type: none"> Ceramic Tile Formats: They Keep Growing and Growing... Wood Flooring Resource Guide Working with – Not Against – Carpet Installers and Cleaners Displays: Impress, Don't Overwhelm Finding Commercial Opportunity in Education 	8/13	Wood Flooring Resource Guide	Free logo listing for September advertisers	FIANA FIANA, September 13-15, Orlando
October <ul style="list-style-type: none"> When Backings Go Bad (and How to Stop It) Styling Trends in Ceramic Tile Carpet Tile: The Dealer's Magic Bullet? Flooring Solutions Focus: LVT 	9/7	Flooring Solutions Focus: LVT	Free online product profile	
November <ul style="list-style-type: none"> Environmentally Friendly Grouts and Adhesives Recycled Carpet: The Good, the Bad and the Ugly Tile: The Original Sustainable Floorcovering Hardwood and the Commercial Sector: Getting a Foot in the Door Establishing Yourself as the Go-To Commercial Dealer 	10/12	Tile: The Original Sustainable Floor Covering	Free Must See Products eBlast focus on Green Products	 Greenbuild, Nov. 14-16, San Francisco
December <ul style="list-style-type: none"> Carpet & Area Rug Market Study Moisture Mitigation Best Practices Building a Roadmap: Color Trends for 2013 The Resilience of Resilient: The NFT Q&A 	11/9	Carpet & Area Rug Market Study	Free listing in the pre-Surfaces email blast "Stop by our Surfaces booth"	

4/color Rates (gross)

Size	1x	4x	6x	12x	18x
Page	\$7,615	\$7,145	\$6,945	\$6,520	\$6,370
2/3 page	\$6,310	\$6,020	\$5,760	\$5,545	\$5,280
1/2 pg. isl	\$5,620	\$5,340	\$5,145	\$4,815	\$4,530
1/2 page	\$5,290	\$5,040	\$4,825	\$4,560	\$4,365
1/3 page	\$3,890	\$3,770	\$3,530	\$3,465	\$3,395
1/4 page	\$3,295	\$3,195	\$3,090	\$2,960	\$2,910
1/6 page	\$2,910	\$2,860	\$2,770	\$2,625	\$2,590
1/8 page	\$2,675	\$2,630	\$2,570	\$2,475	\$2,435

Additional Color Rates

2-color standard\$835
 match (pms)\$1,070
 metallic\$1,315
 publisher's choice\$595

Premium Positions

Cover 2 +15%
 Cover 3 +10%
 Cover 4 +20%

Green Matters Sponsorship

The Green Matters section is featured in every issue of *Floor Trends* and *Floor Trends Online* to highlight green related news, articles, products and information bringing what's "green," and sustainable in flooring into focus.

In Print: Sponsorship Logo and tag line

Online: Sponsorship Logo and tag line, link, article sponsorship ad (300x250), Green Matters Featured Product

Monthly Rate: \$1,000 (gross)

2012 Classified Advertising Rates

Rates are \$180 per column inch (black & white)

Online only your classified ad will be posted on FloorTrendsMag.com for 30 days and highlighted once a week in TalkFloor eNews. 50 words and one graphic for \$250/net.

Editorial Reprints

If you would like a FREE, no obligation quote, please contact:

Jill DeVries
 248-244-1726
 devriesj@bnpmedia.com

Must See Products

Submit 30 words and a photo to be eblasted out to 10,000 of our readers. \$495/each or free to all advertisers in the November issue.

Online Product Profile

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

Or it can be purchased for \$1500/net.

*June - December 2011 average, BPA circulation statement

floor trends digital

Floor Trends Digital – an enhanced version of our print edition with features including interviews, videos, surveys, products, demonstrations, keyword searches, live links, audio, and more. These newly enhanced editions are truly where *Floor Trends* comes to life.

Delivered to 2,136* opt-in email subscribers and archived online, *Floor Trends Digital* offers immediate access to new products, installation methods, design trends and direct, interactive connectivity with the flooring industry.

