NEWSPAPER

floor covering news

Celebrating 40 years

1986 - 2026

2026 PRINT & DIGITAL MEDIA KIT

TRUSTED. RESPECTED. INFLUENTIAL.

Floor Covering News is the publication more floor covering retail professionals rely on to make smart business decisions. Providing the latest news, education, insights and relevant information to the industry are pillars of *FCNews'* content positioning. With exclusive educational selling guides, product guides, retailer handbooks, the industry's most accurate statistical report, as well as unique features, *FCNews* is considered the most valuable source of information to help retailers become more profitable and professional.

Each of our 26 issues provides access to more than 14,500 success-minded retailers and distributors along with countless associates—a chain of influence—that determines your fate on the showroom floor. As retailers have so many options from where to purchase product, *FCNews* provides the information for them to capitalize on timely market opportunities.

FCNews is requested and read by the committed professionals of every major category. *FCNews* builds awareness and brand preference by placing your marketing message directly in front of them when it's time to make a purchasing decision.

Leadership. For 40 years, the market has relied on *FCNews* for its timely news coverage and vital insights and reporting/research. *FCNews* has extended its leadership position over the years by offering:

- More editorial content than any publication in the field
- The greatest frequency
- The most respected and experienced editorial team
- The most advertising pages

What does this mean? More education. More information. More value. That translates into greater profitability for the retailer.

Engagement leader. The entire market now comes together across print and digital for information and insights from *FCNews.* We deliver decision makers who can take your business to the next level.

Advertising. *FCNews* connects the entire industry every day and in every way, whether through print, digital, FCNewsletters, social or retargeting initiatives. Website advertising is a great way to provide solutions, make recommendations or expand on brand awareness. FCNewsletter sponsorships are unique and effective since they match buyers and sellers around compelling content. There are multiple options with enormous reach and potential for you and your marketing dollars.

Capture your fair share. Retail penetration requires three things: product differentiation, a story/promotion and access to the right decision makers. *FCNews* is the leader in making this connection.

ACCESS TO DECISION MAKERS

Floor Covering News delivers your message to floor covering professionals who have the decision-making power to showcase and recommend products sought by today's consumers. To take advantage of our unmatched access to flooring retailers, whether through our print product or various digital offerings, contact

Dustin Aaronson
at **631.721.6540**

to discuss an advertising program that meets your needs.

FCNEWS' READERSHIP AND REACH

***FCNews* is much more than a magazine. We innovate our print, digital and experiential platforms to design strategic marketing programs for brands and powerful, relevant content for readers.**

PRINT & DIGITAL

26

print issues per year plus **5** supplements

NEWSLETTERS

FCNewsletters and custom e-blasts garner **35%** the industry's highest open rate.

WEBSITE

48K

average monthly views

SOCIAL PLATFORMS

Partnering with us means we will help spread and expand your brand through our extensive online reach. *FCNews* has the largest following comapred to every other flooring publication on LinkedIn and Twitter.

23K+ 9K+ 8.7K+ 2.7K+

Contact: DUSTIN AARONSON · dustin@fcnews.net · 631.721.6540

2026 EDITORIAL CALENDAR

Issue Date	Editorial Special	Distribution	Ad Closings	Material
Jan. 5/**12**	Pre-Surfaces **The Great Reveal: Product preview**	CCA Global SE Flooring Market	Jan. 5	Jan. 6
Jan. 19/**26**	**Surfaces**	Surfaces	Jan. 16	Jan. 20
Feb. 2/**9**	**Surfaces/Winter Market coverage I** Carpet: Higher-end luxury products dominate Under-the-radar brands to know now	Abbey Carpet	Jan. 30	Feb. 3
Feb. 16/**23**	**Surfaces/Winter Market coverage II** Laminate: Competing in a waterproof world Ceramic: Advancements in slip-resistance, cleanability & more Adhesives: New products, formulations **Supplement: Winter Markets new product guide**		Feb. 13	Feb. 17
March 2/**9**	Resilient: Floating floor guide Wood: Touting the ROI story Moldings, accessories, sundries: What's new Technology: The Surfaces software story		Feb. 27	March 3
March 16/**23**	**The industry disrupters** Carpet: How mills differentiate fiber brands Digital printing: Who's doing what Underlayment/cushion: Silence is golden **Supplement: The ultimate ceramic product guide**	Coverings Alliance Flooring	March 13	March 17
March 30/**April 6**	Laminate: Leveraging good/better/best strategies Ceramic: The latest and greatest Waterproof: How SPC is regaining its reputation Technology: Innovations in locking systems Installation: Advancements in moisture testing		March 27	March 31
April 13/**20**	**Made in the USA** Wood: State of the industry Adhesives: Multi-purpose products Cleaning & maintenance/After care	NWFA Starnet	April 10	April 14
April 27/**May 4**	**Retailers reveal A+ products from 2025** Sustainability report: Who's doing what Carpet: Solutions for high-traffic areas **Special section: Winning at retail**		April 24	April 28
May 11/**18**	**The technology issue** Laminate: State of the industry 10 people making a difference **Supplement: LVT/WPC/SPC selling guide**		May 8	May 12
May 25/**June 1**	Contract: State of the industry NeoCon product preview Main Street: Must-have brands for retailers Moldings/accessories: Made to match	NeoCon	May 22	May 26
June 8/**15**	Carpet: Preference for patterns Wood: Tired of oak? Exotics open up opportunity Waterproof: WPC's second wind in an SPC era Installation: Subfloor prep		June 5	June 9
June 22/**29**	**Statistical Issue**		June 19	June 23

