

floor trends

The Publication for Floor Covering Retailers and Contractors



2015

INTEGRATED MEDIA PLANNING GUIDE





DESIGN. INNOVATION. INFORMATION.

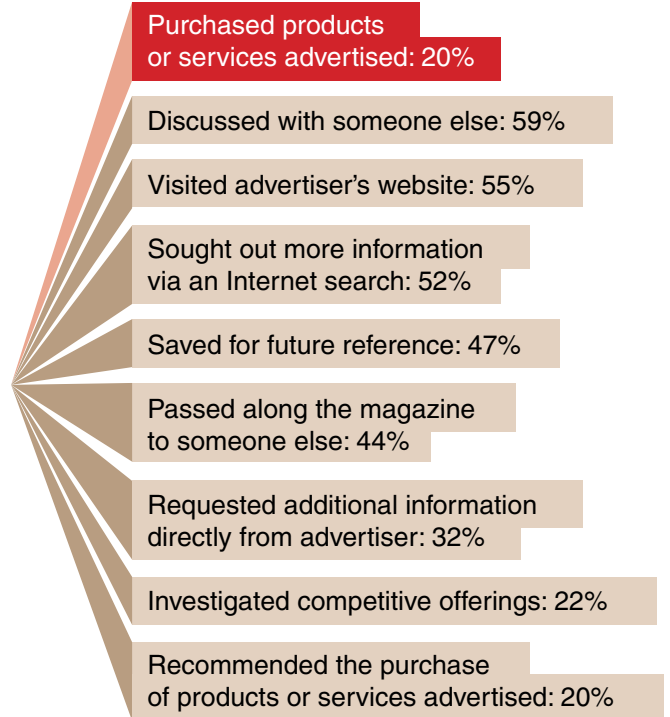
In 2015, *Floor Trends* will have many changes in store for our subscribers and advertisers. First and foremost, our content has been re-energized and re-focused to help members of the flooring industry better understand and face the problems and issues in their day-to-day business. We will report on 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 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.

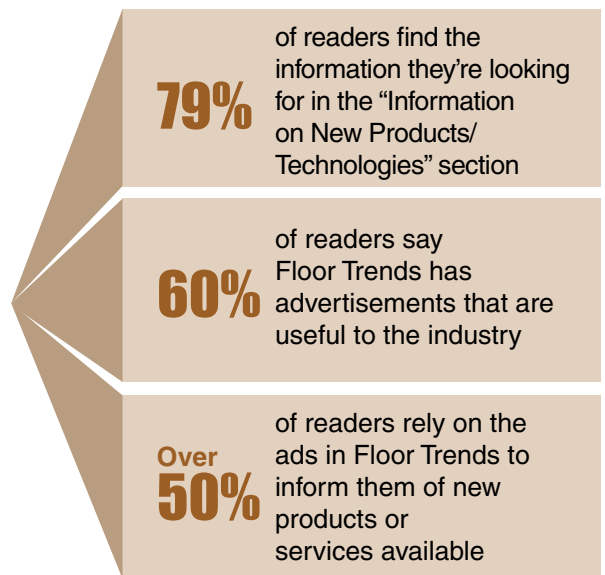
9 out of 10 surveyed flooring professionals took one of the following actions after viewing an ad in *Floor Trends*[^]

TARGETED CIRCULATION

Total Average Qualified:
20,000*



Readers find the ads in *Floor Trends* reliable and/or useful.[^]



Did you know...
92% of surveyed Floor Trends' readers are involved in purchasing decisions for their companies.

