

FCW

F L O O R C O V E R I N G W E E K L Y

THE INDUSTRY'S BUSINESS NEWS & INFORMATION RESOURCE

2024 Media Kit

HEARST

FCW Editorial and Sales Headquarters
300 W. 57th Street
New York, NY 10019
(212) 649-7981

FLOOR COVERING WEEKLY

The Industry's Leading News & Information Resource

Floor Covering Weekly (FCW) has been the industry's leading source for the latest news and information for more than 70 years. What has kept this publication and all of its platforms at the top? A deep commitment to serving the floor covering specialty retailer drives us every day. *FCW* keeps a sharp focus on the most relevant content to support the floor covering business from the latest news and trends to successful business strategies, sustainability stories, product innovation, technology and more — all content aimed at helping retailers thrive in today's competitive environment.

Every few years we conduct a third-party independent Readership Survey that, year after year, consistently shows that *FCW* is the most meaningful publication to the flooring industry. The data, in fact, reports *FCW* as the No. 1 publication for its integrity, respect, relationships and meaningful content. We work hard to deliver on that promise with every issue.

And to make sure we meet your diverse needs, in addition to producing 24 information-packed issues, we deliver 10 *Floor Covering 101 Guides* to assist the retail sales associate (RSA) in the selling process. Each edition provides clarity in the ever-changing floor covering product segments. We continue to be at the forefront of information and education.

Our team also gets inside as many flooring stories as we can - to tell your stories and make sure we have a deep understanding of how we can better serve you.

FCWLive video platform provides impactful conversations with floor covering retail and supplier leaders, trend reports, installation demonstrations and on-the-scene activity.

Do you have your own story to tell? Look to us to help bring our renowned journalistic sensibility to your messaging through our Custom Content program, which includes unique opportunities from multi-page booklets to one-page pieces. Our editors will work with you to craft your message.

Each print issue and every custom piece is also delivered digitally making sure we are everywhere our readers want us. Each of these also live on our robust website FCW1.com which is active with news and features, including online-only content and stories from our trusted partners.

To make sure our loyal readers don't miss a thing, we deliver the very latest information daily through the *FCWdaily* e-newsletters delivered to you each morning. Written with you — our reader — in mind, each day brings news and feature stories, often tackling the industry's toughest topics.

FCW gets social too; you can find us on all platforms including Facebook, LinkedIn, Instagram and Twitter. Our thoughtful, provocative and inspiring posts have built a community that leads in industry engagement.

Our reach is unparalleled, our team deeply dedicated, our creativity cutting-edge and our devotion to your success steadfast.

Amy Rush-Imber
 Publisher & Editor in Chief
Floor Covering Weekly



FLOOR COVERING WEEKLY'S MEDIA PRESCENCE

PRINT & DIGITAL

24 print issues per year plus our digital edition and **11** all-new *Floor Covering 101 Guides*.



ON THE WEB

75,000

Average views per month on FCW1.com



CUSTOM CONTENT

→ Custom content developed for you by our editors receives the industry's highest average open rate of **29 percent**. Custom print projects include value-adds such as exclusive digital delivery, a home on our website and social posts.

PRODUCT SPOTLIGHT

Delivered digitally with an average open rate of **30 percent**. Put your product and your message exclusively in front of your customer.



→ **GreenStep** is the industry's only sustainability awards program that honors the many initiatives and investments you make. In its 15th year, the program continues to grow to reflect the changing scope of sustainability.



→ **Dealers' Choice** is the industry's only awards program that gives retailers a voice. Your products are voted on by qualified retailers. Points of product exposure include placement in *FCW's* print edition, e-newsletters and danglers in your booth.

SOCIAL

FCW has the highest level of engagement than any other floor covering publication.

FOLLOWERS

- 19,100+
- 9,800+
- 7,800+
- 2,900+

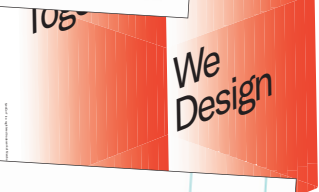
ISSUE		EDIT TOPICS
NO. 1	January 8 <u>AD CLOSE 12/20</u>	PRE-SURFACES /OUTLOOK 2024 ISSUE Retail Business 101 Making a Splash With Waterproof Flooring Laminate's Trending Visuals Trim & Moldings Complete the Install
SHOW DISTRIBUTION: Southwest Flooring Market (January 10 - 11); Southeast Flooring Market (February 7-8); Gulf Coast Flooring Market (February 28 - 29); CCA Global - Carpet One / Flooring America (January 14 - 17)		
NO. 2	January 22 <u>AD CLOSE 1/10</u>	SURFACES ISSUE Next Gen Leadership Tech Takeover: <ul style="list-style-type: none"> • How technology is transforming vinyl flooring • Meaningful marketing to connect with consumers • Digital printing makes for dazzling designs Hard Surface for Busy Homes Lock it Tight With Locking Systems
SHOW DISTRIBUTION: Surfaces (January 24 - 26)		
NO. 3	February 12 <u>AD CLOSE 1/31</u>	POST-SURFACES ISSUE Merchandising Made Easy Getting Creative With New Tile Styles Hardwood Hitting the Mark Lovely LVT Looks
SHOW DISTRIBUTION: Floors to Go/Abbey Convention (February 25-29)		
ONS (2/26)	February 19 <u>AD CLOSE 2/7</u>	FLOOR COVERING 101 GUIDE TO RIGID CORE
NO. 4	February 26 <u>AD CLOSE 2/14</u>	THE SOFT SELL ISSUE Carpet Made to Perform Soft & Soothing: New trends in carpet and rugs Custom & Traditional Rugs Soft & Hard Surface Hybrids
SHOW DISTRIBUTION: Alliance Flooring/CarpetsPlus (March 2-5); Fuse Annual Conference (March 3-5); NFA (March 12 - 15)		
ONS (3/11)	March 4 <u>AD CLOSE 2/7</u>	NEW PRODUCT SHOWCASE
NO. 5	March 11 <u>AD CLOSE 2/28</u>	THE GREAT OUTDOORS ISSUE Outdoor Oasis: From hardscapes to rugs Taking on Turf Advances in Adhesives Biophilic Design Creates Serene Spaces Carpet Cushion & Underlayment's Value Add
SHOW DISTRIBUTION: FCICA (March 24-29)		
ONS (3/25)	March 18 <u>AD CLOSE 3/6</u>	FLOOR COVERING 101 GUIDE TO STYLE & DESIGN
NO. 6	March 25 <u>AD CLOSE 3/13</u>	TOP 50 RETAILER ISSUE Next Gen Leadership Merchandising Simplifies the Sale Digital Tools Made for Selling Retail Business 101 Soft Surface Strategies for Success
NO. 7	April 8 <u>AD CLOSE 3/27</u>	HARDWOOD STATE OF THE INDUSTRY State of Hardwood Hardwood for the Win: Technology creates opportunity Trending Hardwood Visuals & Palettes Today's Trending Tile Styles Inside Out: Creating cohesive style with tile Vinyl's Decorative Designs
SHOW DISTRIBUTION: NWFA (April 16-18); Coverings (April 22-25)		