Issue Date	Editorial Special	Distribution	Ad Closings	Material
July 6/**13**	**The trends issue** Laminate: Visuals take a page from wood's playbook Ceramic: How tile contributes to healthier spaces Adhesives: Addressing common problems Underlayment/cushion: New solutions for old issues		July 3	July 7
July 20/**27**	***FCNews'* 40th anniversary issue**		July 17	July 21
Aug. 3/**10**	**Power of brands** Wood: How to trade up the customer from plastic Technology: Digital marketing Turf wars: Why artificial turf is growing		July 31	Aug. 4
Aug. 17/**24**	**Retailers reveal suppliers they win with** Carpet: State of the industry Laminate: Refueling the resurgence Moldings/accessories: Profit opportunities		Aug. 14	Aug. 18
Aug. 31/**Sept. 7**	**Special issue: The ultimate waterproof guide**		Aug. 28	Sept. 1
Sept. 14/**21**	**Annual *FCNew*Style & Design Awards** What's new for fall Market pulse: Retailers reveal top wood lines of 2026 Ceramic: AI & VR—Immersive tools to help seal the deal Underlayment: Getting in on the waterproof act		Sept. 11	Sept. 15
Sept. 28/**Oct. 5**	Resilient: State of the industry Carpet: Mills tout proprietary pet portfolios Laminate: Innovations in visual realism Adhesives: Sustainable solutions		Oct. 9	Oct. 13
Oct. 12/**19**	**Special issue: Annual Flooring Product Guide**		Sept. 25	Sept. 29
Oct. 26/**Nov. 2**	**Top 20 distributors** Distributors tout best-selling lines Market pulse: Retailers reveal top carpet lines of 2026 Installation: Tips to save time and money **Supplement: Guide to Surfaces 2027**	NAFCD	Oct. 23	Oct. 27
Nov. 9/**16**	**Executives making an impact** **Legacy products that stand the test of time** Laminate: Innovations in core construction Moldings/accessories: The finishing touch		Nov. 6	Nov. 10
Nov. 23/**30**	Market pulse: Retailers reveal top resilient lines of 2026 Ceramic: State of the industry Technology: Lead generation **Supplement: Hardwood selling guide**		Nov. 20	Nov. 24
Dec. 7/**14**	**Executive forecast for 2027** **The 10 must-have introductions of 2026** Carpet: Color my world Main Street: State of the industry		Dec. 4	Dec. 8
Dec. 21/**28**	***Floor Covering News'* annual recap** Market pulse: Retailers reveal top laminate lines of 2026 Underlayment: Upselling techniques **Special section: *FCNews* 5th annual Innovation Awards**		Dec. 18	Dec. 22 * All categories