*December 2014 BPA Brand Report Average TQ 20,000 (18,253 Print + 1,747 Digital)
[^] Source: July 2013 Reader Preference/Profile Study

Floor Trends has the highest circulation of all its industry competitors!^



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

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 75.2% within one year.*

• **82% Direct Request Circulation leads the industry!***

Online:

www.floortrendsmag.com
Monthly user information:

Average User Sessions:
9,176*

Average Unique Browsers:
7,110*

TalkFloor (eNews): 12,795*
Print Edition: 18,253*
Digital Edition: 1,747*

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



Floor Trends subscribers by type of business.*



12,784

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

2,386

General Management

2,007

Architecture/Design

1,662

Sales/Marketing

951

Contracting/Installation/Technician/Maintenance

270

Purchasing

15,473

Flooring Dealer/Contractor/Retailer

3,258

Architecture Firm/Interior Design Firm

1,269

Distributor/Wholesaler

*December 2014 BPA Brand Report Average TQ 20,000 (18,253 Print + 1,747 Digital)
^ Flooring Magazines: **Floor Trends**, Floor Covering Weekly, Floor Covering News and Floor Focus

Print/Digital Edition	Bonus Distribution	Special Advertising Opportunities	
<p>JANUARY</p> <ul style="list-style-type: none"> • Retailer Forum • Why Store Layout Matters 	<p>Surfaces/TileExpo/ The International Surface Event West Las Vegas, NV Jan 21-23</p> <p>CCA Global January 2015</p>	<p>Ad Close: 12/12 Material Deadline: 12/17</p>	
<p>FEBRUARY</p> <ul style="list-style-type: none"> • Selling LVT Profitably • Specialty Floors: Beyond the Ordinary 	<p>FCICA San Diego, CA March 1-4</p>	<p>Ad Close: 1/16 Material Deadline: 1/21</p> <p>Free inclusion in special product section in Talkfloor</p>	
<p>MARCH</p> <ul style="list-style-type: none"> • Carpet: Color Trends • Targeted Marketing for Retailers • Contractor's Forum: Moisture Mitigation 	<p>Digital Supplement: The Flooring Contractor</p>	<p>FUSE Alliance March 2015</p> <p>Alliance Flooring March 2015</p> <p>Starnet April 2015</p>	<p>Ad Close: 2/13 Material Deadline: 2/18</p> <p>Free Video linked to your ad in our Digital Edition</p>
<p>APRIL</p> <ul style="list-style-type: none"> • Selling Tile • Maintaining Wood Floors 	<p>Coverings Orlando, FL April 14-17</p> <p>NWFA St.Louis, MO April 28- May 1</p>	<p>Ad Close: 3/17 Material Deadline: 3/20</p> <p>Free inclusion in special Social Media Reference Section</p>	
<p>MAY</p> <ul style="list-style-type: none"> • Retailers Forum • Pursuing Sales on Main Street 	<p>Floor Trends Flooring Buying Guide</p>	<p>AIA Show Atlanta, GA May 14-16</p>	<p>Ad Close: 4/17 Material Deadline: 4/22</p> <p>Free Deluxe Listing in Buying Guide with paid display ad</p>
<p>JUNE</p> <ul style="list-style-type: none"> • Healthcare Hospitality – Warmer Designs • Corporate Flooring • Contractor's Forum: Working with Designers 	<p>Digital Supplement: The Flooring Contractor</p>	<p>NeoCon Chicago, IL June 15-17</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> <p>Full Page Advertisers receive a Full Page Product Declaration Sheet</p>