Contact your sales rep for special digital advertising opportunities

Terms and Conditions

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1 1/2% per month service charge thereafter (1 1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

AGENCY COMMISSION: 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

SHORT RATES AND REBATES: Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

CANCELLATION POLICY: No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

floor trends

Ad Sizes

	Vertical		Horizontal	
Ad Size	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"
1/6 Page	2 1/8"	4 7/8"	4 1/2"	2 7/16"
1/8 Page	3 3/8"	2 3/8"	—	—
1/10 Page	3 3/8"	1 15/16"	—	—

Display Advertising Mechanical Specifications

Page Trim Size.....	8 1/2" x 10 7/8"
	(216mm x 276mm)
Live Matter.....	7" x 10"
	(178mm x 254mm)
Spread Trim Size	17" x 10 7/8"
	(432mm x 276mm)
Live Matter.....	16" x 10"
	(409mm x 254mm)
Page Bleed	8 5/8" x 11 1/8"
	(219mm x 283mm)
Spread, Gutter Bleed.....	15 1/4" x 10"
	(387mm x 254mm)
Spread Full Bleed.....	17 1/4" x 11 1/8"
	(438mm x 283mm)

Acceptable Formats and Programs

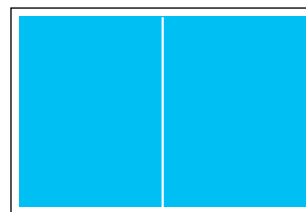
Ads should be submitted electronically. Acceptable formats are Adobe InDesign CS5 (or less) Quark Xpress 8 (or less), Adobe Illustrator .EPS, Adobe Photoshop .EPS or .TIFF for Mac. All support files should be included (.EPS, .TIFF, etc.) along with font data if submitted in InDesign or Quark Xpress. 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.

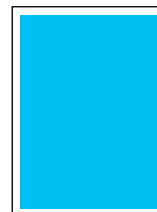
Acceptable Disk Media

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

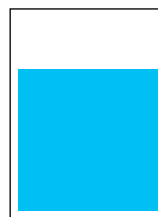
Contact Jennifer Allen
818-224-8035 ext. 2214
with any questions.



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



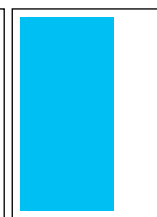
Full-page
7" x 10"
(178mm x 254mm)



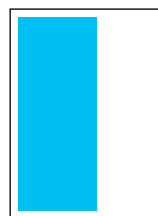
2/3 horizontal
7" x 6.66"
(178mm x 169mm)



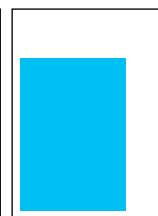
1/2 horizontal
7" x 4.875"
(178mm x 124mm)



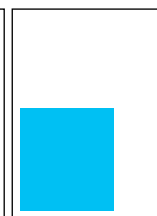
2/3 vertical
4.5" x 10"
(114mm x 254mm)



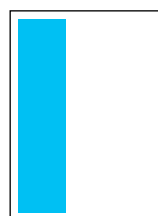
1/2 vertical
3.375" x 10"
(86mm x 254mm)



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



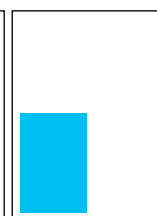
1/3 square
4.5" x 4.875"
(114mm x 124mm)



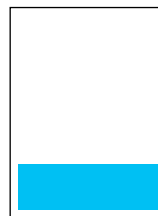
1/3 vertical
2.125" x 10"
(54mm x 254mm)



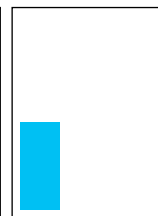
1/3 horizontal
7" x 3.3125"
(178mm x 80mm)



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



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



1/6 vertical
2.125" x 4.875"
(54mm x 124mm)



1/8 page
3.375" x 2.375"
(86mm x 60mm)

www.floortrendsmag.com offers a variety of online products to help brand your company, drive traffic to your website and deliver qualified sales leads.



Home Page

Graphical Display Advertising

- 1 LEADERBOARD
- 2 MEDIUM RECTANGLE
- 3 FULL BANNER
- 4 HALF BANNER
- 5 RICH MEDIA* *Not Shown*
 - a. Expandable Leaderboard Run-of-site (R.O.S.) 1 of 4
 - b. Floating Ad (home page only)
 - c. Page Peel Ad (home page only)

Additional Advertising Based On Possibilities

- 6 FEATURED PRODUCTS
- 7 SUPPLIED VIDEOS
- 8 PHOTO GALLERY (R.O.S)
- 9 REGISTRATION PAGE SPONSORSHIP *Not Shown*
 - a. Exclusive position on Log-in page

*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.

eNEWSLETTER & co-branded eNEWSLETTER



Increase your exposure with an ad in the daily TalkFloor eNewsletter.

Topic Page Advertising



Place your ad directly in the line-of-sight within the body of our feature articles.

floor trends

Contact Information

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22801 Ventura Blvd., Suite 115
Woodland Hills, CA 91364-1222
Phone: 818-224-8035
800-835-4398
Fax: 818-224-8042

BNP Media II, L.L.C.
2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084

Contact your Regional Sales Manager
for Combination Pricing!



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 media consultant for combination rates and combined frequency discounts.

Linked in

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twitter

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www.bnpmmedia.com

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

