

FLOOR COVERING WEEKLY

The Industry's Business News & Information Resource

FCW
FLOOR COVERING WEEKLY
The Industry's Business News & Information Resource

Kermit Baker
The State of the Nation's Flooring 2014

MADE IN AMERICA

More US LVT plants to feed growing demand

Supply puts pressure on domestic hardwood

American made laminates move into laminate

Carpet-Born and raised in USA

FCW Exclusive
Reader's celebrates 80th, 4 generations strong

Soft & hard surfaces fully integrated at NeoCon

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Key findings
Upturn in construction requests upturn in flooring

STATISTICAL REPORT '13
Gains made Strongest since '04

Category	2013 U.S. Floor Covering Sales: \$20.08 billion
On the rise	2013 Industry Statistics
Hardwood	13.3%
Laminate	5.9%
Vinyl Sheet & Floor Tile	12.1%
Hardwood	12.2%
Ceramic Floor & Wall Tile	13.2%
Carpet & Area Rugs	50.7%

UP 7.1% from 2012

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Yarborough ready to take CRI into future

the technology issue
Mobile devices revolutionize selling
Apps connect supply chain to consumer**Internet selling alters retail landscape**
Presents both opportunities and challenges**FCW presents 6th annual GreenStep Environmental Awards**

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Frank Ready retires from Armstrong, Thomas Mangis fills CEO spot

top 25 distributors
Bigger footprint plus technology drive growth**RC Willey excels at home furnishings****Avalon takes strong steps to future growth****FCW Exclusive**
Lumber Liquidators enters tile business**COVERINGS 2014 25th Anniversary**
Innovative design, attendance, planning, economic recovery

2015 Multimedia Kit

HEARST business media

50 Charles Lindbergh Blvd, Suite 100
Uniondale, N.Y. 11553
(516) 229-3600 • FAX: (516) 227-1342

Rates

Frequency discounts	1x	4x	8x	16x	24x
Full page	\$11,300	\$10,735	\$10,170	\$9,605	\$9,040
9/16 jr. page	\$7,090	\$6,735	\$6,380	\$6,025	\$5,670
1/2 page (vertical or horizontal)	\$6,200	\$5,890	\$5,580	\$5,270	\$4,960
3/8 page (vertical or horizontal)	\$4,325	\$4,110	\$3,890	\$3,675	\$3,460
1/4 page (vertical, horizontal or island)	\$3,040	\$2,890	\$2,735	\$2,585	\$2,430
3/16 page (vertical or horizontal)	\$2,265	\$2,150	\$2,040	\$1,925	\$1,810
1/8 page (vertical or horizontal)	\$1,415	\$1,345	\$1,275	\$1,200	\$1,130

Specifications

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

Trim size: 10.5" X 13"

Digital file requirements: All files must be saved in one of these formats: .EPS, .TIFF, .JPEG, or .PDF. Final resolution should be 300 DPI. We ask that you supply a SWOP-calibrated proof on four-color ads. FCW will not be held liable for color mistakes if a SWOP-calibrated proof is not supplied. Your office printer printouts are not acceptable for color match, but we do ask that you send us a printout of your ad, four-color and black and white, so we may have something to proof against.

Tabloid page specifications

	Width	Height
1 column	2.375	12.25
2 column	4.875	12.25
3 column	7.375	12.25
4 column	9.875	12.25

How to get your materials to us:

Mail: Floor Covering Weekly
50 Charles Lindbergh Blvd., Suite 100
Uniondale, NY 11553
Phone: 516.229.3600

FTP: Please e-mail fcwservices@hearst.com for info

E-mail: fcwservices@hearst.com

Ad Sizes	Width	Height
Full page bleed*	10.75	13.25
Full page	9.875	12.25
9/16 island	7.375	9.125
1/2 horizontal	9.875	6.125
1/2 vertical	4.875	12.25
3/8 horizontal	7.375	6.125
3/8 vertical	4.875	9.125
1/4 horizontal	9.875	3
1/4 vertical	2.375	12.25
1/4 island	4.875	6.125
3/16 horizontal	7.375	3
3/16 vertical	2.375	9.125
1/8 horizontal	4.875	3
1/8 vertical	2.375	6.125
Unique ad sizes	Width	Height
2-page spread	20.25	12.25
2-page spread bleed*	21.25	13.25
1/2 page spread	21	6.125
1/4 page spread	21	3
9/16 page spread	15.375	9.125
3/8 page spread	15.375	6.125

All sizes are in inches

* Safety for ads that bleed: Keep all live matter (text, logos, images, etc.) 3/8 inch from trim

Inserts

All inserts must be approved.

