

Advertise with Floor Trends

Our 360-degree coverage features the best in residential and commercial flooring. We provide breaking news, analysis, insight on technologies and trends for a thriving community of flooring retailers, specifiers, builders, remodelers and contractors who make flooring decisions.

The Floor Trends brand can offer an integrated digital communications program to get the word out about your product, event or service.



Content Highlights

MONTHLY MAGAZINE

Each month, Floor Trends features insights on the residential and commercial flooring markets. Highlights include:

- **First Look:** The latest innovations in flooring.
- **Innovators:** Advice on flooring specialty retail best practices from industry experts.
- **Flooring Pros:** Best practices for commercial specifications and installation.
- **Retail Insight:** Videos with flooring retailers about their markets and best practices.
- **#StyleStories:** Exclusive design content from flooring experts.
- **What's Trending:** A roundup of trending flooring topics on social media.
- **New Products:** The best flooring products on and beneath the surface.

DAILY TALKFLOOR NEWSLETTER

Our daily newsletter delivers flooring news, videos and podcasts to your inbox.

SPECIAL SHOW EDITIONS

Floor Trends offers advertising opportunities in-print, online and in-person at major flooring trade shows and conferences, including TISE, NeoCon, Coverings, and regional markets.

FLOOR TRENDS BUYER'S GUIDE eBook

Readers rely on our comprehensive manufacturer and supplier directory—which includes flooring and installation products, distributors and training schools—to run their business.

CONTINUING EDUCATION CENTER— CE.FLOORTRENDSMAG.COM

More than 75,000 architects and designers gain free continuing education credits on our site to maintain their licenses and credentials. We'll help you market your CEU to this audience. Don't have a CEU yet? Let our experienced team develop a course for you.

Contact us today for more information

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For more information on who we serve, brand reach and audience engagement, visit: www.floortrendsmag.com/audience

Issue	Ad Close: Materials Due:	Editorial Focus:	■ Residential ■ Commercial ■ Hot Topics	Industry Calendar	Ad Bonus
January	12/08/21 12/10/21	■ 2022 Flooring Trends ■ Healthcare ■ Supply Chain		CCA Global Winter Convention, Domotex	<ul style="list-style-type: none"> Buy a full-page ad, receive a full-page ad Free
February	01/04/22 01/06/22	■ Kitchen & Bath ■ Product Design Leaders ■ Waterproof Floors		Special Trade Show Issue TISE, IBS, KBIS	
March	02/04/22 02/07/22	■ Tile ■ Retail Floors ■ Builder Market		Coverings	
April	03/04/22 03/07/22	■ Hardwood ■ Health & Wellness ■ Digital Printing		NWFA, NFA Spring Meeting	
May	04/08/22 04/11/22	■ Laminate ■ Workplace ■ American Made		Cevisama, Domotex Asia/ Chinafloor	<ul style="list-style-type: none"> Free deluxe listing in the Online Buyer's Guide
June	05/06/22 05/09/22	■ Resilient ■ Neocon Preview ■ Renovations & Remodeling		Neocon, High Point Market	<ul style="list-style-type: none"> Free full-page product declaration sheet for full-page advertisers
July	06/03/22 06/06/22	■ Carpet & Rugs ■ Sports & Recreation ■ Software			
August	07/08/22 07/11/22	■ Main Street ■ Hospitality ■ Digital Technology		HD Expo, CCA Global Summer Conention	<ul style="list-style-type: none"> Buy a full-page ad, receive a full-page ad Free
August Bonus Issue: Buyer's Guide Flooring eBook					
September	08/05/22 08/08/22	■ Floors for Outdoors ■ Education ■ Future of Retail		Cersaie, Greenbuild	<ul style="list-style-type: none"> Free deluxe listing in the Wood Flooring Guide
October	09/09/22 09/12/22	■ Multifamily ■ Top Commercial Flooring Contractors ■ Installation Systems		NFA Fall Meeting	
November	10/07/22 10/10/22	■ Hardwood ■ Design Showroom Excellence ■ Logistics		BDNY	
December	11/04/22 11/07/22	■ Luxury Floors ■ Civic/Public Spaces ■ Best Floors of the Year			<ul style="list-style-type: none"> Full-page advertisers receive a free case study