Print/Digital Edition	Bonus Distribution	Special Advertising Opportunities
<p>JULY</p> <ul style="list-style-type: none"> • Laminate • Radiant Heating: A Profitable Add-on 	<p>CCA Global Conventions</p>	<p>Ad Close: 6/16 Material Deadline: 6/19</p>
<p>AUGUST</p> <ul style="list-style-type: none"> • Succession Planning for Retailers • Advantages of Sheet Flooring 		<p>Ad Close: 7/16 Material Deadline: 7/21</p> <p>Buy a full page ad, receive a second ad free in this edition only</p>
<p>SEPTEMBER</p> <ul style="list-style-type: none"> • Retailers Forum • Reclaimed Wood <div data-bbox="422 877 724 978" style="background-color: #00AEEF; color: white; padding: 5px; text-align: center;"> Digital Supplement: The Flooring Contractor </div> <div data-bbox="422 989 724 1092" style="background-color: #004A7C; color: white; padding: 5px; text-align: center;"> The Wood Flooring Guide 2015 </div>		<p>Ad Close: 8/18 Material Deadline: 8/21</p> <p>Free video (up to 3 minutes) in rotation on our video channel on floortrendsmag.com</p>
<p>OCTOBER</p> <ul style="list-style-type: none"> • <i>Floor Trends</i> Retailer Awards • Contractor's Forum: Surface Prep • Using Social Media to Maximize Sales 	<p>StonExpo/Surfaces/ The International Surface Event East Orlando, FL Nov 3-5</p> <p>Starnet</p> <p>FUSE Alliance</p> <p>FCICA</p>	<p>Ad Close: 9/15 Material Deadline: 9/18</p> <p>Free inclusion in the Social Media Section Online</p>
<p>NOVEMBER</p> <ul style="list-style-type: none"> • Understanding LEED for Homes • Trends Report 	<p>Greenbuild Washington, DC Nov 18-20</p>	<p>Ad Close: 10/16 Material Deadline: 10/22</p> <p>Full Page Advertisers receive Full Page Product Declaration Sheet</p>
<p>DECEMBER</p> <ul style="list-style-type: none"> • Installation: Employee or Subcontractor • Selling the Right Fiber for the Right Lifestyle <div data-bbox="422 1833 724 1934" style="background-color: #00AEEF; color: white; padding: 5px; text-align: center;"> Digital Supplement: The Flooring Contractor </div>		<p>Ad Close: 11/11 Material Deadline: 11/16</p>

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

WEBINARS – NOW WITH VIDEO!

Lots of people can produce a webinar. But only *Floor Trends* offers the expertise, audience, and tools to help your webinar succeed.

WEBINAR BENEFITS

- Leads: Receive qualified registration leads with demographics
- Brand Awareness: Increase interest in your products
- Product Management: Every detail is managed by a certified webinar expert
- Promotions: A visually appealing and creditable campaign is created and deployed, positioning you as a leader in your industry
- **NEW!** Educational: Offer CEUs to attendees generating higher viewership

Frequency and advertiser discounts available. For webinar tips, samples and more information, contact your sales rep or visit: <http://portfolio.bnppmedia.com/webinars>.

“I especially like the analytics that were provided to us afterward - phenomenal. I’d highly recommend working with this team, if you get the opportunity.”

- Joe Crisara, Sales Coach at ContractorSelling.com

For webinar tips, samples and more information, contact your sales rep or visit: <http://portfolio.bnppmedia.com/webinars>.



Additional Sponsorship Benefits:

- **Broadcasting Live**
Whether you have a physical event or just want a professional video Webinar, we have the capabilities to broadcast your speakers live to a remote audience. We can travel to your facility or bring you to our studio or any location with internet access.
- **NEW! Product Training Webinars**
Do you have a new product or even existing products that clients and potential customer should be trained on? Then this Online Product Training course is right for you. Course materials are all about the sponsor’s product and how to use it.
- **Screenshare**
Share your screen to demonstrate a new technology or display an interactive website. The possibilities are endless when you have control.
- **Webcam**
Deliver live video from the comfort of a home, office or studio setting by adding a webcam to your presentation. Not only will audience members get to hear you, but now they can see you too. It brings you one step closer to your customers.
- **Rebroadcast**
Do you have an existing webinar you’d like to rebroadcast and promote? Give your content the additional exposure it deserves!

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

Contact your sales rep for more details.
<http://webinar.floortrendsmag.com>

NEW! PRODUCT SPOTLIGHT EBLAST

Reach a targeted section of *Floor Trends*' readership with our newest advertising opportunity, the **Product Spotlight eBlast**. By purchasing this eblast, you can reach an audience of *Floor Trends*' subscribers with a focused brand message and product offering. The **Product Spotlight eBlast** will feature an image of your product, a 250 word description, and a link to your website. Boost your sales with the help of the lead retrieval available with this offering!

THE WOOD FLOORING GUIDE 2015

The annual Wood Flooring Resource Guide. Don't miss out on this great opportunity to be included in this very specialized Wood Flooring Resource Guide from Floor Trends Magazine. Our online platform is user-friendly, iPad/iPhone/smart-phone compatible and integrates a map to detail all the company listings within the search area for the users' project. Reach Floor Trends' audience of 20,000 in print and digital platforms.