2 sided postcard

(Maximum size 4 x 6)

2 pages*	\$7,000
4 pages*	\$8,000
8 pages*	\$10,500
12 pages*	\$15,000
16 pages*	\$17,500
16 pages*	\$19,000

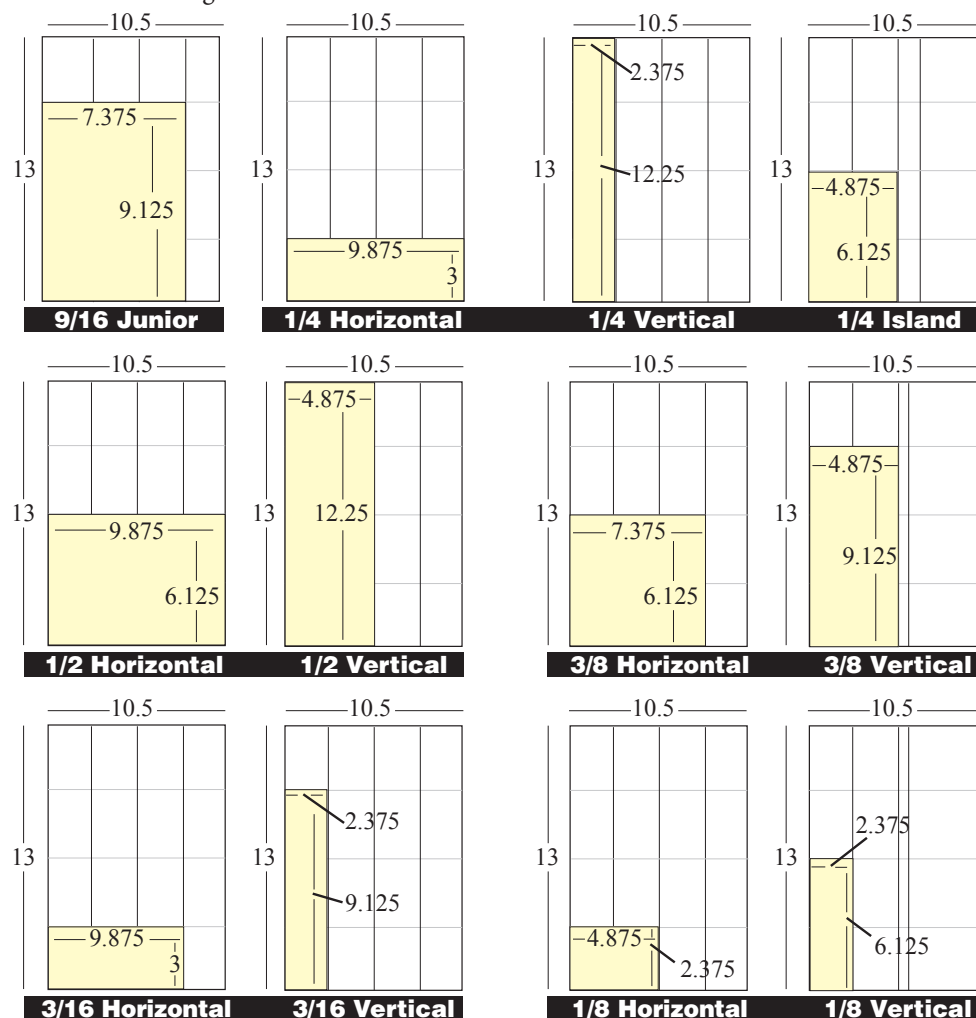
* Maximum insert size is 9.5" wide x 12" tall.

Some heavier paper stock are subject to additional charge.

Color rates

Pantone	\$1,050
Two-color	\$835
Four-color process	
1 X	\$2,025
4 X	\$1,875
8 X	\$1,615
16 X	\$1,510
24 X and up	\$1,300

Bulk rates: \$225 per column inch



FCW Editorial Calendar

Issue	Show Distribution	Topics	Ad closing
January 5	• CCA Global • Flooring America	Pre-Surfaces Executive Outlook 2015 Credit Report	12/19
January 19	• Surfaces • World Market Center	Surfaces Adhesives — Insist on Quality Flooring Software	1/5
February 9		Post Surfaces I Soft Carpet Boosts Sales Resilient — So Many Choices and Why	2/3
February 23	• FCICA Convention	Post Surfaces II Hardwood — Canadian Quality Laminate — Selling Better Quality Ceramic Tile — Selling the Complete Package	2/10
March 9	• Abbey • Floors to Go	Cause Marketing Does Good Trims & Moldings for Profit Commercial Flooring Supplement LVT Latest Visuals	2/25
March 23		GreenStep Environmental Awards/Green Issue Selling Sustainability Adhesives Go Green Naturally Bamboo Cork Selling Guide Dealers' Choice Winners	3/11
April 6	• Coverings	Coverings Issue Ceramic Tile State of the Industry Report LVT Selling Guide The ABCs of Stone Credit Report	3/25
April 20	• NWFA	NWFA Issue Hardwood State of the Industry Report Hardwood Selling Guide Laminate's HD Visuals	4/8
May 4		Top 50 Retailers Underlayment — Hidden Profits Carpet — PET Game Changer	4/22
May 18	• NeoCon	Commercial/NeoCon Supplement Commercial Product Focus Rubber for Safety Hard and Soft Surfaces Come Together	5/6