2026 EDITORIAL RECAP

SPECIAL ISSUES/FEATURES

Jan. 5/**12** . . . . . Pre-Surfaces
Jan. 5/**12** . . . . . The Great Reveal*
Jan. 19/**26** . . . . . Surfaces
Feb. 2/**9** . . . . . Post Surfaces
Feb. 2/**9**. . . . . Under-the-radar brands*
Feb. 16/**23** . . . . . Best of Surfaces winners
March 16/**23**. . . . . Industry disrupters
April 13/**20** . . . . . Made in the USA*
April 27/**May 4** . . A look back: 2025 product intros*
April 27/**May 4** . . . . . Winning at retail
May 11/**18**. . . . . The Technology Issue*
May 25/**June 1** . . . . . Contract
June 22/**29**. . . . . Statistical issue*
July 6/**13** . . . . . The Trends Issue*
July 20/**27**. . . . . *FCNews'* 40th anniversary issue
Aug. 3/**10**. . . . . Power of brands*
Aug. 17/**24** . . . . . Suppliers retailers win with*
Aug. 31/**Sept. 7** . . . . . Ultimate Waterproof Guide
Sept. 14/**21** . . . . *FCNew*Style & Design Awards*
Sept. 14/**21** . . . . . What's new for fall*
Oct. 12/**19** . . . . . Flooring Product Guide*
Oct. 26/**Nov. 2** . . . . . Top 20 distributors
Nov. 9/**16** . . . . . Executives making an impact
Nov. 9/**16** . Legacy products standing test of time
Dec. 7/**14** . . . . . Executive forecast for 2027*
Dec. 7/**14** . . . . . 10 must-have intros of 2026*
Dec. 21/**28** . . *Floor Covering News'* annual recap*
Dec. 21/**28** . . . . . *FCNews'* Innovation Awards

SPECIAL SUPPLEMENTS

Feb. 16/**23** . . Winter Markets New Product Guide
March 16/**23** . . . . . Ceramic Product Guide
May 11/**18**. . . . . LVT/WPC/SPC Selling Guide
Oct. 26/**Nov. 2**. . . . . Surfaces 2027 Guide
Nov. 23/**30**. . . . . Hardwood Selling Guide

SHOW ISSUES

Jan. 5/**12** . . . . . Pre-Surfaces
Jan. 19/**26**. . . . . Surfaces
March 16/**23** . . . . . Coverings
April 13/**20**. . . . . NWFA
May 25/**June 1**. . . . . NeoCon
Oct. 26/**Nov. 2**. . . . . NAFCD

CARPET

Jan. 5/**12**. . . . . The Great Reveal
Feb. 2/**9** . . . . . Higher-end products dominate
Feb. 16/**23** . . Winter Markets New Product Guide
March 16/**23** . How mills differentiate fiber brands
April 13/**20** . . . . . Made in the USA
April 27/**May 4** . . A look back: 2025 product intros
April 27/**May4** . . . Solutions for high-traffic areas
June 8/**15** . . . . . Preference for patterns
June 22/**29** . . . . . Statistical issue
Aug. 3/**10**. . . . . Power of brands
Aug. 17/**24** . . . . . State of the industry
Aug. 17/**24** . . . . . Suppliers retailers win with
Sept. 14/**21** . . . . . What's new for fall
Sept. 28/**Oct. 5**. Mills tout proprietary pet portfolios
Oct. 12/**19** . . . . . Flooring Product Guide
Oct. 26/**Nov. 2** . Retailers reveal top lines of 2026
Dec. 7/**14** . . . . . Executive forecast for 2027
Dec. 7/**14** . . . . . Color my world

CERAMIC

Jan. 5/**12**. . . . . The Great Reveal
Feb. 16/**23** . . Winter Markets New Product Guide
Feb. 16/**23** . . . Advancements in slip-resistance...
March 16/**23** . . Digital printing—who's doing what
March 16/**23** . . . . . Ceramic Product Guide
March 30/**April 6** . . . . . The latest and greatest
April 13/**20** . . . . . Made in the USA
April 27/**May 4** . . A look back: 2025 product intros
June 22/**29** . . . . . Statistical issue
July 6/**13** . How tile contributes to healthier spaces
Aug. 3/**10**. . . . . Power of brands
Aug. 17/**24** . . . . . Suppliers retailers win with
Sept. 14/**21** Immersive tools to help seal the deal
Sept. 14/**21** . . . . . What's new for fall
Oct. 12/**19** . . . . . Flooring Product Guide
Nov. 23/**30** . . . . . State of the industry
Dec. 7/**14** . . . . . Executive forecast for 2027

HARDWOOD

Jan. 5/**12**. . . . . The Great Reveal
Feb. 16/**23** . . Winter Markets New Product Guide
March 2/**9**. . . . . Touting the ROI story
April 13/**20** . . . . . State of the industry

