

Promote Your Message Alongside FLOOR's Trusted Content Across All Channels

WEBSITE, eMAGAZINE, eNEWSLETTERS, PODCAST, VIDEO and SOCIAL MEDIA



FLOOR eNews  
Ad Close Dates



FLOOR Installation eNews  
Ad Close Dates



FLOOR Tile eNews  
Ad Close Dates

<b>EVERY MONTH</b> <ul style="list-style-type: none"> <li>✓ Retail Best Practices</li> <li>✓ Installation How-To</li> <li>✓ CTEF Tile Tip</li> <li>✓ Professional Commercial Flooring Contractor</li> </ul>	Special Reports	Residential	Commercial	Installation	Shows & Bonus Distribution
<b>JANUARY</b> eMag Ad Close   Materials Due: 12.2.2024 // 12.6.2024 <b>SPECIAL PRINT ISSUE</b>	2025 FLOOR Trends & Installation Homeowner Costs Study	2025 Design Trends Across Flooring Categories	Multifamily Market	Tools & Equipment	<ul style="list-style-type: none"> <li>• TISE</li> <li>• CCA Global Winter Convention</li> <li>• Flooring Markets</li> </ul>
<b>FEBRUARY</b> eMag Ad Close   Materials Due: 1.3 // 1.7	New Product Guide	Laminate	Commercial Contractor Outlook	Shower Installations	<ul style="list-style-type: none"> <li>• Cevisama</li> <li>• KBIS/IBS</li> </ul>
<b>MARCH</b> eMag Ad Close   Materials Due: 2.3 // 2.4	Builder Market / Kitchen & Bath	Resilient	Education Market / CE	Moisture Mitigation	<ul style="list-style-type: none"> <li>• NFA Spring Meeting</li> <li>• Fuse Annual Meeting</li> </ul>
<b>APRIL</b> eMag Ad Close   Materials Due: 3.5 // 3.11	Coverings & NWFA	Carpet	Business-Boosting Technologies	Wood Floors	<ul style="list-style-type: none"> <li>• NWFA Expo</li> <li>• Coverings</li> <li>• The Experience Conference</li> </ul>
<b>MAY</b> eMag Ad Close   Materials Due: 4.2 // 4.8	Retail Profitability Strategies	Tile & Stone Trends	Estimating Excellence	Porcelain Panels	<ul style="list-style-type: none"> <li>• Domotex Asia</li> <li>• Starnet Annual Meeting</li> </ul>
<b>JUNE</b> eMag Ad Close   Materials Due: 4.30 // 5.6	NeoCon	Hardwood	Hospitality Market / CE	Adhesives	<ul style="list-style-type: none"> <li>• NeoCon</li> </ul>
<b>JULY</b> eMag Ad Close   Materials Due: 6.4 // 6.10	Product Innovation	Outdoor Living	Commercial Flooring Trends	Subfloor Prep	<ul style="list-style-type: none"> <li>• Flooring Sustainability Summit</li> </ul>
<b>AUGUST</b> eMag Ad Close   Materials Due: 7.2 // 7.8	Sustainable Floors	Healthy Home	Commercial Flooring Sustainability Leaders	SLUs	
<b>SEPTEMBER</b> eMag Ad Close   Materials Due: 8.6 // 8.12	Restoration & Remediation Market	Area Rugs	Healthcare Flooring / CE	Profiles, Trims & Accessories	<ul style="list-style-type: none"> <li>• Cersaie</li> <li>• The Experience Conference</li> </ul>
<b>OCTOBER</b> eMag Ad Close   Materials Due: 9.3 // 9.9	Moisture Meters Guide	Soft Surface Innovations	Top Commercial Flooring Contractors	Radiant Heat	<ul style="list-style-type: none"> <li>• CFI/FCICA Convention</li> <li>• NFA Fall Meeting</li> </ul>
<b>NOVEMBER</b> eMag Ad Close   Materials Due: 10.1 // 10.7	2025 Installation Awards	Hard Surface Innovations	Senior Living / CE	Safety	<ul style="list-style-type: none"> <li>• BDNY</li> <li>• Greenbuild</li> </ul>
<b>DECEMBER</b> eMag Ad Close   Materials Due: 11.3 // 11.4	2025 Top Flooring Products	The Future of Residential Floors	The Future of Commercial Floors	Grouts & Mortars	