Issue	Show Distribution	Topics	Ad closing
June 8		RēCo Market Intelligence Report Hardwood's Performance Finishes The Many Shapes & Sizes of LVT	5/27
June 22		Made in the USA	6/10
July 6		Laminate Lock Down Resilient for Performance Credit Report	6/24
July 27		Statistical Report	7/15
August 3	• CCA global	Selling Hardwood Exotics & Domestic Species Carpet Fiber System Showdown	7/22
August 24		Technology Issue Flooring Software Adhesive Tech	8/12
September 7		GreenStep Environmental Award Winners Driving Ceramic Tile Up the Wall Hardwood Character Sells LVT Installation Guide	8/26
September 21		Online Sales Support What Manufacturers Are Doing to Support Online Sales Dealers' Choice Winners	9/9
October 12		Main Street USA Selling Non-Specified Commercial Credit Report	9/30
October 26		World Marketplace Issue Laminate — Overseas Innovation Advantages of Imported Hardwood LVT Imports Still Growing	10/14
November 9	• NAFCD	NAFCD issue Distributor Spotlight Carpet Tile Cork — How To Sell Cork Resilient's Value Equation	10/28
November 23		Hardwood Engineered for Growth Laminate — Success at Specialty Retail HD Printing Redefines Ceramic Tile Commercial Flooring Supplement	11/11
December 7		Achievements and Accomplishments	11/25
December 21		State of the Industry Report 2015	12/9

FCW Editorial Recap

Special Issues

Pre-Surfaces, Executive Outlook 2015	January 5
Surfaces	January 19
Post Surfaces I.....	February 9
Post Surfaces II.....	February 23
*Cause Marketing	March 9
GreenStep Environmental Awards/Green Issue	March 23
Coverings Issue (April 14-April 17)	April 6
NWFA Issue (April 28-May 1)	April 20
Top 50 Retailers	May 4
Commercial/NeoCon (June 85-17)	May 18
ReCo Market Intelligence Report	June 8
Made in the U.S.A.	June 22
Statistical Report	July 27
Technology Issue	August 24
GreenStep Winners	September 7
Online Sales Support	September 21
Main Street U.S.A.	October 12
World Marketplace Issue	October 26
NAFCD issue	November 9
Distributor Spotlight	November 23
*Achievements and Accomplishments	December 7
State of the Industry Report 2015	December 21

Carpet

Soft Carpet Boosts Sales	February 9
Carpet — PET Game Changer	May 4
Made in the U.S.A.	June 22
Carpet Fiber System Showdown	August 3
Main Street U.S.A.	October 12
Carpet Tile.....	November 9

Resilient

Resilient So Many Choices and Why.....	February 9
LVT's Latest Visuals	March 9
LVT Selling Guide	April 6
The Many Shapes & Sizes of LVT	June 8

Made in the U.S.A.	June 22
Resilient for Performance	July 6
LVT Installation Guide	September 7
Main Street U.S.A.....	October 12
LVT Imports Still Growing.....	October 26
World Marketplace Issue	October 26
Resilient's Value Equation.....	November 9

Hardwood

Hardwood — Canadian Quality	February 23
Naturally Bamboo	
Cork Selling Guide	March 23
Hardwood State of the Industry Report	
Hardwood Selling Guide	April 20
Hardwood's Performance Finishes.....	June 8
Made in the U.S.A.	June 22
Selling Hardwood Exotics & Domestic Species	August 3
Hardwood Character Sells	September 7
Main Street U.S.A.	October 12
Advantages of Imported Hardwood	October 26
World Marketplace Issue	October 26
Hardwood Engineered for Growth	November 23

Laminate

Laminate — Selling Better Quality	February 23
Laminate's HD Visuals	April 20
Made in the U.S.A.	June 22
Laminate Lock Down	July 6
Main Street U.S.A.	October 12
Laminate — Overseas Innovation	October 26
World Marketplace Issue	October 26
Laminate — Success at Specialty Retail	November 23

Ceramic Tile

Ceramic Tile & Installation Selling the Complete Package ..	February 23
Ceramic Tile State of the Industry Report	
The ABCs of Stone	April 6

Made in the U.S.A.	June 22
Driving Ceramic Tile Up the Wall.....	September 7
Main Street U.S.A.	October 12
World Marketplace Issue	October 26
HD Printing Redefines Ceramic Tile	November 23

