

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.
- **Inspiration for Change:** Highlighting leaders who are championing diversity and inclusion in flooring.
- **#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

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

David A. Madonia
Group Publisher

P: 201-291-9001 ext. 8615
madoniad@bnpmedia.com

Tanja Kern
Associate Publisher

P: 417-818-4429
kernt@bnpmedia.com

Janelle Minghine
Advertising Manager

P: 734-340-5211
minghinej@bnpmedia.com

**floor
trends**

floortrendsmag.com



EDITORIAL CALENDAR 2021

Issue	Ad Close: Materials Due:	Editorial Focus	Bonus Distribution/ Show Coverage	Ad Bonus
January	12/11/20 12/16/20	<ul style="list-style-type: none"> • Top Trends in Residential (Carpet, Resilient, Wood, Tile and Laminate) • Clean Floors 	<ul style="list-style-type: none"> • Regional Markets • Mohawk Momentum • Shaw Showcase 2021 	
February	1/15/21 1/18/21	<ul style="list-style-type: none"> • The Anatomy of Multilayer Flooring • What You Need to Know About Commercial LVT 	<ul style="list-style-type: none"> • KBIS • NAHB Builder's Show 	
March	2/15/21 2/19/21	<ul style="list-style-type: none"> • Transformational Tile • Wins with Commercial Sheet Vinyl 	<ul style="list-style-type: none"> • NFA Spring Meeting • Alliance Flooring 	
April	3/12/21 3/19/21	<ul style="list-style-type: none"> • How to Avoid Common Mistakes with Wood Floors • The Best Flooring for Education 	<ul style="list-style-type: none"> • NWFA Wood Flooring Expo • Coverings • Starnet 2021 Annual Membership Meeting 	
May	4/9/21 4/14/21	<p><i>WITH THIS ISSUE:</i></p> <ul style="list-style-type: none"> • <i>Floor Trends Online Buyer's Guide</i> • Soft Surface Innovations • Hospitality Design 	<ul style="list-style-type: none"> • CCA Global 2021 Convention • Domotex • HD Expo 	<ul style="list-style-type: none"> • Free deluxe listing in the Online Buyer's Guide
June	5/13/21 5/17/21	<ul style="list-style-type: none"> • New Frontiers in Resilient • Commercial Trends 	<ul style="list-style-type: none"> • TISE 	<ul style="list-style-type: none"> • Free full-page product declaration sheet for full-page advertisers
July	6/11/21 6/18/21	<ul style="list-style-type: none"> • Builder Market Trends • The Modern Office 		
August	7/13/21 7/16/21	<ul style="list-style-type: none"> • Fashion at Home • Healthcare Design From the Ground Up 		<ul style="list-style-type: none"> • Buy a full-page ad, receive a full-page ad Free
September	8/13/21 8/20/21	<p><i>WITH THIS ISSUE:</i></p> <ul style="list-style-type: none"> • <i>Wood Flooring Guide</i> • Key Factors in Successful Residential Installations (Subfloor Prep, Cushion & Backing, Installation) • Multifamily Innovations 	<ul style="list-style-type: none"> • Cersaie 	<ul style="list-style-type: none"> • Free deluxe listing in the Wood Flooring Guide
October	9/14/21 9/17/21	<ul style="list-style-type: none"> • Global Inspirations • Designing for Seniors 	<ul style="list-style-type: none"> • NeoCon • FEI Conference • Starnet 2021 Fall Member Meeting 	
November	10/15/21 10/19/21	<ul style="list-style-type: none"> • The Best Flooring Choices for Today's Homes • Trends Shaping Sustainable Design 	<ul style="list-style-type: none"> • Greenbuild • NAFCD/NBMDA 	
December	11/11/21 11/16/21	<ul style="list-style-type: none"> • Design the Details (Design tools, customization, trim and transitions) • Nix the Moisture Problem 		<ul style="list-style-type: none"> • Full-page advertisers receive a free case study