April 13/**20** . . . . . Made in the USA
April 27/**May 4** . . A look back: 2025 product intros
June 8/**15** . . . . . Exotics open up opportunities
June 22/**29** . . . . . Statistical issue
Aug. 3/**10** . . Trading up the consumer from plastic
Aug. 3/**10**. . . . . Power of brands
Aug. 17/**24** . . . . . Suppliers retailers win with
Sept. 14/**21** . . Retailers reveal top lines of 2026
Sept. 14/**21** . . . . . What's new for fall
Oct. 12/**19** . . . . . Flooring Product Guide
Nov. 23/**30**. . . . . Hardwood Selling Guide
Dec. 7/**14** . . . . . Executive forecast for 2027

LAMINATE

Jan. 5/**12**. . . . . The Great Reveal
Feb. 16/**23** . . Winter Markets New Product Guide
Feb. 16/**23** . . . . Competing in a waterproof world
March 30/**April 6** . . Good/better/best strategies
April 13/**20** . . . . . Made in the USA
April 27/**May 4** . . A look back: 2025 product intros
May 11/**18** . . . . . State of the industry
June 22/**29** . . . . . Statistical issue
July 6/**13** . Visuals take page from wood's playbook
Aug. 3/**10**. . . . . Power of brands
Aug. 17/**24**. . . . . Refueling the resurgence
Aug. 17/**24** . . . . . Suppliers retailers win with
Sept. 14/**21** . . . . . What's new for fall
Sept. 28/**Oct. 5** . . . Innovations in visual realism
Oct. 12/**19** . . . . . Flooring Product Guide
Nov. 9/**16** . . . . . Innovations in core construction
Dec. 7/**14** . . . . . Executive forecast for 2027
Dec. 21/**28** . . . Retailers reveal top lines of 2026

RESILIENT

Jan. 5/**12**. . . . . The Great Reveal
Feb. 16/**23** . . Winter Markets New Product Guide
March 2/**9**. . . . . Floating Floor Guide
April 13/**20** . . . . . Made in the USA
April 27/**May 4** . . . A look back: 2025 product intros
May 11/**18** . . . . . LVT/WPC/SPC Selling Guide
May 25/**June 1** . . Main Street: Must-have brands
June 22/**29** . . . . . Statistical issue
Aug. 3/**10**. . . . . Power of brands
Aug. 17/**24** . . . . . Suppliers retailers win with
Sept. 14/**21** . . . . . What's new for fall
Sept. 28/**Oct. 5** . . . . . State of the industry
Oct. 12/**19** . . . . . Flooring Product Guide
Dec. 7/**14** . . . . . Executive forecast for 2027

WATERPROOF

March 16/**23**. . . Digital printing: Who's doing what
March 30/**April 6** . . How SPC regains reputation
June 8/**15** . . . . . WPC's second wind in an SPC era
Aug. 31/**Sept. 7** . . . . . Ultimate Waterproof Guide
Nov. 23/**30** . . . Retailers reveal top lines of 2026

ADHESIVES

Feb. 16/**23** . . . . . New products, formulations
April 13/**20**. . . . . Multi-purpose products
July 6/**13** . . . . . Addressing common problems
Oct. 12/**19** . . . . . Flooring Product Guide
Sept. 28/**Oct. 5** . . . . . Sustainable solutions

INSTALLATION

March 30/**April 6**. . Advancements in moisture testing
June 8/**15** . . . . . Subfloor prep
Oct. 26/**Nov. 2**. . . . . Tips to save time and money

MAIN STREET

May 25/**June 1** . . Must-have brands for retailers
Dec. 7/**14**. . . . . State of the industry

MOLDINGS/ACCESSORIES

March 2/**9** . . . . . What's new
May 25/**June 1** . . . . . Made to match
Aug. 17/**24**. . . . . Profit opportunities
Oct. 12/**19** . . . . . Flooring Product Guide
Nov. 9/**16**. . . . . The finishing touch

TECHNOLOGY

March 2/**9**. . . . . The Surfaces software story
May 11/**18**. . . . . The Technology Issue
Aug. 3/**10** . . . . . Digital marketing
Nov. 23/**30** . . . . . Lead generation

UNDERLAYMENT

March 16/**23**. . . . . Silence is golden
July 6/**13** . . . . . New solutions for old issues
Sept. 14/**21** . . . Getting in on the waterproof act
Oct. 12/**19** . . . . . Flooring Product Guide
Dec. 21/**28**. . . . . Upselling techniques

*All categories

2026 DISPLAY AD RATES

SIZE	COLOR	1x	6x	13x	26x
Full page (10" x 14")	4-Color	$8,000	$7,750	$7,250	$7,000
Junior page (8" x 10")	4-Color	6,000	5,500	5,250	5,000
Half page (10" x 7")	4-Color	5,000	4,750	4,500	4,000
Strip Ad (10" x 3")	4-Color	4,000	3,700	3,500	3,000
Quarter page (6" x 7")	4-Color	3,300	3,000	2,750	2,500