Software, Trims & Moldings

Flooring Software	January 19
Flooring Software	August 24
What Manufacturers Are Doing to Support Online Sales	September 21
Trims & Moldings for Profit.....	March 9
Trims & Moldings Complete the Sale.....	November 23

Credit

Credit Report	January 5
Credit Report	April 6
Credit Report	July 6
Credit Report	October 12

Adhesives

Adhesives Insist on Quality.....	January 19
Adhesives Go Green.....	March 23
Adhesive Tech.....	August 24

Underlayment

Underlayment — Hidden Profits Commercial	May 4
Commercial Product Focus Rubber for Safety	
Hard and Soft Surface Come Together	May 18
Commercial Supplement	September 21
Main Street U.S.A.	October 12
Commercial Supplement	November 23

Dealers' Choice Winners

.....	March 23
.....	September 21

GreenStep Winners

.....	September 7
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Sponsor the digital edition and newsletter to maximize your brand awareness. Your ad will be displayed in the newsletter to more than 13,000 email addresses and will be displayed along side the digital publication online. One sponsor per digital edition and multiple sponsorships available for the newsletter. Only 24 opportunities are available

Delivery Dates
1/5
1/19
2/9
2/23
3/9
3/23
4/6
4/20
5/4
5/18
6/8
6/22
7/6
7/27
8/3
8/24
9/7
9/21
10/12
10/26
11/9
11/23
12/7
12/21

Digital Publication



Stats for Digital editions Jan 1 - Jun 10, 2013

Total Issue visits	24,611
Monthly Unique issue Visits	7,160
Daily Unique visits	9,503
total page views	85,028
Unique page views	71,865

Digital Edition Sponsorship

Available Sizes	Monthly	size (in pixels)	Max file weight
Leaderboard	\$1,500	728 wide x 90 tall	100k
Skyscraper	\$1,500	120 wide x 600 tall	100k
Medium Rectangle	\$1,250	300 wide x 250 tall	100k

Digital Delivery



Your September 29, 2014 digital edition is here.
Click on the issue cover or the headlines below to begin.



- New Armstrong CEO sets course for change
- High-end product investments drive Dixie's growth
- COREtec Plus sales surge
- NFA gets ready for Maui meeting
- FCW Exclusive: WF Taylor launches Cradle to Cradle certified adhesive
- Alan Greenberg Charity Golf Tournament raises \$140,000 for FCIF
- Mohawk University sets high bar for retail training
- Mohawk connects retailers to consumers through social media
- Customs seizes infringing laminate
- Shaw introduces two recyclable adhesives
- Fall selling season brings incentives
- Marketplace & Classifieds...

Sincerely,
Santiago Montero
Publisher and Editor in Chief

To view these articles on FCW's website click here

Click here to view our Archives online

Read Now

Your ad Here! (Ad 728X90)

Ad placements not accurate sized in examples above

Stats for newsletter

Final list	13,765
Delivered	13,710
Delivered %	99.6%
Opens	2,618
Open % (delivered)	19.1%
Clicks	693
Click % (opens)	26.5%

Numbers reported from Feb. 24, 2014

How to get your materials to us:
E-mail: fcwservices@hearth.com

FCW Product Source Guide

Putting people and product together. The industries most reliable printed resource guide with up to date company information.

Rates

Display Advertising

Four-color charges included

Full page	\$8,000
2/3 page	\$6,250
1/2 page	\$4,850
1/3 page	\$3,850
1/6 page	\$2,750
1" strip	\$2,500
1/9 page	\$2,300

Color rates

Matched Pantone color	\$1,050
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Inserts

All inserts must be approved.

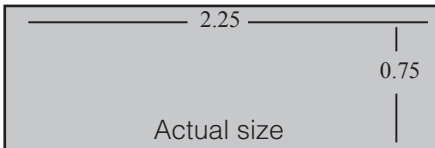
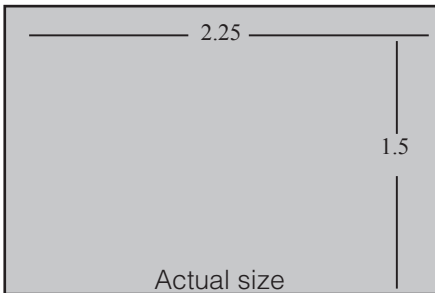
2-sided postcard (standard 4 x 6)	\$7,000
2 pages	\$8,000
4 pages	\$10,500
8 pages	\$15,000
12 pages	\$17,500
16 pages	\$19,000

Logo & Traffic Stoppers

1-5 Traffic stoppers	\$415 each
6+ Traffic stoppers	\$359 each
1-5 Logo stoppers	\$210 each
6+ Logo stoppers	\$175 each

Traffic stoppers: Your logo and/or message appears in a 2.25" X 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" X 0.75" yellow background above your company's name in the section of your choosing.



