

## 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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floortrendsmag.com



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

| Issue  | Ad Close: Materials Due: | Editorial Focus:  | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Residential</li> <li><span style="color: blue;">■</span> Commercial</li> <li><span style="color: purple;">■</span> Hot Topics</li> </ul> | Industry Calendar                     | Ad Bonus  |
|--|--------------------------|---|--|---------------------------------------|---|
| January  | 12/08/21<br>12/10/21     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> 2022 Flooring Trends</li> <li><span style="color: blue;">■</span> Healthcare</li> <li><span style="color: purple;">■</span> Supply Chain</li> </ul>                         |  | CCA Global Winter Convention, Domotex | <ul style="list-style-type: none"> <li>• Buy a full-page ad, receive a full-page ad Free</li> </ul>   |
| February   | 01/04/22<br>01/06/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Kitchen &amp; Bath</li> <li><span style="color: blue;">■</span> Product Design Leaders</li> <li><span style="color: purple;">■</span> Waterproof Floors</li> </ul>          |  | TISE, IBS, KBIS                       | <b>SPECIAL PRINT ISSUE TRADE SHOW BUNDLE</b>  |
| March  | 02/04/22<br>02/07/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Tile</li> <li><span style="color: blue;">■</span> Retail Floors</li> <li><span style="color: purple;">■</span> Builder Market</li> </ul>                                    |  | Coverings                             |   |
| April  | 03/04/22<br>03/07/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Hardwood</li> <li><span style="color: blue;">■</span> Health &amp; Wellness</li> <li><span style="color: purple;">■</span> Digital Printing</li> </ul>                      |  | NWFA, NFA Spring Meeting              |   |
| May  | 04/08/22<br>04/11/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Laminate</li> <li><span style="color: blue;">■</span> Workplace</li> <li><span style="color: purple;">■</span> American Made</li> </ul>                                     |  | Cevisama, Domotex Asia/ Chinafloor    | <ul style="list-style-type: none"> <li>• Free deluxe listing in the Online Buyer's Guide</li> </ul>   |
| June   | 05/06/22<br>05/09/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Resilient</li> <li><span style="color: blue;">■</span> Neocon Preview</li> <li><span style="color: purple;">■</span> Renovations &amp; Remodeling</li> </ul>                |  | Neocon, High Point Market             | <ul style="list-style-type: none"> <li>• Free full-page product declaration sheet for full-page advertisers</li> </ul>  |
| July   | 06/03/22<br>06/06/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Carpet &amp; Rugs</li> <li><span style="color: blue;">■</span> Sports &amp; Recreation</li> <li><span style="color: purple;">■</span> Software</li> </ul>                   |  |                                       |   |
| August   | 07/08/22<br>07/11/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Main Street</li> <li><span style="color: blue;">■</span> Hospitality</li> <li><span style="color: purple;">■</span> Digital Technology</li> </ul>                           |  | HD Expo, CCA Global Summer Conention  | <ul style="list-style-type: none"> <li>• Buy a full-page ad, receive a full-page ad Free</li> </ul>   |
| September  | 08/05/22<br>08/08/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Floors for Outdoors</li> <li><span style="color: blue;">■</span> Education</li> <li><span style="color: purple;">■</span> Future of Retail</li> </ul>                       |  |                                       | <ul style="list-style-type: none"> <li>• <b>70<sup>TH</sup> ANNIVERSARY SHOWCASE</b><br/>Place a full-page ad and receive a full-page feature on your company and its history.<br/>Cersaie, Greenbuild</li> </ul> |
| October  | 09/09/22<br>09/12/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Multifamily</li> <li><span style="color: blue;">■</span> Top Commercial Flooring Contractors</li> <li><span style="color: purple;">■</span> Installation Systems</li> </ul> |  |                                       | NFA Fall Meeting  |
| <b>October Bonus Issue: Buyer's Guide Flooring eBook</b> |                          |   |  |                                       |   |
| November   | 10/07/22<br>10/10/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Hardwood</li> <li><span style="color: blue;">■</span> Design Showroom Excellence</li> <li><span style="color: purple;">■</span> Logistics</li> </ul>                        |  | BDNY                                  |   |
| December   | 11/04/22<br>11/07/22     | <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Luxury Floors</li> <li><span style="color: blue;">■</span> Civic/Public Spaces</li> <li><span style="color: purple;">■</span> Best Floors of the Year</li> </ul>            |  |                                       | <ul style="list-style-type: none"> <li>• Full-page advertisers receive a free case study</li> </ul>   |