FCNews now offers balanced billing

Advertisers with campaigns greater than $24,000 can now have their campaigns billed in 12 monthly installments regardless of when ads are placed.*

*Requires signed contract

2026 CLASSIFIED AD RATES

LINE ADS

DESCRIPTION	COST PER LINE
Bold headline	$50
Body copy	25
Blind ad with box number	25
Border (solid line)	50
Logo/art insertion*	50

*Logos and artwork must be supplied as a high res .jpg, .tif, or .pdf file. Faxed logos and artwork are not accepted.

FREQUENCY SAVINGS

(must run consecutive issues)

FREQUENCY	DISCOUNT
4x	10% OFF
8x	15% OFF
13x	20% OFF
Full year	25% OFF

Deadlines are 10 days prior to issue dates (see pages 4–5).

CLASSIFIED DISPLAY ADS

$200 per column inch (columns are 2 inches) • Digital requirements: see pages 14-15. All classified ads are paid in advance. We accept all major credit cards. All credit card payments are subject to a 5% processing fee.

Ads that appear in our Classified section are featured in:

- ***Floor Covering News*** (Current circulation: **14,500-plus**)
- **fcnews.net** (Receives about **48,000 hits** on average per month)

What do these numbers mean to you?

RESULTS...RESULTS...RESULTS!

FOR QUOTES, CONTACT:

call: 516.932.7860 • e-mail: krystal@fcnews.net

AWARD PROGRAMS

Floor Covering News' *FCN*novation Awards is a way to recognize some of the most innovative new products and technologies in the flooring industry. These awards honor groundbreaking and industry-changing ideas. After all, today's innovation is tomorrow's standard.

The *FCN*novation Awards offer extensive opportunities for promotion and visibility, and multiple levels of recognition. Nominations are open for these categories:

Carpet	Wood
Rigid/WPC	Ceramic
Laminate	Software
Installation related	

Flooring products will be honored in two subcategories: Design and Performance (technology). The software category will recognize new products that contribute significantly to improved efficiency, productivity and performance of a retail operation. A panel of industry experts reviews applications in each product category based on specific criteria.

Entry criteria

Entries must meet the following qualifications to be considered for an award:

- Innovation distinctive from other products currently manufactured or processes currently in use
- Benefit to the specialty retailer/consumer
- Practicality
- Product or process must have been introduced in 2025 and be currently in the market

For more info, contact:
Dustin Aaronson
631.721.6540 dustin@fcnews.net

Floor Covering News' third annual *FCNew*Style & Design Awards are becoming one of the most sought-after acknowledgements in the flooring industry. It is an opportunioty for suppliers to benchmark themselves against their competitors and prove style and design as a separator.

Winning an *FCNew*Style & Design award puts your product on an elevated platform, gaining it immediate industry recognition. Voting is conducted by flooring retailers online, allowing equal chances of winning for every participant. The competition will be separated into six categories: Carpet, Resilient, Wood, Ceramic, Laminate and Area Rugs.

The competition is open to any floor covering supplier. Any product introduced in 2026 is eligible to be entered.

Manufacturers/suppliers will submit their product with name, brief description and two photos—room scene and product shot. *FCNews* will publish all entries with photos in a spring issue, at which time online voting will commence. Winners will be announced in the Sept. 14/21 issue as part of a photo spread and will be promoted long after in the pages of *FCNews* and online. There is no cost to enter.

Winning benefits

- Industry visibility for your brand
- Positioning as a design-oriented company and enhanced image
- Content for your corporate communications
- Exposure to 14,500+ flooring dealers, both current and potential customers

FLOOR COVERING NEWS PROVIDES THE MOST COMPREHENSIVE DIGITAL MARKETING PORTFOLIO EVER OFFERED BY AN INDUSTRY PUBLICATION.

At *FCNews*...

We have led the industry for 40 years in successfully helping brands reach their targeted audience with the desired message.

With *FCNews* Digital, we will leverage our unmatched industry expertise with digital marketing to help our clients reach flooring professionals online. Utilizing best-in-class tactics, *FCNews* will now give you turnkey, offline and online channels to get your message heard. From professionally designed emails to sponsored videos to socially charged branded-content campaigns, *FCNews* can help you create a powerful, one-two punch to deliver your message that will help you reach your marketing goals.

