

Issue & Ad Close	Residential Focus	Commercial Focus	Bonus Distribution	Value Added
JANUARY Ad Close: 12/11 Material Due: 12/16	TISE 2020 2020 Product Trends Forecast	2020 Product Trends Forecast	<ul style="list-style-type: none"> • Carpet One and Flooring America Winter Convention 2020 Phoenix, AZ • The International Surface Event Las Vegas, NV 	
FEBRUARY Ad Close: 01/15 Material Due: 01/17	Multilayer Flooring Outlook Design Details that Make the Project (trims, moldings, stair treads)	Main Street Commercial	<ul style="list-style-type: none"> • Alliance Flooring Tucson, AZ 	AD BONUS: <ul style="list-style-type: none"> • FREE bonus digital distribution to 5,000 architects & designers
MARCH Ad Close: 02/14 Material Due: 02/19	Flooring Technologies for Easier Installation Tile Trends for the Home	Advances in Retail Flooring	<ul style="list-style-type: none"> • FCICA 2020 Nashville, TN 	
APRIL Ad Close: 03/12 Material Due: 03/19	Hardwood Forecast Subfloor Prep Technologies	Wood for Commercial Spaces	<ul style="list-style-type: none"> • Coverings New Orleans, LA • NWFA Milwaukee, WI • Starnet Spring Meeting Scottsdale, AZ • NFA 	AD BONUS: <ul style="list-style-type: none"> • FREE bonus digital distribution to 5,000 architects & designers
MAY Ad Close: 04/09 Material Due: 04/14	Selling Luxury Floors (LVT, High-End Carpet, Wood, Tile and Stone) What's Really Selling Coast to Coast	Trends in Hospitality Design	<ul style="list-style-type: none"> • HD Expo Las Vegas, NV • CARE • Fuse Alliance Boston, MA 	AD BONUS: <ul style="list-style-type: none"> • FREE deluxe listing in the Online Buyer's Guide
				WITH THIS ISSUE: <ul style="list-style-type: none"> • <i>Floor Trends</i> Online Buyer's Guide
JUNE Ad Close: 05/13 Material Due: 05/15	What's Next for Waterproof Floors Game-Changing Installation Solutions	Top 50 Architects & Designers	<ul style="list-style-type: none"> • Neocon Chicago, IL 	AD BONUS: <ul style="list-style-type: none"> • FREE full-page product declaration sheet for full-page advertisers • FREE bonus digital distribution to 10,000 architects & designers

Editorial Excellence

Floor Trends provides retail flooring executives, contractors, architects and designers authoritative news and information that enables them to specify and design residential and commercial flooring more efficiently. We offer timely information, commentary, analysis and best practices that empowers these flooring professionals to succeed in today's global economy. Along with providing relevant information on topics of interest, each issue of *Floor Trends* contains a number of regular features all designed to help our readers be more successful.

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JULY Ad Close: 6/12 Material Due: 6/18	American Made How Wood and Carpet are Competing for Market Share	Multifamily Flooring	<ul style="list-style-type: none"> • Carpet One and Flooring America Summer Convention 2020 	AD BONUS: <ul style="list-style-type: none"> • FREE bonus digital distribution to 5,000 architects & designers
AUGUST Ad Close: 7/13 Material Due: 7/17	What Consumers Want in Flooring (waterproof, pet-friendly, dent- and scratch-resistant) Everything New in Resilient	Commercial Design Trends		AD BONUS: <ul style="list-style-type: none"> • Buy a full-page ad, receive a full-page ad FREE
SEPTEMBER Ad Close: 8/14 Material Due: 8/20	Tips for Successful Multilayer Sales and Installation Specialty Wood Floors	Builder Market Opportunities		AD BONUS: <ul style="list-style-type: none"> • FREE deluxe listing in the Wood Flooring Guide WITH THIS ISSUE: <ul style="list-style-type: none"> • Wood Flooring Guide
OCTOBER Ad Close: 9/14 Material Due: 9/17	Consumer Credit Update Tips for Successful Wood Flooring Sales and Installation	Waterproof Update	<ul style="list-style-type: none"> • Total Solutions • FCICA • Starnet 	
NOVEMBER Ad Close: 10/15 Material Due: 10/19	Tips for Successful Carpet Sales & Installation Digital and In-Store Promotions for More Sales	Eco Focus: Sustainable Flooring Products & Initiatives	<ul style="list-style-type: none"> • NAFCD/NBMDA • Greenbuild 	
DECEMBER Ad Close: 11/11 Material Due: 11/16	Best of the Year Tips for Successful Tile Sales and Installation	Best of the Year		AD BONUS: <ul style="list-style-type: none"> • Full-page advertisers receive a FREE case study

MONTHLY EDITORIAL FEATURES INCLUDE:

TALKFLOOR WITH DAVE FOSTER

Flooring industry icon Dave Foster, who has been interviewing executives, retailers and economists for nearly 40 years, uses his experience to analyze market challenges and opportunities.

CONTRACTOR'S CORNER

Leading contractors from the Fuse and Starnet flooring buying groups share insights and best practices for successful commercial projects.

RETAIL INSIGHT

As the modern-day retail landscape changes, specialty flooring retailers are faced with a new set of challenges. Top flooring retailers share their secrets to success.

INSTALLATION INSIGHT

Learn the details specialty flooring retailers and A&D specifiers need to know about installation to sell or flooring projects correctly every time.