ISSUE

EDIT TOPICS

ONS (4/22)	April 15 <u>AD CLOSE 4/3</u>	FLOOR COVERING 101 GUIDE TO TECHNOLOGY: NAVIGATING INSTALLATION & DIGITAL PLATFORMS
NO. 8	April 22 <u>AD CLOSE 4/10</u>	THE BUILDER BOOK High Performance & Waterproof for the Win Hard Surface Made for Multifamily Locking Systems Guarantee Installation Success
NO. 9	May 6 <u>AD CLOSE 4/24</u>	GREENSTEP 2024 SUSTAINABILITY AWARDS ENTRIES Postconsumer Recycling Update Stunning & Sustainable: Looking good & doing good Credit Check
SHOW DISTRIBUTION: Starnet Spring Meeting (May 16 - 19)		
ONS (5/20)	May 13 <u>AD CLOSE 5/1</u>	FLOOR COVERING 101 GUIDE TO CARPET
NO. 10	May 20 <u>AD CLOSE 5/8</u>	Retail Business 101 Locking Systems for Creative Designs Visualizing the Perfect Space Selling Performance Products 101 Laminate Brings the Look
NO. 11	June 3 <u>AD CLOSE 5/22</u>	THE COMMERCIAL ISSUE Commercial Carpet Tile Style Hard Surface's Home in Contract Spaces Sheet Vinyl's Success in Commercial
SHOW DISTRIBUTION: NeoCon (June 10 - 12)		
ONS (6/17)	June 10 <u>AD CLOSE 5/9</u>	FLOOR COVERING 101 GUIDE TO WATERPROOF & WATER-RESISTANT PRODUCTS
NO. 12	June 17 <u>AD CLOSE 6/5</u>	THE RÉCO REPORT Color Walls: Effective strategies for selling soft surface Life-Proof Products: Hard & soft surface with the right performance properties Locking Systems Ensure Confidence Adhesives Complete the Install
NO. 13	July 1 <u>AD CLOSE 6/19</u>	THE CONSUMER ISSUE Appealing to Different Demographics Carpet & the Consumer: Soft surface's top benefits Lifestyle Stories: Products to meet each need Selling Laminate to Today's Consumer Sheet Vinyl Still Stands
ONS (7/22)	July 15 <u>AD CLOSE 7/3</u>	FLOOR COVERING 101 GUIDE TO HARDWOOD
NO. 14	July 22 <u>AD CLOSE 7/10</u>	THE 2023 STATISTICAL REPORT
NO. 15	August 5 <u>AD CLOSE 7/24</u>	MADE IN AMERICA ISSUE Next Gen Leadership Made Right, Made Here: The domestic advantage Onshoring LVT Update Performance Products: What's new in dentproof, scratchproof, waterproof, lifeproof
NO. 16	August 19 <u>AD CLOSE 8/7</u>	THE TECHNOLOGY ISSUE Credit Check Visualizing Success: Tools to help consumers go from inspiration to install Latest in Laminate Hardwood's Evolution: From finishes to composition Rigid Core's Latest Tech Software Essentials