Whether you want to generate social buzz, introduce a new product, launch a press release or drive traffic to your website, we are able to help our advertisers get their message heard everywhere their target audience is spending time on and offline.

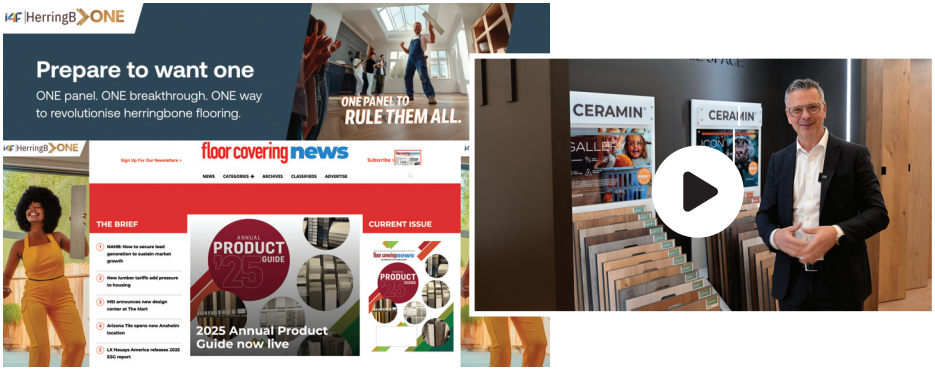
At *FCNews* Digital...

We are committed to bringing your brand's vision to life through original, well-designed and engineered digital experiences.

Our online advertising programs include:

- *FCNews* website - Homepage takeovers
- *FCNews* website - Category takeovers
- Custom branded content sponsorships
- Rich media ad design and development
- Social media advertising programs
- Email marketing with dedicated blasts and newsletters
- Custom video production
- Sponsored webinars

Our team of content producers, designers and developers are available to create marketing campaigns that communicate your brand's message to our offline and online audience of tens of thousands of flooring professionals each month.



Homepage takeover

For maximum exposure and optimal branding visibility, take over the fcnews.net homepage. **The homepage takeover is a great way to get the word out about your new launch or special offer** or to simply build your brand as you lock out the competition from all ad slots on the page.

Category takeovers

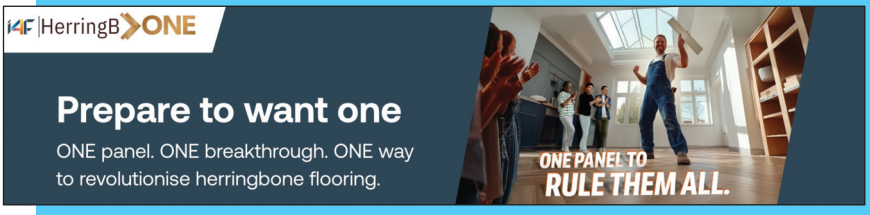
Category sponsorships allow you to **align your brand with a specific and relevant category** on fcnews.net. Deliver your message with authority through prominent placement on a chosen category of our site. Your target audience will see your ads—and only your ads—on the category homepage.

Sponsored content

Does your brand need content or help telling your story? *FCNews'* sponsored content is a unique combination of editorial, advertorial and advertising intended to get your audience to take action. Our sponsored content spans print and digital formats. The post will be marked as sponsored and will live on the *FCNews* website in perpetuity. The article will also be shared on *FCNews'* social networks.

Podcasts

In 2026, *FCNews* will launch its newest digital offering. The monthly podcast will be hosted by *FCNews* co-publisher Steve Feldman and aims to support the magazine's key objective: to be the most valuable source of information to the specialty flooring retailer. The podcast will feature a rotating cast of high-level industry executives and experts, and cover a range of topics eminently important to flooring dealers nationwide. The podcast will be available via *FCNews*' website, which attracts more than 48K views per month as well as our social media channels that include more than 40K followers among them. A special newsletter will also be deployed following each new episode and will reach our targeted audience of 14K flooring dealers and distributors with an industry-leading open rate of 35%.



Video content/ Showroom Showcase

Generate 10x more engagement from your advertising with our Video Content Package. *FCNews* has aligned with a dynamic industry personality to visit supplier showrooms and produce brief but impactful video content. These videos are certain to generate views and, more importantly, interest. *FCNews* will also provide the footage to those participating companies to use on their own social media platforms or for internal use. Why *FCNews*? First, because of the credibility that comes with interviews conducted by the leading trade publication; and second, third-party validation as opposed to companies producing their own material.