For more information go to www.floortrendsmag.com/woodflooring. Or contact Stacey Hurley at 248-786-1662 or hurleys@bnpmedia.com for rates and details.

LAMINATE HANDBOOK

The Laminate Sales Handbook will be an educational resource with targeted content to teach retailers and their sales staffs how they can still be profitable selling laminate, even against the big boxes and mass merchants. Among the topics will be:

- How the specialty retailer should position his laminate offerings
- Explaining why professional installation is still important
- Showcasing the latest home décor design and style trends
- Understanding laminate's tremendous green story and how this can be another selling tool
- NALFA: who they are and how they are helping specialty retailers succeed in selling laminate

Advertisers will also be able to contribute educational content, including case studies, based on topics that will help retailers be profitable in selling laminate flooring.

We are offering a pricing structure that will reward NALFA members with a discounted price from our regular rates for this supplement only.

Ad Close: Nov. 30, 2014

This special handbook will be mailed with the January issue of *Floor Trends*, with bonus distribution at Surfaces.

FLOOR TRENDS FLOORING BUYING GUIDE

List your company with the Floor Trends Buying Guide in 2015 for quick access to a targeted audience of potential buyers in the flooring industry. Your listing includes print, digital and online exposure in our online Interactive Buyers Guide. This mobile friendly version adds location and advanced search capabilities. We are excited to announce two new improvements that will help drive even more traffic to your directory listing! Directories are searchable on www.floortrendsmag.com and related directory results will appear on article pages.

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 directory at <http://www.floortrendsmag.com/buyingguide> or contact a sales rep.

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. This June issue of *Floor Trends*, with its Commercial Design focus, will also have bonus digital distribution to 10,000 additional architects and designers!

EDITORIAL REPRINTS

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

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

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 or 845.731.2684.

*Publisher's own data

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.....6.25" x 11"
(412.75mm x 279.4mm)

Spread Full Bleed.....16.5" x 11"
(419.1mm x 279.4mm)

ACCEPTABLE DISK MEDIA

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

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

4/COLOR RATES (GROSS)

Size	1x	3x	6x	9x	12x	18x
Page	\$5,830	\$5,600	\$5,305	\$5,020	\$4,530	\$4,115
2/3 page	\$5,320	\$4,965	\$4,705	\$4,520	\$4,235	\$3,850
1/2 page	\$4,605	\$4,315	\$4,140	\$4,060	\$3,730	\$3,390
1/3 page	\$3,665	\$3,500	\$3,380	\$3,265	\$3,030	\$2,755
1/4 page	\$3,215	\$3,303	\$2,915	\$2,800	\$2,565	\$2,330

PREMIUM POSITIONS

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

CLASSIFIED ADVERTISING RATES

Your classified will be posted on www.floor trends mag.com for 30 days and highlighted once a week in TalkFloor eNews. A maximum of 300 characters and one graphic for \$260/net

EDITORIAL REPRINTS

If you would like a FREE, no obligation quote, please contact:
Jill DeVries
248-244-1726
devriesj@bnpmmedia.com

ACCEPTABLE FORMATS AND PROGRAMS

Ads should be submitted electronically, a hi-res pdf is the preferred format. Other acceptable formats include Adobe InDesign, 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. 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 cannot be used if a LZW compression is applied. We cannot be held responsible for color variations if a color proof is not submitted.

All rates subject to change.