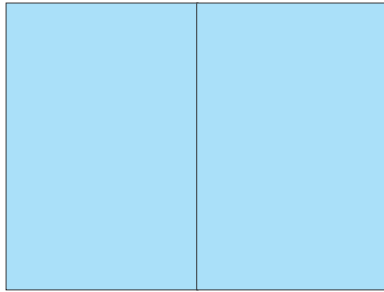
ISSUE		EDIT TOPICS
NO. 17	September 9 <u>AD CLOSE 8/28</u>	STYLE & DESIGN ISSUE Inspired Design: Behind the scenes with designers ColorWatch 2025 Hardwood Statements: Patterns for planks Tile's Transformative Trends LVT's Style Statements Whole Home Fashion Looks
ONS (9/23)	September 16 <u>AD CLOSE 9/4</u>	FLOOR COVERING 101 GUIDE TO TILE & STONE
NO. 18	September 23 <u>AD CLOSE 9/11</u>	WORLD MARKETPLACE ISSUE Going Global: Where flooring is made today Tile From Around the World LVT's Worldwide Innovation Global Style & Design Inspiration Protection & Performance: How underlayments help
ONS (10/7)	September 30 <u>AD CLOSE 9/18</u>	FLOOR COVERING 101 GUIDE TO SELLING SUSTAINABILITY
NO. 19	October 7 <u>AD CLOSE 9/25</u>	GREENSTEP 2024 WINNERS & HONOREES Tile's Inherent Sustainability Sustainable Stories: Trends around water, climate, health & wellbeing Tech Tools to Aide Sustainable Efforts: Estimators, software, etc. Certification Matters: What does each mean & what is the value? Sustainable Efforts in Vinyl Green Installation Product Guide
NO. 20	October 21 <u>AD CLOSE 10/9</u>	THE MAIN STREET ISSUE Main Street Business Report Inspiring Installs: What's trending on Main Street Carpet Tile Covers Main St. Versatile Vinyl Sheet Tile Takes on Light Commercial
SHOW DISTRIBUTION: NFA Fall Meeting (October 27 - 30)		
NO. 21	November 4 <u>AD CLOSE 10/23</u>	TOP 25 DISTRIBUTOR ISSUE Retail Business 101 Streamlining the Supply Chain Making Margins with Hardwood LVT's Advanced Aesthetics
ONS (11/11)	November 11 <u>AD CLOSE 10/30</u>	FLOOR COVERING 101 GUIDE TO FLEXIBLE LVT, SHEET VINYL & MORE
NO. 22	November 25 <u>AD CLOSE 11/13</u>	THE FLOORING BELT ISSUE Laminate's Latest Water-Resistant Technology Trims & Moldings Trend with High-Performance Products Style & Design: Rigid Core
ONS (12/9)	December 2 <u>AD CLOSE 11/20</u>	FLOOR COVERING 101 GUIDE TO LAMINATE & LOCKING SYSTEMS
NO. 23	December 9 <u>AD CLOSE 11/25</u>	MORE THAN FLOORS ISSUE Kitchen & Bath Report Creating a Countertop Business Stunning Styles from the Floor & Up Rigid Core Continues to Rise Owning the Job: Taking on paint & more
ONS (12/23)	December 16 <u>AD CLOSE 12/4</u>	PRODUCT RESOURCE GUIDE 2024
NO. 24	December 23 <u>AD CLOSE 12/11</u>	STATE OF THE INDUSTRY 2024 Next Gen Leadership 2024 Style Highlights



PRINT ADVERTISING

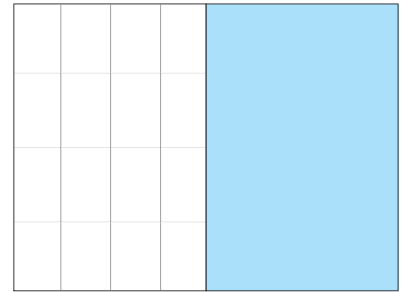
With a circulation of 18,500 readers, FCW puts your ad in front of the industry's decision-makers. Not only will your ad be seen by our print edition readers, FCW's digital issue will put you in front of our online readers as well. Placed side-by-side with compelling and timely copy, your message won't be missed.

SPREAD (send pages as separate files)



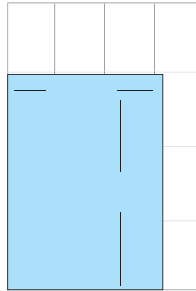
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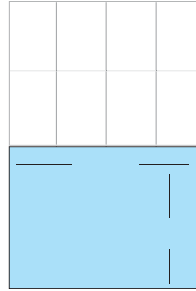
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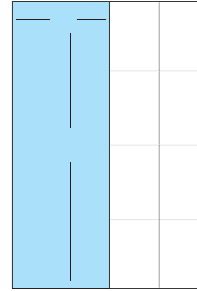
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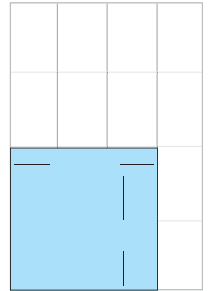
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BOOK FORMAT

Saddle-stitched, tabloid lightweight semi-glossed stock printed on a four-color offset web press.

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DIGITAL FILE REQUIREMENTS:

All files must be saved as .pdf at 300 dpi

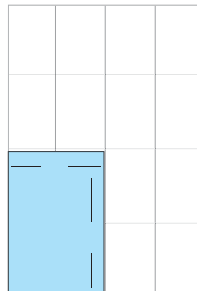
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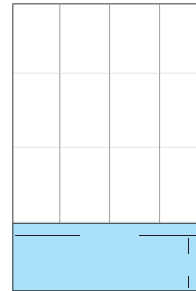
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ccalhoun4@aol.com
404-964-3961

1/4 ISLAND



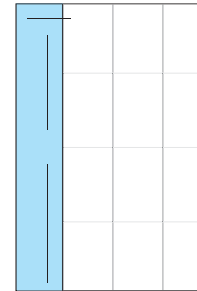
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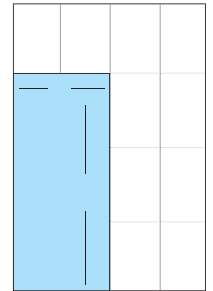
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trim: 4" x 7.625"

FCW1.COM

- More than 42,000 users and growing
- More than 75,000 page views per month
- More than 2 mins time spent per page

FCW1.com is the industry's go-to for the latest news and information. Here, readers will find breaking news, access to our latest issues, as well as online exclusive content and more.