Social media advertising

Our team of digital advertising experts can work with you to reach the exact prospects you would like to target. Leveraging the *FCNews* proprietary audience of flooring professionals on platforms like Facebook, Instagram, LinkedIn and Google, we can create highly targeted campaigns that generate big brand impact, awareness and lead generation.

Banner campaigns

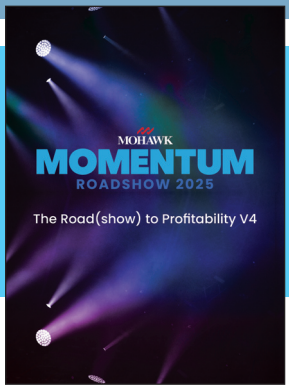
Banner campaigns on fcnews.net leverage the strength of our loyal magazine readership to get your brand visually front and center with your target audience.

Rich media ad units

Rich media ads provide for an engaging experience. They produce high ad memory, higher interaction rate and higher engagement. These ads have an average click-through rate that is much higher than standard banners. Content used in rich media ads can include video, slideshows, data capture functionality and more.

Email advertising

*FCNews*letter sponsorships allow you to deliver your message directly to the inboxes of *FCNews* readers. Be strategically positioned and co-branded with the latest fcnews.com content. Only one advertiser is featured per newsletter and booked on a first-come, first-served basis by date. *FCNews* has several methods of reaching our opt-in email databases, including banner placements and dedicated email blasts. Our email products perform above industry averages: 30%-35% average open rate.



VALUE BEYOND ADVERTISING PAGES

Specialty publishing

In today's ROI-driven environment, finding the right partnership for your message is crucial. That's why many businesses are turning to the experts—*Floor Covering News*—to produce customized, compelling, creative and informative publications that thoroughly engage, educate and activate readers and envelop them in your brand.

Floor Covering News is the industry's clear leader in specialty publishing. Over the years, the industry's major manufacturers, distributors, retailers and associations have commissioned *FCNews* to differentiate themselves beyond print and web banner ads to publish:

- Sponsored issues
- Anniversary issues
- Inserts

Floor Covering News will put our 40 years of B2B communication expertise to work for you. In the execution of each customized piece we publish, your company will be working with us from conceptualization to execution with your company's specific goals in mind.

Whether you want to establish or enhance your leadership position in the market or target your audience with a more in-depth message, turn to *Floor Covering News.* With strategic guidance coupled with hands-on resources, we can help you develop custom magazines and newsletters, single-sponsor inserts or any other communication piece that will reflect on your company as an industry leader.

Sponsorships

FCNews offers a number of sponsorships to provide exposure for your company. These include, but are not limited to:

- Weekly *FCNews*letters
- Monthly webinars
- Videos
- Podcasts

Customized surveys

FCNews can survey 14,500 members of the flooring industry to gather input and data related to your advertising message or products.

For more information, contact:
Dustin Aaronson
at **dustin@fcnews.net**
or **631.721.6540**

2026 AD SPECS

DIGITAL FILE REQUIREMENTS:

Files must be saved for the MAC platform as PDFs and include all support files, postscript fonts and printer fonts. (Note: All fonts must be postscript.) Image files must be saved as .tif, .jpg or .pdf and must be actual size at 300dpi. High-resolution PDF required. (Note: All files must be converted to CMYK.) All 4/C ads must include a digital color match proof. B/W ads must include an actual printout.

SCREEN: 133 B/W or 4/C recommended, 150 maximum.

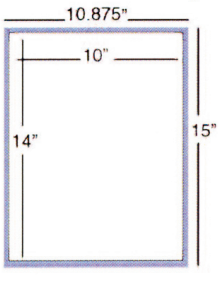
PMS COLORS: Available at an extra charge per color used.

SAFETY: Keep all live matter 1/2" from trim.

FORMAT: Saddle-stitched, 40-pound coated stock printed on a 4/C offset web press.

TRIM SIZE: 10 7/8" x 15"

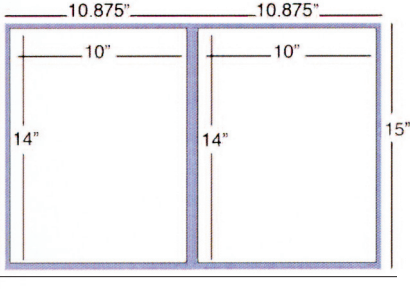
SHIP MATERIALS TO: ***Floor Covering News***
33 Walt Whitman Rd., Ste. 302E
Huntington Station, NY 11746
dustin@fcnews.net



FULL PAGE: Single page full *bleed — Document must be set up as 10 7/8 x 15. Keep all live matter 3/8" from the trim. **Live matter to bleed must extend 1/4" past trim on all four sides.**

Single page non-bleed — Document must be set up as 10 7/8 x 15. Image area is 10 x 14. All live matter must fit within this area.

