

# 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

### MAGAZINE

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

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.




fcimag.com



Contact us today for more information

**David A. Madonia**  
Group Publisher

P: 201-291-9001 ext. 8615  
madoniad@bnpmedia.com

**Janelle Minghine**  
Advertising Manager

P: 734-340-5211  
minghinej@bnpmedia.com

**Steve Smith**  
Advertising Manager

P: 406-522-4163  
smithsc@bnpmedia.com

Issue	Ad Close: Materials Due:	Editorial Focus	Bonus Distribution/ Show Coverage	Ad Bonus
Jan/Feb	12/11/20 12/14/20	<ul style="list-style-type: none"> <li>• Mistakes to Avoid When Installing Resilient</li> <li>• Clean Floors: How to Sanitize and Maintain Resilient, Wood, Tile and Carpet</li> <li>• Waterproofing &amp; Moisture Control</li> </ul>	<ul style="list-style-type: none"> <li>• Regional Markets</li> <li>• Mohawk Momentum</li> <li>• Shaw Showcase 2021</li> <li>• KBIS Virtual Event</li> <li>• NAHB International Builder's Show Virtual Event</li> </ul>	
March	2/10/21 2/12/21	<ul style="list-style-type: none"> <li>• Safety Training</li> <li>• How to: Gauged Porcelain Installation</li> <li>• Shower Installations</li> </ul>	<ul style="list-style-type: none"> <li>• Fuse 2021 Virtual Annual Conference</li> <li>• NFA Spring Meeting</li> <li>• Domotex Asia</li> </ul>	
April	3/12/21 3/19/21	<ul style="list-style-type: none"> <li>• Advanced Wood Installations</li> <li>• How to Pick the Best Moisture Solution</li> <li>• How to: Commercial LVT Installation</li> </ul>	<ul style="list-style-type: none"> <li>• NWFA Wood Flooring Expo</li> </ul>	
May	4/7/21 4/13/21	<ul style="list-style-type: none"> <li>• Sound Reduction Solutions</li> <li>• Floor Leveling &amp; Underlayments</li> <li>• Dealing with Slab Moisture</li> </ul>	<ul style="list-style-type: none"> <li>• Domotex</li> </ul>	
June	5/13/21 5/17/21	<ul style="list-style-type: none"> <li>• Underlayments &amp; Membranes</li> <li>• Wet Installations &amp; Waterproofing</li> <li>• How to: Commercial Carpet Installation</li> </ul>	<ul style="list-style-type: none"> <li>• TISE</li> </ul>	<ul style="list-style-type: none"> <li>• Buy a full-page ad, receive a full-page ad FREE</li> </ul>
July/Aug	6/22/21 6/28/21	<ul style="list-style-type: none"> <li>• Surface Preparation</li> <li>• Tips for Advanced Tile Installations</li> <li>• Concrete Floor Preparation</li> </ul>	<ul style="list-style-type: none"> <li>• Coverings</li> <li>• CCA Global Summer Conventions</li> <li>• CFI Convention</li> </ul>	<ul style="list-style-type: none"> <li>• FREE deluxe listing in the Online Buyer's Guide</li> </ul>
September	8/13/21 8/20/21	<ul style="list-style-type: none"> <li>• Top Tips for Transitions and Other Challenges</li> <li>• Carpet Seaming &amp; Pattern Matching</li> <li>• How to: Successful Healthcare Flooring</li> </ul>		
October	9/17/21 9/21/21	<ul style="list-style-type: none"> <li>• Repair &amp; Patching Solutions</li> <li>• Self-Leveling Underlayments</li> <li>• Polished Concrete &amp; Wearable Toppings</li> </ul>	<ul style="list-style-type: none"> <li>• NeoCon</li> <li>• Starnet Annual Membership Meeting</li> <li>• NFA Fall Meeting</li> </ul>	
Nov/Dec	10/21/21 10/26/21	<ul style="list-style-type: none"> <li>• FCI Installation Award Winners</li> <li>• Radiant Floors</li> <li>• How to: Sheet Vinyl Installations</li> </ul>	<ul style="list-style-type: none"> <li>• NAFCD/NBMDA</li> </ul>	<ul style="list-style-type: none"> <li>• Full-page advertisers receive a FREE spec sheet</li> </ul>