

# Advertise with Floor Covering Installer

Floor Covering Installer is a 360-degree media experience, engaging thousands of professional installers across multiple platforms. FCI can offer an integrated digital communications program to get the word out about your product, event or service.



## Content Highlights

### eMAGAZINE

For more than 25 years, Floor Covering Installer has offered in-depth know-how to keep installers, contractors, inspectors, distributors and industry professionals up-to-date with the latest installation technologies and best practices.

- **Director's Perspective:** FCI Editorial Director and industry veteran Jon Namba offers info on the information on the newest tools, best business practices and installation tips learned through his deep experience in the field.
- **Contractor's Spotlight:** Professional installers share best practices.
- **CTEF Tile Tip:** Written by Scott Carothers of the Ceramic Tile Education Foundation, this column shares updates to tile installation standards and common misconceptions of installing tile and stone.
- **Must-Have Products:** Showcases notable and innovative flooring installation materials, tools and accessories.

### DAILY TALKFLOOR ENEWSLETTER

Our daily newsletter delivers flooring news, videos and podcasts to your inbox.

### SPECIAL SHOW EDITIONS

FCI offers advertising opportunities in-print, online and in-person at major the flooring trade shows and conferences, including TISE, Coverings, NeoCon, FCICA, Fuse, Starnet and NWFA.

### FCI BUYER'S GUIDE eBook

Readers rely on our comprehensive manufacturer and supplier directory—which includes installation products, distributors and training schools—to source solutions and to run their business.

### TIPS & TRICKS VIDEO SERIES

Installers learn about the latest technologies, time-honored installation methods, and time-saving tips that will help them install beautiful floors.

### FCI INSTALLATION AWARDS

The FCI Installation Awards honor the most creative installers and interesting installations in a range of flooring categories, in both residential and commercial.

Contact us today for more information



www.fcimag.com    

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For more information on who we serve, brand reach and audience engagement, visit: [www.fcimag.com/audience](http://www.fcimag.com/audience)

Issue	eMagazine Ad Close: Materials Due:	Editorial Focus: <ul style="list-style-type: none"> <li>■ Must-Have Products</li> <li>■ Flooring Materials</li> <li>■ Tips &amp; Tricks</li> </ul>	Industry Calendar	Ad Bonus
January / February	12/17/21 12/19/21	<ul style="list-style-type: none"> <li>■ Underlayments &amp; Membranes</li> <li>■ Resilient Flooring</li> <li>■ Subflor Prep</li> </ul>	TISE	
		<p style="text-align: center;"><b>Special Online February Content</b></p> <ul style="list-style-type: none"> <li>■ Moisture Solutions</li> <li>■ Innovative Installation Systems</li> <li>■ LVT Installation</li> </ul>	IBS, KBIS	
March	02/07/22 02/09/22	<ul style="list-style-type: none"> <li>■ Wood Adhesives</li> <li>■ How to Approach Concrete Moisture</li> <li>■ Shower Installation</li> </ul>	Coverings	<ul style="list-style-type: none"> <li>• Buy a full-page ad, receive a full-page ad FREE</li> </ul>
April	03/07/22 03/09/22	<ul style="list-style-type: none"> <li>■ Grouts &amp; Mortars</li> <li>■ Large-format Tile Installations</li> <li>■ Wood Flooring Installations</li> </ul>	NWFA	
May	04/04/22 04/06/22	<ul style="list-style-type: none"> <li>■ Subfloor Preparation</li> <li>■ Resilient Flooring</li> <li>■ Sheet Vinyl</li> </ul>		
June	05/09/22 05/11/22	<ul style="list-style-type: none"> <li>■ Waterproofing Solutions</li> <li>■ Wood Flooring Sand &amp; Finish</li> <li>■ Trim, Profiles &amp; Accessories</li> </ul>		<ul style="list-style-type: none"> <li>• Buy a full-page ad, receive a full-page ad FREE</li> </ul>
July / August	06/20/22 06/22/22	<ul style="list-style-type: none"> <li>■ Patching &amp; Smoothing</li> <li>■ Profile and Transition Solutions</li> <li>■ Carpet Installation</li> </ul>		<ul style="list-style-type: none"> <li>• FREE deluxe listing in the Online Buyer's Guide</li> </ul>
		<p style="text-align: center;"><b>Special Online August Content</b></p> <ul style="list-style-type: none"> <li>■ Resilient Adhesives</li> <li>■ Outdoor Tile Installations</li> <li>■ Advanced Wood Floor</li> </ul>	CFI	
<b>August Bonus Issue: Buyer's Guide Flooring eBook</b>				
September	08/04/22 08/05/22	<ul style="list-style-type: none"> <li>■ Profiles, Trims, Stair Treads</li> <li>■ Wood Subfloor Prep &amp; Moisture Testing</li> <li>■ Vinyl Tile</li> </ul>	FCICA	
October	09/06/22 09/07/22	<ul style="list-style-type: none"> <li>■ Moisture Problems &amp; Solutions</li> <li>■ Stair Installations</li> <li>■ Polished Concrete</li> </ul>		
November / December	10/17/22 10/19/22	<ul style="list-style-type: none"> <li>■ Carpet Adhesives</li> <li>■ Tile-Setting Materials</li> <li>■ Wearable Toppings</li> </ul>		<ul style="list-style-type: none"> <li>• Full-page advertisers receive a FREE spec sheet</li> </ul>
		<p style="text-align: center;"><b>Special Online December Content</b></p> <ul style="list-style-type: none"> <li>■ Finishes &amp; Sealers</li> <li>■ Radiant Heating</li> <li>■ Carpet Tile</li> </ul>		