

Premier

FLOORING RETAILER

YOUR GUIDE TO GREATER SUCCESS



2017
MEDIA KIT

brought to you by the



WORLD FLOOR COVERING
ASSOCIATION

Premier FLOORING RETAILER

FILLING THE NEED FOR RETAILER EDUCATION

Premier Flooring Retailer is the face of the specialty flooring retailer. It is the only publication dedicated exclusively to the success of the specialty retailer and their supplier partners.

Founded by the World Floor Covering Association (WFCA), the largest, most influential organization dedicated to the success of the specialty flooring retailer, *Premier Flooring Retailer (PFR)* is dedicated to being the No.1 educational resource in the industry.

In the summer of 2016, WFCA partnered with the publishers of *Fabulous Floors Magazine*. Celebrating its 15th anniversary, it is the first and only consumer magazine devoted solely to flooring styles as a key design element in home décor.

One of the reasons for *Fabulous Floors'* success is that the publishers are also owners of a specialty floor covering store that does both residential and commercial—Main Street and contract—work. This gives them first-hand knowledge of what consumers and the A&D community need as well the inner workings and needs of a stand-alone specialty flooring store. This unique position allows *Premier Flooring Retailer* to be the No. 1 educational resource in the industry.

The topics covered are all geared with one common goal: help the specialty flooring retailer succeed. We have assembled the most knowledgeable exclusive group of columnists. It is truly a Who's Who group including Scott Humphrey, Paul Friederichsen, Tom Jennings, Lisbeth Calandrino, Jeffrey King, Annette Caliarì, Margo Locust, David Romano, Michael Vickers, and more.

You have an opportunity to include your marketing message in the pages of *Premier Flooring Retailer*. Our advertising rates are the most competitive in the full-line flooring segment and provide the best ROI for your marketing dollars. WFCA affiliate members also get a special 20% discount on ad rates.



Circulation 10,000, including all WFCA members and additional flooring retailers

Premier Flooring Retailer provides content useful to readers' business not provided in other publications —79%

Premier Flooring Retailer helps educate readers on the changes affecting their business —87%

Premier Flooring Retailer has a pass-along reader audience of 2.1 with total readership of 31,900 each issue!

Premier Flooring Retailer's Readership:

- 92% are flooring retailers/flooring contractors
- 38% have an annual sales volume of over \$5,000,000
- 56% are members of a buying group

Contact: Margo Locust
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Premier FLOORING RETAILER

RATES AND SPECIFICATIONS

PRINT EDITIONS

		1X - 3X	4X
FULL PAGE	Non-Member	\$2,245	\$2,040
	WFOA Member	\$1,795	\$1,630
TWO-PAGE spread	Non-Member	\$4,000	\$3,750
	WFOA Member	\$3,200	\$3,000
HALF PAGE	Non-Member	\$1,795	\$1,630
	WFOA Member	\$1,440	\$1,310
ONE-THIRD PAGE	Non-Member	\$1,280	\$1,165
	WFOA Member	\$1,030	\$930
MARKETPLACE	Non-Member	\$300	\$275
	WFOA Member	\$250	\$225

DIGITAL EDITIONS

		1X - 2X	3X
FULL PAGE*	Non-Member	\$1,500	\$1,250
	WFOA Member	\$1,200	\$1,000
TWO-PAGE SPREAD*	Non-Member	\$2,250	\$2,000
	WFOA Member	\$1,800	\$1,600
HALF PAGE*	Non-Member	\$1,000	\$875
	WFOA Member	\$800	\$700
ONE-THIRD PAGE*	Non-Member	\$850	\$700
	WFOA Member	\$680	\$560
MARKETPLACE	Non-Member	\$250	\$225
	WFOA Member	\$200	\$180

* Add on: Photo animation, white board presentation and YouTube videos \$300

PREMIUM POSITIONS

		1X - 3X	4X
FRONT COVER FEATURE PHOTO*	Non-Member	\$2,000	
	WFOA Member	\$1,600	
BACK COVER	Non-Member	\$3,000	\$2,750
	WFOA Member	\$2,400	\$2,200
INSIDE FRONT COVER	Non-Member	\$2,750	\$2,500
	WFOA Member	\$2,200	\$2,000
INSIDE BACK COVER	Non-Member	\$2,750	\$2,500
	WFOA Member	\$2,200	\$2,000

* one photo per company per year unless it is a related brand

AD SIZES

	NON-BLEED		BLEED	
	WIDTH	HEIGHT	WIDTH	HEIGHT
1 PAGE	7.375"	9.875"	8.25"	10.75"
2 PAGE SPREAD	15.625"	9.875"	16.5"	10"
1/2 PAGE HORIZONTAL	7.375"	4.8542"	8.25"	5.2917"
1/2 PAGE VERTICAL	3.6042"	9.875"	4.0417"	10.75"
1/3 PAGE HORIZONTAL	7.375"	3.1806"	-	-
1/3 PAGE VERTICAL	2.3472"	9.875"	-	-

Publication Trim Size: 8.25" x 10.75"

Publication Print Specs: Perfect bound, web offset, 175 line screen, maximum density not to exceed 280%

Bleeds: For all bleed sizes supply ad with 1/8" or 1 pica minimum bleed on all 4 sides.