<< Home Page

GRAPHICAL DISPLAY ADVERTISING

ADDITIONAL ADVERTISING BASED ON POSSIBILITIES

1. LEADERBOARD

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

5. FEATURED PRODUCTS

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

2. MEDIUM RECTANGLE

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

6. SUPPLIED VIDEOS

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

3. RECTANGLE (2 ADJACENT SPOTS)

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

4. RICH MEDIA*

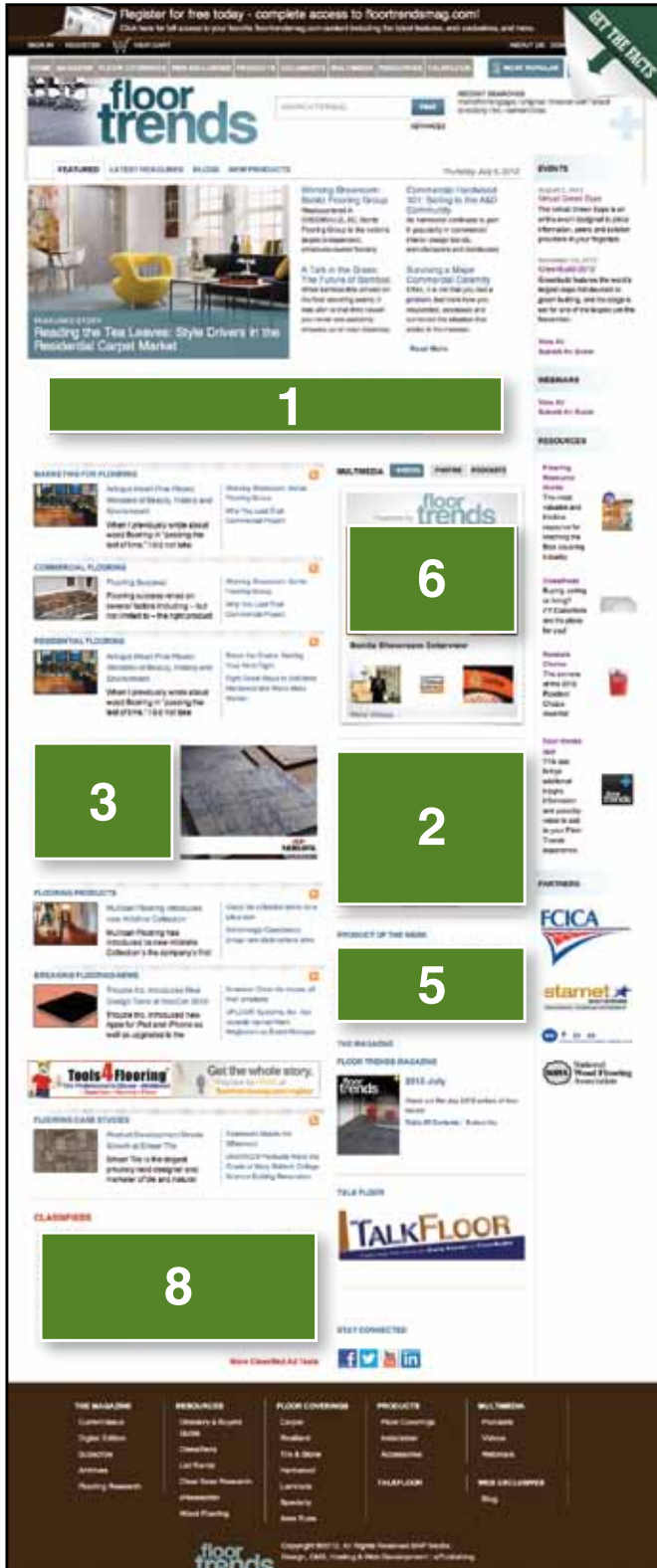
- (not shown)
- Expandable Leaderboard (R.O.S.) Rotating 1 of 4
 - Floating Ad (home page only)
 - Page Peel Ad (home page only)
 - Countdown clock

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

8. CLASSIFIEDS

- 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.



TalkFloor is **the** premier daily eNewsletter for the flooring industry, providing the information needed to thrive in today's fast-paced environment. Delivered each weekday morning to approximately 12,795+ flooring professionals and members of the A&D community, **TalkFloor** features the latest industry news and information that directly impacts businesses.

Each issue also includes daily audio and video interviews from Dave Foster, of FloorRadio. Subscribers rely on **TalkFloor** for the most current industry news and to hear how their fellow retailers operate their businesses, through our interview series with Dave Foster. Position yourself as an industry leader and be a part of the knowledge sharing by advertising with **TalkFloor** today!