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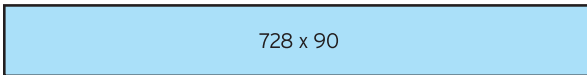
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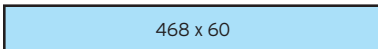


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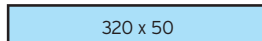
LEADERBOARD



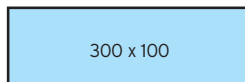
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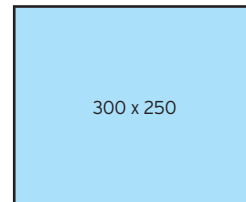
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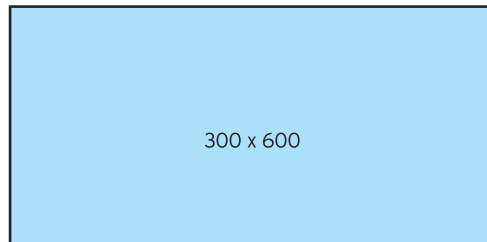
LEADERBOARD MOBILE 3



MEDIUM RECTANGLE



SPLASH PAGE



FCWLIVE

FCW1.com now features exclusive video content brought to you by the most trusted resource in the floor covering industry. In the last eight months, FCWLive has received nearly 8.5K total views on FCW1.com and YouTube.



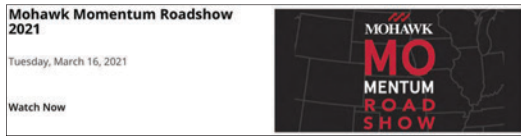
We are *On the Scene* in retail showrooms and events & shows



Product Storytellers create excitement on the selling floor



Style & Design stories driven by today's hottest trends



View from the Top as industry executives share their strategies, goals & perspectives



Education & Installation demonstrations for the best product knowledge



Unique Opens	Unique Opens/ Delivers	Gross Opens	Gross Opens/ Deliv	Unique Clicks	Unique Clicks/ Deliv	"Unique Clicks/ Open"	Gross Clicks	Gross Clicks/ Deliv	Gross
FCWdaily									
214,585	32.65%	320,393	48.74%	21,367	3.25%	9.96%	25,558	3.89%	7.98%
Special Reports									
15,6102	32.75%	237,066	49.73%	11,382	2.39%	7.29%	13,570	2.85%	5.72%
Product Spotlight									
75,326	31.61%	112,299	47.12%	5,785	2.43%	7.68%	6,636	2.78%	5.91%

Advertising and Sponsorship Pre-Roll Opportunities Available

To be a part of FCWLive contact:
Charlton Calhoun - 404 964 3961

FCWDAILY E-NEWSLETTER

NEWSLETTER ADS

Size in pixels **Width x Height**
 Medium 300w x 250h
 Rectangle

MAX FILE WEIGHT 100K

DIGITAL FILE

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DELIVERY:

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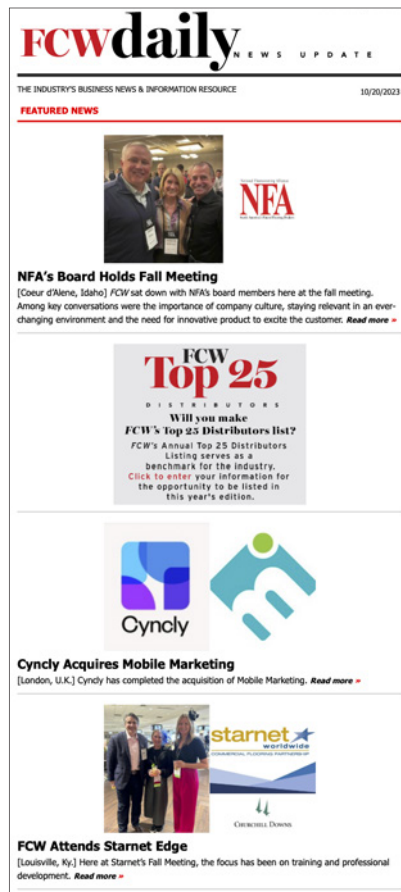
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Five days a week – Monday through Friday – FCWdaily delivers the latest news and information to our reader, your customers. Advertising in this high profile platform awards your brand enhanced visibility and retail engagement.

Saturday, we deliver our weekend wrap up FCWweekly

27% AVERAGE UNIQUE OPEN RATE

15% AVERAGE CLICKS PER UNIQUE OPENS



FCWdaily NEWS UPDATE
 THE INDUSTRY'S BUSINESS NEWS & INFORMATION RESOURCE 10/20/2023

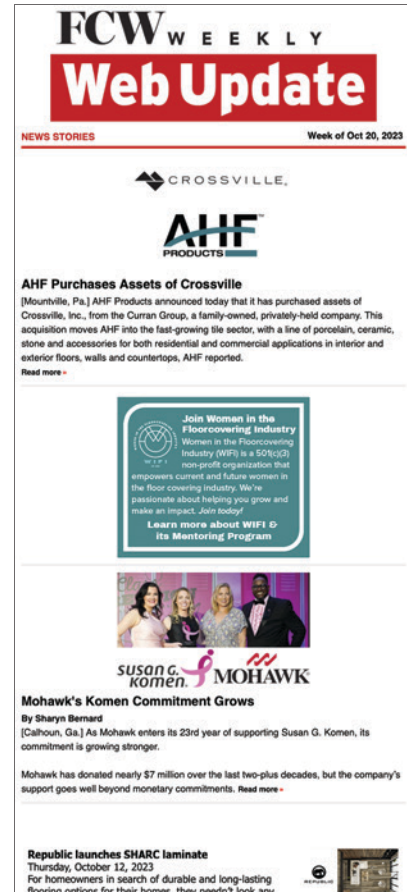
FEATURED NEWS

NFA's Board Holds Fall Meeting
 [Coeur d'Alene, Idaho] FCW sat down with NFA's board members here at the fall meeting. Among key conversations were the importance of company culture, staying relevant in an ever-changing environment and the need for innovative product to excite the customer. [Read more](#)

FCW Top 25 DISTRIBUTORS
Will you make FCW's Top 25 Distributors list?
 FCW's Annual Top 25 Distributors Listing serves as a benchmark for the industry. [Click to enter](#) your information for the opportunity to be listed in this year's edition.