Specifications

Format: Perfect bound magazine, standard size, paper is lightweight semi-glossed stock printed on a four-color offset web press.

Trim size: 8 1/4" X 10 7/8"

Digital file requirements: All files must be saved in one of these formats: .EPS, .TIFF, .JPEG, or .PDF. Final resolution should be 300 DPI. We ask that you supply a SWOP-calibrated proof on four-color ads. FCW will not be held liable for color mistakes if a SWOP-calibrated proof is not supplied. Your office printer printouts are not acceptable for color match, but we do ask that you send us a printout of your ad, four-color and black and white, so we may have something to proof against.

Standard page specifications

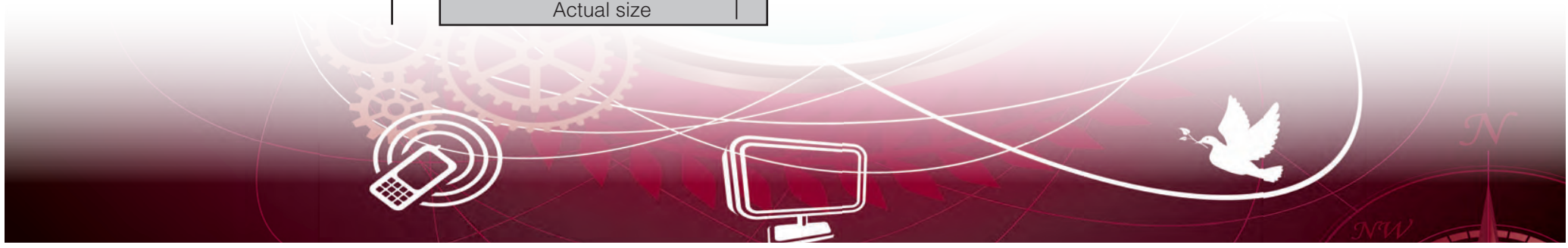
	Width	Height
1 column	2.25	10.875
2 column	4.75	10.875
3 column	7.25	10.875

Ad Sizes	Width	Height
1 page, non-bleed	7.25	10
1 page, bleed*	8.5	11.125
2 page, non-bleed	15.75	10
2 page, bleed*	17	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
1/6 page	2.25	4.875
1/9 page vertical	2.25	3.25
1" strip	7.25	1

All sizes are in inches

* Safety for ads that bleed: Keep all live matter (text, logos, images, etc.) 3/8 inch from trim

How to get your materials to us:
FTP: Please e-mail fcwservices@hearst.com
for user info
E-mail: fcwservices@hearst.com



FCW Website

More and more your buyers are going online to research your company and products. It's time you take your brand online with **Floorcoveringweekly.com**. With more than 35,000 page views per month you will engage with a readers leaning in to find this information.

Size	Monthly	size (in pixels)	Maximum file weight
Splash page	\$2,500	300 wide x 600 tall	100k
Leaderboard	\$1,500	728 wide x 90 tall	100k
Skyscraper	\$1,500	120 wide x 600 tall	100k
Medium Rectangle	\$1,000	300 wide x 250 tall	100k

Digital file requirements:

All files must be saved in a .GIF, .PNG, .JPG format. Flash file are accepted, but please note that it may not play on all devices. Final file size should be no larger than 100KB.

How to get your materials to us:
E-mail: fcwservices@hearst.com

Search:

FCW

FLOOR COVERING WEEKLY

The Industry's Business News & Information Resource

americhem

DON'T FOLLOW TRENDS.
STAY AHEAD OF THEM.

Americhem U: 2015-2016 Color Trends

09/10/2014

Dalton, September 1

\$161

Editorials

Columnist

Archives

Awards

Events

Market Place/Classifieds

Media Kit

Product Source Guide

Introducing a revolutionary new laminate flooring.

AMERICAN CONCEPTS

866-334-9923

sales@kronotexusa.com

FCW

FLOOR COVERING WEEKLY

Digital Edition

Statement from NAHB chairman on House passage of H.R. 5078

Wednesday, September 10, 2014

[Washington] Kevin Kelly, chairman of the National Association of Home Builders (NAHB) issued the following statement on House passage of H.R. 5078, the Waters of the United States Regulatory Overreach Protection Act:

FULL STORY

Florida Tile unveils Continent DP

Tuesday, September 9, 2014

Oriental Weavers doubles showroom space at High Point

Tuesday, September 9, 2014

Invista names winners in Stainmaster PetProtect photo contest

Tuesday, September 9, 2014

IWT-Tesoro introduces Chicago tile series

Tuesday, September 9, 2014

Study finds carpet tile creates less stressful hospital environments

Monday, September 8, 2014

Quick-Step connects with consumers through social media

Monday, September 8, 2014

PID Floors expands into Greenwich

Friday, September 5, 2014

Karndean announces updated online Find a Retailer feature

Friday, September 5, 2014

Previous 1 2 3 4 5 Next

DEL CONCA USA

MADE-IN-USA: DESIGNED IN ITALY

"FAST"