NEW! The **TalkFloor** eNewsletter now has an all-new device responsive design allowing for optimal viewing on any device. The editorial content and advertising automatically adapts to any size screen. As a result, your advertising message will have maximum impact and will look great across any device!

AVERAGE UNIQUE OPENS PER WEEK: 14,731*

AVERAGE OPEN RATE: 22.77%**

1. LEADERBOARD
(728 x 90 pixels)

ALSO AVAILABLE:

FEATURED PRODUCT

- Product image & description or product demo video summary

- Link to product website

NEW! **2. MEDIUM RECTANGLE**
(300 x 250 pixels)

3. BANNER
(468 x 60 pixels)

NEW!

CLASSIFIEDS

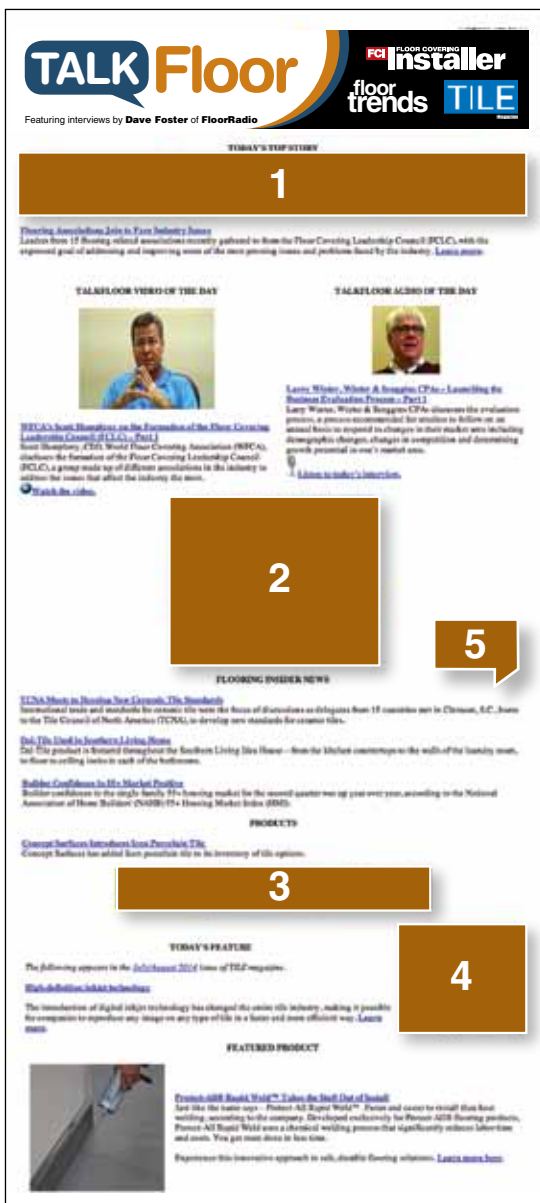
- Post your classified ad on TalkFloor.

NEW! **4. RECTANGLE**
(180 x 150 pixels)

- 300 characters plus a graphic posted to TalkFloor.com for 30 days.

NEW! **5. TEXT ADS**
(50 words or less)

- 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 **Publisher's Own Data

+December 2014 BPA Report



Clear Seas RESEARCH

MAKING THE COMPLEX CLEAR

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

- Brand positioning
- Marketing effectiveness
- New product development
- 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 Clear Seas Research at (248) 786-1619
or connect@clearseasresearch.com. www.clearseasresearch.com



CONTENT MARKETING SERVICES

Orangetap equips your brand with the editorial and publishing resources of *Floor Trends* to help market and capture the attention of your customers.

Connect with Readers & Earn Leads. *Floor Trends* will co-brand your content with us to improve deliverability and open rates and promote it to our readership.

We'll supply you with leads through these three high-impact strategies:

- 1) Content Blast
- 2) High-Value Media Download
- NEW!** 3) Interactive Product Releases

Need Content? We can help.

Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.

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.

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



www.floortrendsmag.com
www.bnpmedia.com