Cyncly Acquires Mobile Marketing
 [London, U.K.] Cyncly has completed the acquisition of Mobile Marketing. [Read more](#)

FCW Attends Starnet Edge
 [Louisville, Ky.] Here at Starnet's Fall Meeting, the focus has been on training and professional development. [Read more](#)



FCW WEEKLY
Web Update
 NEWS STORIES Week of Oct 20, 2023

AHF Purchases Assets of Crossville
 [Mountville, Pa.] AHF Products announced today that it has purchased assets of Crossville, Inc., from the Curran Group, a family-owned, privately-held company. This acquisition moves AHF into the fast-growing tile sector, with a line of porcelain, ceramic, stone and accessories for both residential and commercial applications in interior and exterior floors, walls and countertops. AHF reported. [Read more](#)

Join Women in the Floorcovering Industry
 Women in the Floorcovering Industry (WIFI) is a 501(c)(3) non-profit organization that empowers current and future women in the floor covering industry. We're passionate about helping you grow and make an impact. [Join today!](#)
[Learn more about WIFI & its Mentoring Program](#)

Mohawk's Komen Commitment Grows
 By Sharyn Bernard
 [Calhoun, Ga.] As Mohawk enters its 23rd year of supporting Susan G. Komen, its commitment is growing stronger.
 Mohawk has donated nearly \$7 million over the last two-plus decades, but the company's support goes well beyond monetary commitments. [Read more](#)

Republic launches SHARC laminate
 Thursday, October 12, 2023
 For homeowners in search of durable and long-lasting flooring options for their homes, they needn't look any

FOR MORE INFORMATION AND PRICING CONTACT

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 404-964-3961

FCW DIGITAL EDITION

AVAILABLE ON FCW1.COM

FCW's Digital Edition lives on FCW1.com and is also delivered to readers in an e-newsletter.

Delivery Dates
1/1/2024
1/22/2024
2/12/2024
2/19/2024
2/26/2024
3/4/2024
3/11/2024
3/18/2024
3/25/2024
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11/11/2024
11/25/2024
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12/23/2024

DIGITAL STATS
(AVG. PER MONTH)

97,000
PAGE VIEWS

58,000
UNIQUE PAGE VIEWS



ADVERTISING OPPORTUNITIES

Be the sole sponsor of FCW's Digital Edition through multiple touchpoints, including:

→ Ad placement in the e-newsletter delivering

FCW's latest Digital Edition

→ Ad placement adjacent to the Digital Edition on FCW1.com website

EMAIL STATS (AVG. PER MONTH)

36.4% **10.7%**

UNIQUE OPENS/UNIQUE CLICKS/ OPEN DELIVERED

AD SPECIFICATIONS

Size
Medium Rectangle

Width & Height (pixels)
300 x 250

Resolution
72dpi

MATERIAL DEADLINES: One week prior to delivery.

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FOR MORE INFORMATION AND PRICING CONTACT

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PRODUCT SPOTLIGHT

MATERIAL REQUIREMENTS:

Please submit an HTML file. If you can not provide an HTML file, please provide product or news release, image(s) at 72 dpi, 200 pixels wide min. 1200 max, Include full contact information, url and email address.

Company postal mailing address required for Canada Spam Act compliance. No exceptions.

MATERIAL DEADLINES:

One week before scheduled delivery.

Put your product and your message exclusively in front of your customer, the specialty flooring retailer, with FCW's Product Spotlight.

Supply us with beautiful images and the product information and we will deliver the e-newsletter format to our 15,300 readers. Average open rate for a Product Spotlight is 30 percent.

A link to your website and other materials allow readers to view and engage with additional information about your brand. And, with only one Product Spotlight delivered per day, your message and your brand receive the reader's full attention. Please contact us for available dates.



FOR MORE INFORMATION AND PRICING CONTACT

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FCW FLOOR COVERING WEEKLY **Product Spotlight**

Explore the latest from Daltile

daltile

COMMANDING
spaces

COMMANDING SPACES
DESIGN SPACES THAT ARE IN A LEAGUE OF THEIR OWN BY ADDING IN DARK AND MOODY ELEMENTS ROOTED IN POETIC SUBTLETY. DARKNESS CAN TRANSFORM ANY SETTING INTO A REFLECTION OF INNER PEACE AND A PARADISE OF SHADOWS. TILE HAS THE UNIQUE ABILITY TO TRANSFORM ORDINARY SPACES INTO COMMANDING AND VISUALLY STRIKING ENVIRONMENTS. ITS IMPACT LIES IN THE VERSATILITY, PATTERNS, TEXTURES, AND SIZES OFFERED.

DARK & MOODY TILE SELECTIONS

EXPLORE MORE

MAKE IT YOUR OWN

Using large format tile or unique installations can make a room appear more expansive, giving it a grander scale. Mix in natural wood-look tile, bold patterns or intricate mosaics to serve as a focal point, drawing attention and creating a commanding presence within a space. The use of contrasting colors and textures can establish a sense of drama and depth, further enhancing the overall ambience. Below, find moody design inspiration from the people who do it best.

CHIP WADE'S PINHOTI PEAK

VIEW MORE

TAMARA DAY'S BARGAIN MANSIONS

FCW

CUSTOM CONTENT

CUSTOM CONTENT

VALUE ADD

→ Premium positioning in FCW's print publication.

→ Delivered in an exclusive e-newsletter to 17,700+ readers with an average open rate of 29 percent.

→ Your custom content will be featured on FCW1.com and be shared on all of our social platforms.

