

FLOORSCAPE

Contract flooring industry news

www.floorscape.org.uk

Media Pack
2024

FLOORSCAPE

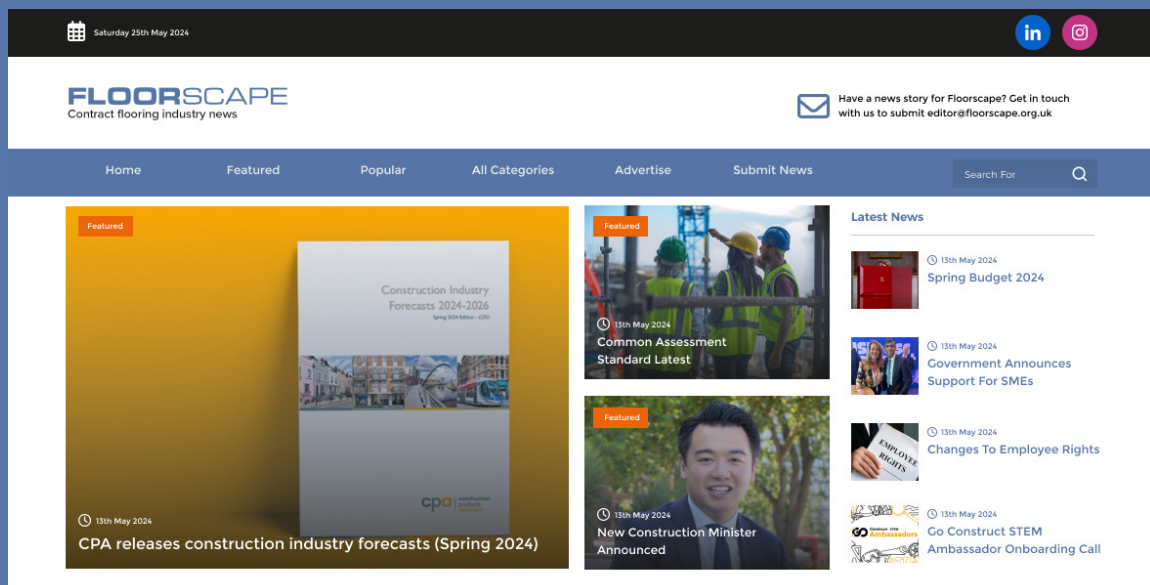
Contract flooring industry news

The Contract Flooring Association's online news platform

Floorscape online news platform www.floorscape.org.uk serves as a valuable resource for both the contract flooring industry and associated parties including architects, designers, main contractors, shopfitters, builders, installers and clients.

Fully supported by the Contract Flooring Association, the quality and relevance of content is overseen by CFA to ensure integrity and accuracy is upheld. It is updated every two weeks and distributed via an email newsletter to a member subscription base.

Aimed at a broader audience than the current CFA communications, the news platform is designed to inform and inspire industry professionals.



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Circulation

Floorscape is open to all, anyone can subscribe to the e-news. The key target audience is industry professionals linked to the contract flooring sector. Over time, with organic and targeted activity, it is the intention to grow the subscribers to include a broader base.

Initial circulation and targeted subscribers

CFA members

Trade association members

Main contractors

NICF members

Architects

Designers

Wider contract flooring associates

CFA members' clients

Shopfitters

Builders

Installers

Social Media

Floorscape is supported with social media activity via dedicated accounts on LinkedIn and Instagram.

Posts promote content that has been released on the platform to amplify content reach, encouraging interactions and discussions among industry professionals as well as attracting new advertisers and subscribers.

Content posts may be shared across CFA and FITA social media accounts.



www.linkedin.com/company/floorscape/about/



www.instagram.com/floorscape.news/

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Advertising opportunities

Advertising	Size	Rate	Discount*	Frequency
Premium Ad Banner	600 x 600 pixels (1:1 ratio)	£800	NOW £600	Quarterly
Advert	500 x 336 pixels	£100	NOW £75	Per Issue

Insertions	Rate	Discount*	Frequency
Per article (CFA member)	£100	NOW £75	Per Issue
Per article (non CFA member)	£125	NOW £95	Per Issue
CPD presentation feature	£135	NOW £100	Per Issue
Case study	£135	NOW £100	Per Issue
People updates	FOC	FOC	One Issue

*Discounted rates for early bird bookings in year 1

All prices exclude VAT

Adverts and insertions to be booked in advance with editor@floorscape.org.uk.

Artwork and content to be supplied by the end of the previous week for publication the following Friday.

Inclusion is at the discretion of the editor.

Content will be overseen by CFA.

Featured advertising will be included across both the online platform and email newsletter.

E&OE (Errors and omissions excepted).

Digital artwork to be supplied as static or animated graphics (premium ad banner) or static graphics (advert).

Any images must be supplied in hi-res JPEG (for photos), PNG format (for non-photos) or animated GIF for animations. Maximum file size 300kb.

It is the responsibility of the supplier to ensure the specifications are adhered to.



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Contact us

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For editorial and advertising enquiries, Floorscape will be managed by Smart Marketing Works.