TWO PAGE SPREAD: Tabloid spread with full *bleed — Document can be set up as one or two separate pages, each measuring 10 7/8 x 15. Keep all live matter 3/8" from the trim. Extend bleed 1/8" past trim on all four sides.



Tabloid spread non-bleed — Document must be set up as two separate pages, each measuring 10 7/8 x 15. Each page has an image area of 10 x 14. All live matter must fit within this area.

***Please provide 1/4" bleed outside of crop marks**

TABLOID PAGE

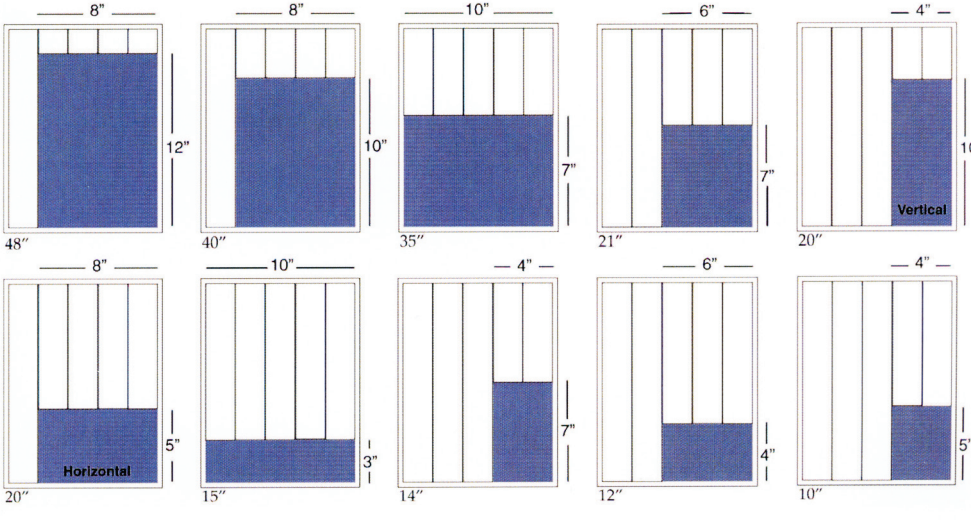
COLUMNS	WIDTH x DEPTH IN INCHES
5 (full page)	10 x 14
4	8 x 14
3	6 x 14
2	4 x 14
1	2 x 14

FRACTIONALS

SIZE	WIDTH x DEPTH IN INCHES
40" (junior page)	8 x 10
35" (1/2 page)	10 x 7
21"	6 x 7
20"	4 x 10
14"	4 x 7
12"	6 x 4
10"	4 x 5

BLEED SPECS

AD SIZE (BLEEDS)	BLEED SIZE IN INCHES WIDTH x DEPTH	TRIM SIZE IN INCHES WIDTH x DEPTH
35" 1/2 page (sides, bottom)	11 1/8 x 7 5/8	10 7/8 x 7 1/2
70" 1/2 tab spread (gutter)	21 1/8 x 7	21 1/8 x 7
70" 1/2 tab spread (gutter, sides, bottom)	22 x 7 5/8	21 3/4 x 7 1/2
40" junior page	8 5/8 x 10 5/8	8 1/2 x 10 1/2
80" junior spread (gutter)	17 x 10	17 x 10
80" junior spread (gutter, bottom)	17 x 10 5/8	17 x 10 1/2
40" 1/2 page junior spread (gutter)	17 x 5	17 x 5
40" 1/2 page junior spread (gutter, bottom)	17 x 5 5/8	17 x 5 1/2
30" (gutter, bottom)	21 1/8 x 3 5/8	21 1/8 x 3 1/2
30" (gutter, sides, bottom)	22 x 3 5/8	21 3/4 x 3 1/2



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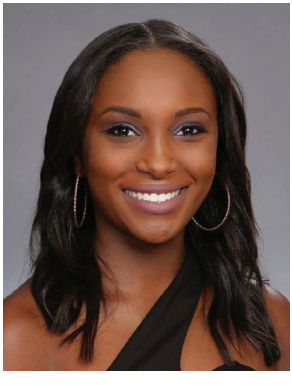

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