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Deploy Tuesday & Thursday	Material Due Date
<b>JANUARY</b>	
1/7/2025	Monday December 23rd, 2024
1/14/2025	Monday, January 6, 2025
1/21/2025	Monday, January 13, 2025
1/28/2025	Monday, January 20, 2025
<b>FEBRUARY</b>	
2/4/2025	Monday, January 27, 2025
2/11/2025	Monday, February 3, 2025
2/18/2025	Monday, February 10, 2025
2/25/2025	Monday, February 17, 2025
<b>MARCH</b>	
3/4/2025	Monday, February 24, 2025
3/11/2025	Monday, March 3, 2025
3/18/2025	Monday, March 10, 2025
3/25/2025	Monday, March 17, 2025
<b>APRIL</b>	
4/1/2025	Monday, March 24, 2025
4/8/2025	Monday, March 31, 2025
4/15/2025	Monday, April 7, 2025
4/22/2025	Monday, April 14, 2025
4/29/2025	Monday, April 21, 2025
<b>MAY</b>	
5/6/2025	Monday, April 28, 2025
5/13/2025	Monday, May 5, 2025
5/20/2025	Monday, May 12, 2025
5/27/2025	Monday, May 19, 2025
<b>JUNE</b>	
6/3/2025	Monday, May 26, 2025
6/10/2025	Monday, June 2, 2025
6/17/2025	Monday, June 9, 2025
6/24/2025	Monday, June 16, 2025

Deploy Tuesday & Thursday	Material Due Date
<b>JULY</b>	
7/1/2025	Monday, June 23, 2025
7/8/2025	Monday, June 30, 2025
7/15/2025	Monday, July 7, 2025
7/22/2025	Monday, July 14, 2025
7/29/2025	Monday, July 21, 2025
<b>AUGUST</b>	
8/5/2025	Monday, July 28, 2025
8/12/2025	Monday, August 4, 2025
8/19/2025	Monday, August 11, 2025
8/26/2025	Monday, August 18, 2025
<b>SEPTEMBER</b>	
9/2/2025	Monday, August 25, 2025
9/9/2025	Friday, August 29th, 2025
9/16/2025	Monday, September 8, 2025
9/23/2025	Monday, September 15, 2025
9/30/2025	Monday, September 22, 2025
<b>OCTOBER</b>	
10/7/2025	Monday, September 29, 2025
10/14/2025	Monday, October 6, 2025
10/21/2025	Monday, October 13, 2025
10/28/2025	Monday, October 20, 2025
<b>NOVEMBER</b>	
11/4/2025	Monday, October 27, 2025
11/11/2025	Monday, November 3, 2025
11/18/2025	Monday, November 10, 2025
11/25/2025	Monday, November 17, 2025
<b>DECEMBER</b>	
12/2/2025	Monday, November 24, 2025
12/9/2025	Monday, December 1, 2025
12/16/2025	Monday, December 8, 2025
12/23/2025	Monday, December 15th, 2025
12/30/2025	Monday, December 15th, 2025

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Deploy Wednesday	Material Due Date
<b>JANUARY</b>	
1/15/2025	1/7/2025
1/29/2025	1/21/2025
<b>FEBRUARY</b>	
2/12/2025	2/4/2025
2/26/2025	2/18/2025
<b>MARCH</b>	
3/12/2025	3/4/2025
3/26/2025	3/18/2025
<b>APRIL</b>	
4/9/2025	4/1/2025
4/23/2025	4/15/2025
<b>MAY</b>	
5/14/2025	5/6/2025
5/28/2025	5/20/2025
<b>JUNE</b>	
6/11/2025	6/3/2025
6/25/2025	6/17/2025

Deploy Wednesday	Material Due Date
<b>JULY</b>	
7/9/2025	7/1/2025
7/23/2025	7/15/2025
<b>AUGUST</b>	
8/13/2025	8/5/2025
8/27/2025	8/19/2025
<b>SEPTEMBER</b>	
9/10/2025	9/2/2025
9/24/2025	9/16/2025
<b>OCTOBER</b>	
10/8/2025	9/30/2025
10/22/2025	10/14/2025
<b>NOVEMBER</b>	
11/12/2025	11/4/2025
11/26/2025	11/18/2025
<b>DECEMBER</b>	
12/10/2025	12/2/2025
12/22/2025	12/15/2025

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<b>JANUARY</b>	
1/8/2025	12/31/2024
1/22/2025	1/14/2025
<b>FEBRUARY</b>	
2/5/2025	1/28/2025
2/19/2025	2/11/2025
<b>MARCH</b>	
3/5/2025	2/25/2025
3/19/2025	3/11/2025
<b>APRIL</b>	
4/2/2025	3/25/2025
4/16/2025	4/8/2025
<b>MAY</b>	
5/7/2025	4/29/2025
5/21/2025	5/13/2025
<b>JUNE</b>	
6/4/2025	5/27/2025
6/18/2025	6/10/2025

Deploy Wednesday	Material Due Date
<b>JULY</b>	
7/2/2025	6/24/2025
7/16/2025	7/8/2025
<b>AUGUST</b>	
8/6/2025	7/29/2025
8/20/2025	8/12/2025
<b>SEPTEMBER</b>	
9/3/2025	8/26/2025
9/17/2025	9/9/2025
<b>OCTOBER</b>	
10/1/2025	9/23/2025
10/15/2025	10/7/2025
<b>NOVEMBER</b>	
11/5/2025	10/28/2025
11/19/2025	11/11/2025
<b>DECEMBER</b>	
12/3/2025	11/25/2025
12/17/2025	12/9/2025