"ACCU-CUT IS THE BEST CARPET MACHINE OUT THERE"

Jason Vaughan

Amelco Flooring - Winnipeg, Manitoba, Canada

SALE ON REFURBISHED & NEW MACHINES

1-800-ACCU-CUT

777-8288

carpetcuttingmachine.com

By the Numbers

	Current Number	Previous Month	Percent Change	Date
Retail Sales*	437.7	434.6	0.71%	7/23
Unemployment	6.3%	6.3%	0.0%	7/23
Consumer Confidence	85.2	82.2	3.65%	7/23
Existing Single Family Home Sales**	4,890	4,660	4.94%	7/23
New Home Sales**	189	189	0.0%	7/23
Housing Starts**	1,001	1,071	-6.54%	7/23
CPI	237.9	237.1	0.34%	7/23

* In billions of dollars

** In thousands of units

EVENT SPOTLIGHT: SURFACES EAST

TISE East offers diverse education with new active-learning format

Attendee Registration Opens for The International Surface Event East

What to Expect at SURFACES East 2014

Welcome to SURFACES East 2014!

More News | Visit Site | Register

Accelerate every step of the way

Estimating · Job Costing

Project Management

FREE DEMO

Call Today

Events Calendar

Cersaie Annual Convention

Sept. 22-26, 2014

Bologna, Italy - Bologna Exhibition Centre

NICFI Annual Conference (National Institute of Certified Floorcovering Inspectors)

Oct. 6-8, 2014

Deerfield, FL

FCW Classifieds/MarketPlace

SMALL ADS BIG RESULTS

For a price quote contact:

Stacy Iaccino • (516) 227-1407

Fax: (516) 227-1342

siaccino@hearst.com

Classified ads

Headlines: \$18 per line

All cap text: \$18 per line

Text: \$17 per line

Classified ads

MINIMUM CHARGE: \$50

\$20 per insertion for custom border

\$30 per insertion for logo art

\$50 per insertion for red border

\$30 for box number

Marketplace ads

Size	Price	Width X Height
1/16 pg	\$415.00	2.25 X 2.75
1/8 pg horz.	\$755.00	4.75 X 2.75
1/8 pg vert.	\$755.00	2.25 X 5.625
3/16 pg	\$1,170.00	7.25 X 2.75
1/4 pg	\$1,365.00	4.75 X 5.625
3/8 pg	\$2,120.00	4.75 X 8.5

Submitting ads: Please visit fcw1.com/classifieds and click on submit your classified ad or fax your order to 516.227.1342. When faxing please include category header (Market-Place, Business Opportunities, Career Opportunities, Services, Position Wanted) and issue date(s). Display ad requirements: All files must be saved as an .EPS, .TIFF, .JPEG or .PDF format. Final resolution should be 300 DPI.

Special rate: Frequency discounts apply for ads running four or more times.

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.

Digital file requirements:

All files must be saved in a .GIF, .PNG, .JPG format. Flash file are accepted, but please note that it may not play on all devices. Final file size should be no larger than 100KB.

FCW prime

Executive Briefing

FCW Prime is a monthly newsletter delivered the first Wednesday of the Month to an audience of more than 13,000 email addresses.

Delivery Dates	
1/6	7/7
2/3	8/4
3/3	9/1
4/7	10/6
5/5	11/3
6/2	12/1

Available Sizes	Monthly	size (in pixels)	Max file weight
Leaderboard	\$299	728 wide x 90 tall	100k
Medium Rectangle	\$299	300 wide x 250 tall	100k

Stat report for Prime

Final List Quantity 13,955

Response Categories	Unique	% Deliv	% Open	Gross
Opens	2,684	19.26%	-	4,104
Clicks	346	2.48%	12.89%	469

Numbers reported from March 2014

Digital file requirements:

All files must be saved in a .GIF, .PNG, .JPG format. Flash file are accepted, but please note that it may not play on all devices. Final file size should be no larger than 100KB. Please email files to fcwservices@hearst.com

FCW prime
From the publishers of Floor Covering Weekly

Up-to-the-minute News and Information for flooring executives

Vol. 9 Issue 8 August 2014

ChemDry Add on carpet cleaning and
PICK UP MORE PROFIT
Franchise Today >

Sales growth improves slightly in Q2
Second quarter sales growth improved slightly to 3.9 percent compared to first quarter growth which was posted at up 3.6 percent. According to industry executive-level readers of FCWPrime that recently took part in Floor Covering Weekly's (FCW) Executive Quarterly index survey, growth improved throughout the quarter with June posting the strongest growth. [More...](#)

THE INTERNATIONAL SURFACE EVENT
SURFACES tile expo EAST
OCTOBER 19-22, 2014
Miami Beach Convention Center | Miami Beach, FL
Register at TISEast.com by August 20 & save!

