Leadership in publishing is more than serving up great content. The challenge is to ensure that the right audience is reading that content and learning from it. The target audience is dynamic, and you need a publication in touch with an evolving readership, offering reliable information that will both help the reader be successful and help you grow your brand. Our print and online products are the most trusted resource for unbiased news and information in the floorcovering industry, and we work tirelessly to help you reach today’s key decision makers.
“Since flooring is a key element in design, it is imperative that designers stay abreast of trends. Floor Focus is, undoubtedly, the best resource to help us make the decisions necessary to successfully integrate flooring into a winning design.”

“Floor Focus reaches the most important audience for the Starnet members, which is the commercial flooring manufacturers and A&D specifiers. I enjoy every issue and find the information both informative and timely.”

“I read Floor Focus as soon as it hits my desk. They do a great job of covering the big picture in the flooring industry. Floor Focus is a very important resource for our entire team.”

“I count on Floor Focus for its special indepth research and reporting...good information matters. And I love the FloorDaily website with its terrific interviews.”

Today, the key decision makers within this industry are being bombarded with information from every direction. We’ve discovered that the best solution for attracting their attention is to entertain them and provide them with the type of information they can use to build their own businesses or satisfy their clients’ needs. We recognize that the task of providing insightful and pertinent interviews and articles requires a total commitment on our part. Our audience has learned that they can trust our seasoned in-house staff of journalists for concise and factual data that is easy to consume.
“From a buyer’s perspective, Floor Focus does a great job of cutting through the fluff and reporting on what’s important.”

“Floor Focus offers insightful and extremely relevant articles as well as interviews from flooring leaders giving first hand accounts of our business climate. It is a great source of information for us.”

“Floor Focus keeps me current on everything that is going on in flooring—not only the latest trends and styles but also new products and innovations and what people are looking for. It makes my job easier because I can keep up with everything that is new in flooring by going to one source.”

We reach key decision makers in the retail, contract dealer, architect and design, facility management, builder and distributor segments of the buying chain.
Focused Trusted resource Journalistic Visual Objective Most respected authority

2016 Special Features

Reports/Research:
- Annual Report
  Statistical analysis of entire flooring market—a comprehensive reference guide.
- Commercial Market Report
  Comprehensive report on commercial flooring manufacturers.
- Annual Sustainability Report
  Indepth analysis of state of sustainability in flooring.
- Category Reports
  Separate reports on developments in all flooring categories, as well as carpet fiber and backings.

Market Trends:
- Commercial Sector Flooring Trends
  Hospitality, retail, education, corporate, healthcare and government/institutional.
- Color Forecast
  Trends driving interior design in both commercial and residential sectors.

Surveys:
- Top 250 Design Survey
- Retailer Survey
- Facility Manager Survey

And more:
- Vision Design Awards
- Digital Marketing
- Focus on Leadership

See calendar for more details.
Regular Columns

Best Practices
Progressive retailer, contract dealer or distributor featured each month, highlighting their recipe for success

Designer Forum
Guest designers discuss flooring's contribution to highlighted projects

Design Ovations
Designers provide commentary and examples of their favorite flooring trends

Floor Notes
Short news bites on industry changes

Industry Barometer
What industry leaders are saying about the most current issues

Flooring Forensics
From materials to installation, insights on technical issues

Contractor’s Corner
Advice for the commercial flooring contractor

Tile Files
Innovative trends and developments in the ceramic and porcelain tile sector

Wood Cuts
Insight and advice on this popular product category

Tuft Talk
The latest innovation and fashion trends impacting the carpet industry

Successful Selling
Strategies for maximizing sales in the retail environment

People Power
Techniques for motivating successful behavior
Target Audience

Floor Focus is a national publication that reaches decision makers in all aspects of the industry: retail and contract dealers, designers, facility managers, manufacturers and distributors. Our readers see us as their #1 resource for the latest on industry trends, research, insight and topics of value to help them make smart decisions and improve their bottom line.

*Percentage of circulation, June 2015 BPA audit. See enclosed audit for more specifics.
Rates—Floor Focus Magazine

**Four Color**

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- Special Positions: 15% for Inside Front Cover and Back Cover; 10% for Inside Back Cover and Center Spread.
- For Insert, tip-in and other custom printing options, contact our office.

**Ad Specifications**

**Full Page:**
- Page w/bleed: 8½” x 11½”
- Trim size: 8¼” x 10½”
- Bleed: ¼” beyond trim
- Safety: ¼” inside trim

**Two Page Spread:**
- Spread w/bleed: 16¾” x 11½”
- Spread trim: 16½” x 10½”

**Partial Page:**
- 2½” Page: 4½” x 9½”
- 1½” Island: 4½” x 7½”
- 1½” Horizontal: 6½” x 4½”
- 1½” Vertical: 3¾” x 9½”
- 1¼” Vertical: 2½” x 9¼”
- 1½” Island: 4½” x 5”
- 1¼” Island: 3¾” x 4½”
- 1¼” Horizontal: 6½” x 2½”
Production

Specifications
• Trim size—$8\frac{1}{4}’’ \times 10\frac{7}{8}’’$ for a full page, $16\frac{1}{2}’’ \times 10\frac{7}{8}’’$ for a spread.
• Active material—Must be at least $\frac{1}{4}’’$ inside trim.
• Bleeds—Must extend $\frac{3}{8}’’$ beyond trim.
• Bleed cost—There is no extra charge for bleeds.

Format
• Files must be compatible with InDesign (such as Illustrator, FreeHand or Photoshop EPS or TIFF files). Include all screen and printer fonts and all high resolution graphics that support the file. High resolution PDF/X-1A files are acceptable.
• The file and supporting graphic files must be set up for four color (c,m,y,k) process separations.

Proofs
A final laser proof of the file should be provided to ensure our output matches what you expect. Also, our printer runs to SWOP proofs on press. If a proof is not supplied, we run within density under Industry Standards, which does not necessarily mean that exact color tone is matched as intended. Supplying a SWOP proof is vital when crucial color match is imperative.

Ship To & Contact Information
Production Department: Karen Rochette
Email, FTP, or any of the services to send large files are welcome.

Floor Focus
(USPS): PO Box 3399
(FedEx/UPS): 310 Dodds Avenue, Suite 201
Chattanooga, TN 37404
Karen@FloorFocus.com

Enclose a copy of the insertion order or clearly mark the advertiser’s name and issue date for insertion.

For any questions or concerns contact Karen at 423-752-0400, ext. 115.
FloorDaily Website

Breaking News—Daily Interviews—Industry Events

FloorDaily is the industry’s leading* source of breaking news and audio interviews. The combined “first news” audio/video and text coverage creates an ongoing conversation among industry leaders and is a valuable tool.

#1
– in unique visitors per month** — 31,100
– daily newsletter — over 14,100 email subscribers
– in SEO performance

Features include:
• Top news stories (updated 3x daily)
• Interviews with industry leaders
• Floor Focus articles
• Key economic indicators
• Listing and links to suppliers
• Recent industry events
• Industry event calendar
• Mobile site

*Compete.com    **Google Analytics
# FloorDaily.net Advertising Rates

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Mailing Address:
P.O. Box 3399
Chattanooga, TN 37404
P: 423-752-0400
F: 423-752-0401
Info@FloorFocus.com

For FedEx and UPS:
310 Dodds Avenue, Suite 201
Chattanooga, TN 37404