Look to us to create custom content pieces. From a single page to a series of one-page pieces or even multi-page booklets, FCW's talented team of editors will work closely with you to develop stories that deliver your message with our journalistic sensibility.

Plus, with FCW's custom content opportunities, you run the show but we do the heavy lifting. You will have multiple opportunities to make sure that the messaging is just right. As the owner of the content, you have the ability to share on your own website, social media platforms and in any other way that you choose.

FOR MORE INFORMATION AND PRICING CONTACT

Charlton Calhoun
ccalhoun4@aol.com
404-964-3961

ADVERTORIAL

VISUAL IMPACT

MSI's large format tiles are gorgeous & versatile

By Malory Crain McElroy

Design: Call it there is nothing else like beautiful tile and stone finishes, and with large format tiles, you can see the finished surface in the tile itself. The tile is made in a factory, so you can see the entire surface in the tile itself. The tile is made in a factory, so you can see the entire surface in the tile itself. The tile is made in a factory, so you can see the entire surface in the tile itself.

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MAKE A BIG DIFFERENCE

With our selection of large format porcelain tiles and pavers, you can cover more ground inside and outside your great space. A finished modern design. Large tiles and pavers create a clean, streamlined aesthetic. Visit one of our 45 MSI showrooms and distribution centers nationwide to explore more.

MSI

MSI

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MSI

BEAUFLO USA: EASY IS BEAUTIFUL

BY JANET HERLIHY

Cartersville, Ga. Beauflor USA is in the midst of a renaissance to refresh its brand, starting with a new slogan: "Easy is Beautiful." Inspired by the belief that beauty should be both to be and effortless daily living, Beauflor offers a variety of flooring options to meet nearly any environment with style and sophistication. A redesigned website, www.beauflor.com, an assortment of new product launches, and a new display system, all reflect the new brand strategy.

In 2014, after building a new, state-of-the-art plant in Cartersville, Ga., Beauflor began manufacturing most of its history vinyl products in the U.S. "This facility was designed to remain on the cutting edge of manufacturing both now and in the future," said Kevin Hovell, Senior Director of Sales & Product Management at Beauflor. "The company also offers luxury vinyl plank (LVP) and tile (LVT), Stone Polymer Composite (SPC) and laminate, all designed to reflect that Beauflor is in the brand that makes beautiful flooring easy to buy, easy to sell and easy to live.

NEW AWARD WINNING WEBSITE
Renovating for ease doesn't stop with flooring. Beauflor's newly updated website was designed with the customer in mind to create a more streamlined and engaging experience with a clean, modern layout and images that invite the viewer to explore and learn about a wide variety of

BLACKTEK HD & CRAFTTEK
Beauflor HD has been updated with 20 beautiful designs and colors. With a 16 mil wear layer and 110-gauge thickness, it is the premium luxury vinyl tile product on the market today. Blacktek is waterproof and also provides outstanding durability and stain resistance. Black tek's tactile backing adds superior noise reduction.

INTRODUCING INNOVIGUOUS™ SPC
Debuting in June 2023, Innoviguous introduces three SPC collections: Horizon, Curio and Perceptions. These are featured in an innovative new tower display that makes it easier for retailers and customers to browse products.

Here is a versatile, nature-inspired and easy to lay with. Crafttek luxury vinyl flooring, made for luxury in the U.S.A., looks great and is designed for long life in glass doors, test facilities.

Beauflor's new branding emphasizes that Easy is Beautiful.

Beauflor's new branding emphasizes that Easy is Beautiful.

Beauflor's new branding emphasizes that Easy is Beautiful.

Beauflor's new branding emphasizes that Easy is Beautiful.

ADVERTORIAL

COORDINATED INDOOR/OUTDOOR OASIS

By Malory Crain McElroy

Design: Call it there is nothing else like beautiful tile and stone finishes, and with large format tiles, you can see the finished surface in the tile itself. The tile is made in a factory, so you can see the entire surface in the tile itself. The tile is made in a factory, so you can see the entire surface in the tile itself.

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IGNITE YOUR Edge.

PLAYBOOK | 2023

Mohawk's Edge partnership program gives you the tools you need to grow your customer base, provide a seamless shopping experience, and increase your revenue.

START TO GAIN AND EXPERIENCE THE IMPACT.



PRESENTED BY

FCW

Increasing the Impact

Leveraging the power of Edge Omnia Websites

By Malory Crain McElroy

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"Our showroom can offer high-quality products and provide the customer the knowledge needed to make the best choice for their space. We can offer the right solution through our Omnia Websites."

With the right solution through our Omnia Websites, you can offer the right solution through our Omnia Websites.

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FLOOR COVERING 101 GUIDE: THE RSA HANDBOOK

ADVERTISING OPPORTUNITIES

ADVERTORIAL + ONE FULL PAGE AD

Work directly with FCW's editors to provide your view about a product category's attributes around features, benefits, constructions and more.

The advertorial will give you the opportunity to position your product in the marketplace. This two-page opportunity includes a full page display ad as well.

DISPLAY ADS

WIDTH X HEIGHT

Trim size = 7.75" x 10.875"

Bleed size* = 8" x 11.125"

1/2 horizontal =

7.25" x 4.875"

All sizes are in inches

* Safety for ads that bleed: Keep all live matter (text, logos, images, etc.) 1/4 inch from trim.

Floor covering products today are changing at a rapid pace, often creating confusion on the selling floor. FCW's Floor Covering 101 Guide handbooks will give retail sales associates (RSAs) the latest information they need to understand the product category and ultimately close the sale. Each category-specific handbook will serve as a true education resource for both new and seasoned RSAs.