ChemDry Add on carpet cleaning
AND PICK UP MORE PROFIT
Franchise Today

The AA of marketing: Product authority and authenticity (One of two part series)
Jonathan Trivers
Product authority and authenticity. Are these just the hot new buzzwords or more? These words are easy to say, hard to spell and difficult to explain. We'll give it a try. [More...](#)

Home Depot takes aim at specialty retail
Megan Salzano
With a population of about 8,000, Rhinelander, Wisconsin has a small pool of specialty flooring retailers in its nine-mile radius, and recently, Home Depot chose to use its considerable advertising budget to take aim at two of these retailers. [More...](#)

Armstrong closes overseas plants
[Lancaster, Pa.] Armstrong World Industries will be onshoring the manufacture of scraped engineered hardwood flooring to its Somerset, Ky. facility, and closing its facility in Kunshan, China where the products are currently made. Production will stop in Kunshan Sept. 30, and shortly thereafter the facility will be for sale. Armstrong said. [More...](#)

FLOOR COVERING WEEKLY Global



FCW Global is a monthly newsletter of stories around the globe delivered to an audience of more than 13,000 email addresses.

Delivery Dates	
1/20	7/21
2/17	8/18
3/17	9/15
4/21	10/20
5/19	11/17
6/16	12/15

Available Sizes	Monthly	size (in pixels)	Max file weight
Leaderboard	\$299	728 wide x 90 tall	100k
Medium Rectangle	\$299	300 wide x 250 tall	100k

Stat report for Global

Final List Quantity 13,980

Response Categories	Unique	% Deliv	% Open	Gross
Opens	2,565	18.35%	-	4,058
Clicks	469	3.35%	18.28%	753

Numbers reported from March 2014

Digital file requirements:

All files must be saved in a .GIF, .PNG, .JPG format. Flash file are accepted, but please note that it may not play on all devices. Final file size should be no larger than 100KB. Please email files to fcwservices@hearst.com



FCW's Weekly Web Update

Available Size	per issue	size (in pixels)	Max file weight
Medium Rectangle	\$199	300 wide x 250 tall	100k

Stat report for Weekly Web Update

Final List Quantity	14,101		
Response Categories	opens	% open	clicks
	2,624	18.61%	408

Numbers reported from March 29, 2014

Issue Delivery Dates

1/3/15	4/4/15	7/4/15	10/3/15
1/10/15	4/11/15	7/11/15	10/10/15
1/17/15	4/18/15	7/18/15	10/17/15
1/24/15	4/25/15	7/25/15	10/24/15
1/31/15	5/2/15	8/1/15	10/31/15
2/7/15	5/9/15	8/8/15	11/7/15
2/14/15	5/16/15	8/15/15	11/14/15
2/21/15	5/23/15	8/22/15	11/21/15
2/28/15	5/30/15	8/29/15	11/28/15
3/7/15	6/6/15	9/5/15	12/5/15
3/14/15	6/13/15	9/12/15	12/12/15
3/21/15	6/20/15	9/19/15	12/19/15
3/28/15	6/27/15	9/26/15	

Material Deadlines:

Monday for the week of delivery.
Example: Materials are due

Dec. 29, 2014 for the Jan. 3, 2015 delivery.

**No delivery for the week of 12/26/15*

Digital file requirements:

All files must be saved in a .GIF, .PNG, .JPG format. Flash file are accepted, but please note that it may not play on all devices. Final file size should be no larger than 100KB.

Please email files to fcwservices@hearst.com

FCW's Weekly Web Update
June 7, 2014 • The week's featured headlines on FloorCoveringWeekly.com

Oriental Weavers releases this year's rug fashion catalog
Friday, June 6, 2014
[Dalton] Oriental Weavers recently released its 2014/2015 Rug Fashion Catalog. Boasting over 500 pages and featuring more than 1,300 rugs available, the Rug Fashion Catalog is the biggest and most comprehensive catalog the company has ever published.

PRODUCTIVITY NEVER LOOKED SO GOOD
Place Matters
NeoCon June 9 - 11, 2014
NeoCon.com
VORNADO | MERCHANDISE MART

Metroflor earns sustainability certification for Aspecta
Thursday, June 5, 2014
[Emeryville, Calif.] SCS Global Services (SCS), a leader in third-party sustainability certification, announced its platinum-level certification of Metroflor's new luxury vinyl tile (LVT) product, Aspecta to the NSF/ANSI 332 "Sustainability Assessment Standard for Resilient Flooring."