Safe area: Please keep live content at least 3/8" or 2 picas from trim. Live content placed too close to trim may be cut off.

Accepted File Formats: High-resolution PDF files.

PDF Files: Please set up PDFs using Adobe PDF/x presets or Press Quality preset. All Fonts must be embedded. Be sure to add 0.125"/1 pica bleed and offset crop marks 0.125". All image files must be 300 dpi at 100% of size and submitted as cmyk files.

Proof Standards: When submitting your ad digitally we recommend you submit one of the following types of proofs – Kodak Approval, Match print, Sherpa, or Iris Digital Proof.

Photo/editorial Specifications: Room scene/product/installation images must be a minimum of 300 dpi and 5" x 7" or larger (larger is always better!). Please provide product and collection information and product name, with a short description that you would like used as a caption.

File upload: Please send files via DropBox, HighTail (Formerly YouSendIt) or WeTransfer using email address margo@PFMRMag.net.

Digital advertising specs are the same, and ads should be prepared and sized as for print.

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2017 EDITORIAL CALENDAR

QUARTERLY PRINT EDITIONS

REGULAR DEPARTMENTS

FloorED Industry Education and Training

PILLAR TALK The WFCAs 6 Pillars of Relevance and Success

LEGAL MATTERS Jeffrey King, on legal issues affecting the industry

TAKING THE LEAD Scott Humphrey on leadership

DESIGN SNAPSHOT Annette Callari on design, color and trends

SHOWIN' OUR STUFF Flooring Product Showcase - Hardwood, LVT, Carpet, Tile, Laminate, Cork, Bamboo and specialty flooring categories

IT'S "YOUR UP" Top industry trainers on selling and marketing

FLOOR-FITTING Installation, tools, tips, tricks and trainings

DOWN UNDER Premium installation materials - grouts, adhesives, glue, radiant heat, underlayments and more

CENTER STAGE Retailer Spotlight - Success stories from fellow retailers

The Next GIG Technology for your business

The MARKETPLACE Company Listings and classifieds

QUARTERLY EDITORIAL

Q-1 FIRST QUARTER PRINT EDITION

- Move Over Millennials... Here comes Gen Z!
- Design Snapshot: LVT
- New Products to See at TISE West/Surfaces
- FCB2B and Your Business Future
- "REPS"... Is that short for reputation or representation?
- Tips on Marketing Your Business
- Where in the World Are We?? - Sales, products, and installation trainings and education

Bonus Distribution: TISE West and NWFA

Closing: 11/30 Material Due: 12/12

Q-2 SECOND QUARTER PRINT EDITION

- Spring Floorshow - New products for your sales floor
- Design Snapshot: HARDWOOD
- Installation begins at the front door! - Why Installation Standards Matter
- Hidden Profit Centers - Moldings, Trims and Transition Products
- The WFCAs Gold Standard winner featured
- Understanding Moisture Mitigation Issues and Solutions

Closing: 3/30 Material Due: 4/15

Q-3 THIRD QUARTER PRINT EDITION

- The Shades of GREEN - What is your shade? What does "being green" mean to your business?
- Belonging to a Buying Group. - What's in it for me?
- Summertime Blues? Out of the box tips on getting customers...even while you are at the beach!
- Ownership Succession Strategies - Preparing for the Changing of the Guard
- Design Snapshot: CERAMIC/STONE
- Why Hire an ASID Designer for your business

Closing: 6/30 Material Due: 7/20

Q-4 FOURTH QUARTER PRINT EDITION

- The Social Media Frenzy - does it ALL work for my business?
- What's in a Website anyway?
- Design Snapshot: CARPETS and RUGS
- New Products Unveiled
- Selling Radiant (Floor Warming) Systems

Closing: 10/6 Material :10/13

DIGITAL EDITIONS

The digital editions provide a unique look at topics such as selling specific products, category differentiation, installations and customer service through videos, tutorials and mini Webinars. All delivered through photo and whiteboard animations, 3-D models and interactive presentations formatted for mobile and tablets.

DIGI 1:
CLOSE: 2/15 MATERIALS DUE: 2/28

DIGI 2:
CLOSE: 5/1 MATERIALS DUE: 5/25

DIGI 3:
CLOSE: 9/8 MATERIALS DUE: 10/1