GUIDE CATEGORIES

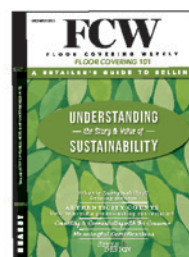
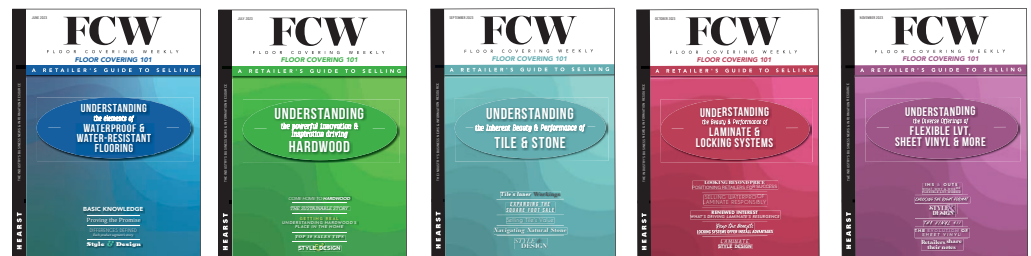
- Rigid Core
- Style & Design
- Technology: Navigating Installation & Digital Platforms
- Carpet
- Waterproof & Water-Resistant
- Hardwood
- Tile & Stone
- Sustainability
- Flexible LVT & Sheet Vinyl
- Laminate & Locking Systems

ISSUE DATE

- February 19
- March 18
- April 15
- May 13
- June 10
- July 15
- September 16
- September 30
- November 11
- December 2

MATERIAL DUE DATE

- February 7
- March 6
- April 3
- May 1
- May 9
- July 3
- September 4
- September 18
- October 30
- November 20



FOR MORE INFORMATION AND PRICING CONTACT

Charlton Calhoun
ccalhoun4@aol.com
404-964-3961

New Product Showcase

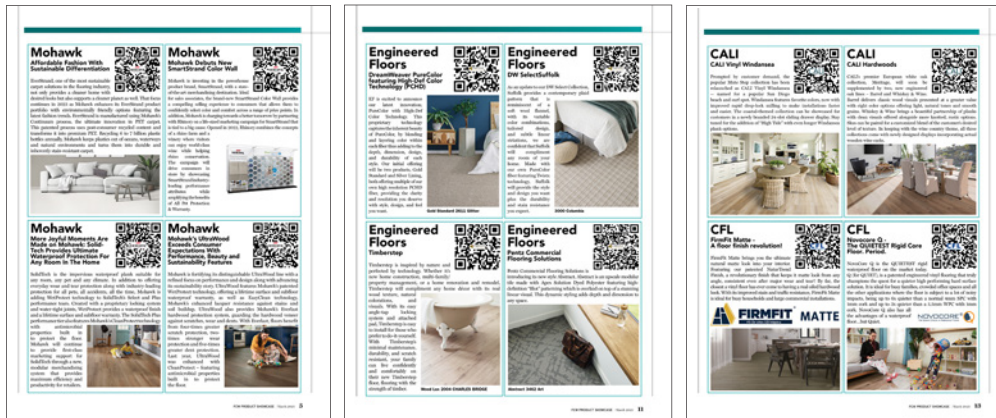
This unique, innovative format allows you to get your 2024 collections in front of retailers when it matters most.

ARRIVING WITH THE MARCH 4 ISSUE
MATERIALS DEADLINE JANUARY 27



Each Ad Includes:

- Product Image
- Product Description (100 words)
- Call To Action/URL
- Digital Edition Hyperlink



1/4 sq. Specifications (based on 100 words of copy)

Brand: Collection	
Call to Action Contact information	
Vertical Orientation 1.625 x 3.375	Description

Brand: Collection	
Call to Action Contact information	
Description	
Vertical Orientation 3.3125 x 1.625	

For More Information Contact:

Charlton Calhoun
404-964-3961
ccalhoun4@aol.com

DEALERS' CHOICE AWARDS

ENTRIES INCLUDE

→ Prominently featured in FCW's Jan Issue.

→ Visible in print, digital & online at FCW1.com.

→ Featured in FCWdaily & on social platforms.

→ Promoted at live & virtual events.

→ Winners are featured again in a later FCW issue.

ENTRIES OPEN

November 2024

DEADLINE

December 21, 2024

ENTRY FEE

\$500

TO ENTER & REGISTER,

VISIT FCW1.COM/Awards

FOR MORE INFORMATION AND PRICING CONTACT

Sherridan Basdeo
 sbasdeo@hearst.com
 212-649-7989

FCW DEALERS' CHOICE AWARDS

2024



As the industry's most prestigious floor covering awards program, Dealers' Choice gives retailers the opportunity to review and vote for the product, technology or merchandising they feel will have the biggest impact on their selling floor in the coming year.

Each year, some 1,000 retailers cast their votes and this year will be no different as we offer multiple online voting opportunities for qualified retailers.

BEST PRODUCT AWARDS WILL INCLUDE THE FOLLOWING CATEGORIES:

- CARPET
- FLEXIBLE LVT
- FLOORING RELATED
Includes trims, moldings, grouts, adhesives and installation tools
- HARDWOOD
- LAMINATE
- MERCHANDISING
- SHEET VINYL
- SPC
- TECHNOLOGY
Includes software, apps and visualizers
- TILE & STONE
- WPC



GREENSTEP SUSTAINABILITY AWARDS PROGRAM

ENTRIES INCLUDE

→ Editorial opportunities with FCW throughout the year featured in print, digital and on social media platforms. GreenStep winners are presented their award at an exclusive event.

ENTRIES OPEN

March, 2024

DEADLINE

April, 2024

ENTRY FEE

\$450

TO ENTER & REGISTER,
VISIT FCW1.COM Awards

RECOGNIZE | PROMOTE | HONOR

Our GreenStep Sustainability Awards program recognizes, promotes and honors organizations and individuals in the flooring industry for their stewardship, initiatives and accomplishments in the area of sustainability.