Surya to hire 200 in Cartersville
Thursday, June 5, 2014
[Cartersville, Ga.] India-based company, Surya, plans to open a million-square-foot facility in Cartersville and hire about 200 people, according to an announcement by Gov. Nathan Deal.

Beaulieu announces territory manager competition winners
Thursday, June 5, 2014
[Dalton] Beaulieu America announced the winners of its recent first quarter territory manager competition "Time Well Spent" for updating sales displays in the field. The four winners received a framed certificate and a Tag Heuer wristwatch.

Tandus Centiva awards "Green School Innovation" grant

Make a Statement with *Floor Covering Weekly's* Product Spotlight Email

Most advertisers use Product Spotlight for single product messages but special offers, training seminars, recruitment opportunities and support of distributors have also been deployed. An FCW branded product spotlight focuses total attention on your message and makes sure it's delivered to your audience...the specialty flooring retailer.

A product spotlight features a link to your website. However, your message may include additional links to video or downloads, and will deploy on-demand based on schedule availability. Reporting includes standard email campaign metrics.

Material Due: Please provide product or news release, photo at 72 dpi—200 pixels max. Include full contact information, plus url and email address. Company's physical mail address required for Can Spam Act compliance. No deviations accepted.

Hard Close: one week prior to scheduled deployment.

FCW
FLOOR COVERING WEEKLY
The Industry's Business, News, & Information Resource

**Floor Covering Weekly
Product Spotlight**
April 24, 2014

**Your Product and link to
web page with more info**

DriTac 9500 Ultra is a "green" acrylic urethane wood flooring adhesive made for the interior installation of multi-ply engineered plank, plain-back parquet, acrylic impregnated wood and 3/4" solid shorts. DriTac 9500 Ultra offers industry leading green grab characteristics and spreads very easily. It is a professional grade, rebondable wood flooring adhesive with zero VOCs and zero solvents. Installers must lay wood into the adhesive immediately after troweling the adhesive. DriTac 9500 Ultra is very low in odor and helps contribute to LEED point credits.



[Installation instructions](#) | [Brochure](#) | [Material Safety Data Sheet \(MSDS\)](#)

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Floor Covering Weekly's **DEALERS' CHOICE** **A W A R D S**

Live voting on the Surfaces show floor

Best Products of Show across 9 categories

- Laminate
- Resilient
- LVT
- Hardwood
- Carpet
- Area Rugs
- Ceramic Tile
- Merchandising
- Flooring Related

Nearly 2,000 retail voters

Editorial opportunities throughout the year

Up to \$10,000 in prize money awarded

Entries close December 12, 2014



GreenStep

Environmental Awards Program

Recognize Promote Honor

Let us promote your environmental sustainability story

Four Award Categories across two award levels

- Pinnacle - Leader of the year
- Product
- Process
- Promotion

Editorial opportunities throughout the year

Entries close March 20, 2015



Floor Covering Weekly will begin accepting entries for GreenStep 2016
in December 2015. Look for details online at floorcoveringweekly.com/greenstep

FCW Sample Box

Package your samples in our sample box and get in the hands of the top 2,500 U.S. dealers based by sales volume. A letter from the publisher will accompany the sample box along with other samples. There are two opportunities to get in. Feb/Mar and Sep/Oct. mailings. All samples will need to be delivered in Jan and Aug respectively.



Berries Marketing - Larry Funk
C/O Lanco Corp
350 Wireless Blvd
Hauppauge, NY 11788

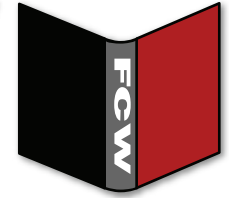
Distribution: Top 2,500 U.S. dealers by sales volume

Delivery: Time may vary pending on shipment size and location.

Cost: \$15,000 net

FCW

Stories to Sell by



Elevate the Conversation

Engage your customers
in ways that
go beyond product

Let our expert editorial team craft
your message in a way that is
more than just another sales pitch

We're storytellers:
Let us tell yours!

"We are inspired by the energy and dedication at St. Jude Children's Research Hospital. We are incredibly proud to support its mission to save the lives of children around the world."
- Randy Meritt

"We are encouraged by the heartfelt energy around this event but we also wanted to give our dealers a chance to participate. Just by selling the St. Jude carpet pad program, dealers get to participate in raising money and they get recognition from St. Jude and Shaw for their contributions. We are able to touch a lot of people this way."
- Kathy Young

"I'm so proud that our company is here supporting St. Jude. I can't wait to run [in the St. Jude marathon] I get emotional just thinking about it."
- Curtis Callaway

"Together we can do more. We are striving to accomplish this every day in a better way. The more awareness, the more opportunity to generate more donations."
- Brian Thomas

St. Jude Children's Research Hospital
ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

Shaw
The Heart of Shaw
Belongs to St. Jude Children's Hospital