NOMINATE YOUR COMPANY OR PRODUCT

SIX AWARD CATEGORIES

(TWO AWARD LEVELS PER CATEGORY)

- Pinnacle
- Product
- Process
- Promotion
- International
- People



VOL. 72 | NO. 19

OCTOBER 2, 2023 • \$4

FCW

FLOOR COVERING WEEKLY

FCW
DEALERS' CHOICE AWARDS
2023 WINNERS

FCW honors the 2023 Dealers' Choice Award winners on **page 4**.

THE INDUSTRY'S BUSINESS NEWS & INFORMATION RESOURCE

2023 GreenStep
SUSTAINABILITY AWARDS PROGRAM

GreenStep 2023 Celebrates Successes

FCW HONORS THE INDUSTRY'S SUSTAINABILITY LEADERS

BY SHARYN BERNARD

[Dalton] At the 15th annual GreenStep Awards, held at the Dalton Country Club here late September, *Floor Covering Weekly* (FCW) and flooring industry executives gathered to celebrate and honor continued and expanding sustainability efforts throughout the flooring industry's organizations. GreenStep awards cover six categories and laud people, companies and processes that are making the industry a more environmentally sound and equitable industry.

The event has evolved throughout its 15 years to encompass a greater awareness of what sustainability means, noted Amy Rush-Inker, FCW's publisher and editor-in-chief. "When we started this awards program, the purpose was to shine a light on the investments and initiatives made by the floor covering industry. And it's because of the efforts that those of you here tonight have committed to, that this industry has become one

Continued on page 6

FOR MORE INFORMATION AND PRICING CONTACT

Sherridan Basdeo
sbasdeo@hearst.com
212-649-7981

FLOOR COVERING PRODUCT RESOURCE GUIDE

FORMAT

Saddle-stitched, semi glossed stock printed on a four-color offset web press.

TRIM SIZE: 7.75" × 10.875"

DIGITAL FILE REQUIREMENTS:

All files must be save as .pdf at 300 dpi

SEND MATERIALS TO:

Email: fcwservices@hearst.com

MATERIAL DEADLINE

December 1, 2024

FCW's Floor Covering Product Resource Guide *provides you with the most up-to-date and reliable contact information for the industry's suppliers, distributors and organizations. An introduction to each product category provides readers with an overview of key features, benefits, market trends and more.*

PRODUCT CATEGORIES INCLUDE:

- Carpet
 - Fiber
- Grout & Mortars
- Hardwood
 - Bamboo & Cork
- Installation
 - Adhesives
 - Locking Systems
- Laminate
- Resilient (LVT/WPC/SPC/Rigid Core/Sheet Vinyl)
- Sundries
- Tile & Stone
- Trims & Moldings
- Carpet Cushion & Underlayment

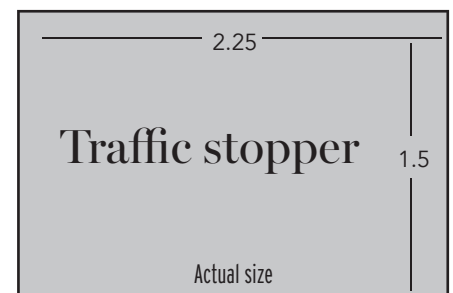


Other categories include flooring distributors, installation organizations, software providers and more.

ADVERTISING

Ad Sizes	Width	Height
1 page, bleed*	8	11.125
2 page, bleed*	15.75	11.125
2/3 page	4.75	10
1/2 page horizontal	7.25	4.875
1/2 page island	4.75	7.375
1/3 page square	4.75	4.875
1/3 page vertical	2.25	10

All sizes are in inches
 * Safety for ads that bleed: Keep all live matter (text, logos, images, etc.) 1/4 inch from trim.



Traffic stoppers: Your logo and/or message appears in a 2.25" × 1.5" yellow background above your company's name in the section of your choosing.



Logo stoppers: Your company logo will appear over a 2.25" × 0.75" yellow background above your company's name in the section of your choosing.

FOR MORE INFORMATION AND PRICING CONTACT

Charlton Calhoun
 ccalhoun4@aol.com
 404-964-3961

CLASSIFIEDS/MARKETPLACE

SUBMITTING ADS

To submit your classified ad visit, FCW1.com or email sbasdeo@hearst.com.

MARKETPLACE AD REQUIREMENTS:

All files must be saved as .PDF at 300 DPI.

INDIVIDUALS SEEKING EMPLOYMENT ONLY:

"Position Wanted" ads up to eight lines are published at no charge as an industry service for a maximum of three weeks (add \$10 for box number).

ADS ARE PAYABLE IN ADVANCE.

Major credit cards are accepted.

MasterCard, VISA, American Express

The publisher reserves the right to adjust ad copy without notice to conform to federal regulations.

MARKETPLACE ADS

Look to FCW's Marketplace to introduce your newest products, technologies and services to our readers.

Size	Rate
1/32 pg	\$265
1/16 pg	\$425
1/12 pg	\$600
1/8 pg horz.	\$785
1/8 pg vert.	\$785
3/16 pg	\$1,200
1/4 pg	\$1,400

CLASSIFIED ADS

FCW's Classified ads are the go-to for business and career opportunities as well as sales listings, including warehouse and closeout sales.

Size	Rate
Headlines	\$18
All cap text	\$18
Text	\$17

Classified ads - Print/Digital

MINIMUM CHARGE: \$50

\$20 per insertion for custom border

\$30 per insertion for logo art

\$50 per insertion for red border

SMALL ADS
BIG
RESULTS

FOR A QUOTE, CONTACT:
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FOR MORE INFORMATION AND PRICING CONTACT

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