

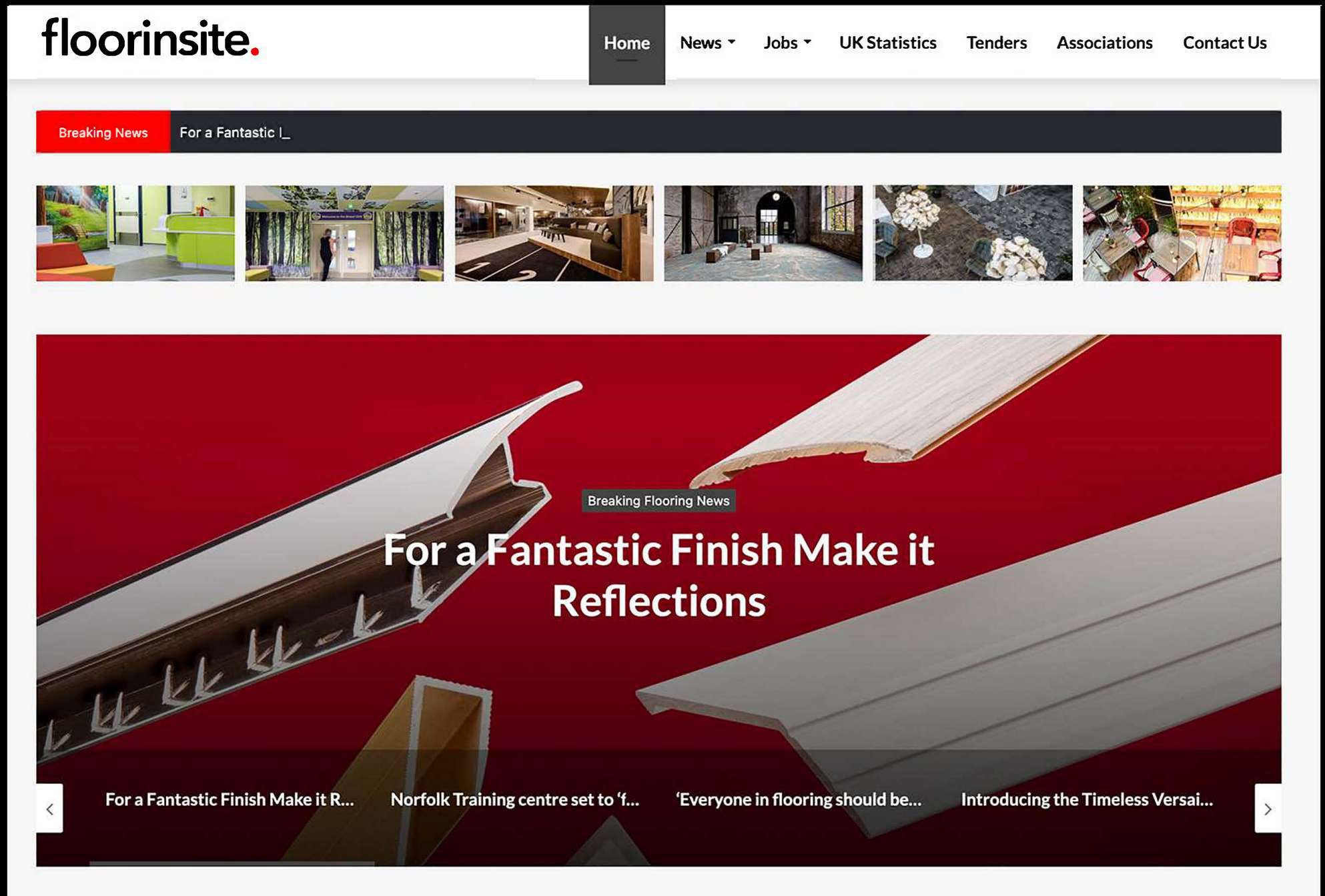
THE LEADING UK DIGITAL MEDIA FLOORING NEWS SITE

Your Gateway to the Flooring Industry

For over 15 years, Floorinsite.com and the Floors Newsletter have been the definitive voices in the contract and retail flooring industry. With unmatched readership, the largest social media following, and the highest visitor traffic compared to any other flooring-focused print or digital media, we have established ourselves as the leading platform for engaging with this specialised market.

We provide unparalleled value for advertisers looking to connect with a highly targeted audience, including flooring contractors, retailers, architects, builders and specifiers.

Call us today to discuss your editorial requirements
tel: 01202 297288 or email melanie@floorinsite.com



Acoustics - Accessories - Adhesives - Carpet - Ceramics - Cleaning - Laminate - LVT - Matting - Industrial Flooring - Resins - Training - Safety - Sanding
Screeds - Seals - Sports - Stairrods - Stone - Surface Preparation - Tools - Trims & Profiles - Wood - Underfloor - Underlay - Vinyl

Editorial and Floorinsite Rate Card

BANNER ADVERTS

ARTWORK REQUIREMENTS

Artwork should only be supplied as an animated .gif or .jpeg file, 72 dpi, RGB format, and less than 200k in size. Please supply a valid link.

HOME SPONSORSHIP ADS

500 pixels (w) x 70 pixels (h)

LEADERBOARD

1170 pixels (w) x 140 pixels (h)

SQUARE ADS

340 pixels (w) x 340 pixels (h)

LOWER BANNER

728 pixels (w) x 140 pixels (h)

INSTORY ADS

600 pixels (w) x 140 pixels (h)

BANNER	PRICE (£)
FULL PAGE SKIN	£595.00
HOME SPONSOR	£495.00
LEADERBOARD	£295.00
SQUARE AD	£225.00
LOWER AD	£195.00
INSTORY AD	£150.00

EDITORIAL LISTING

EDITORIAL PRESS RELEASE

Supply company name and headline up to 75 characters in length, including spaces. The title or headline should be written to attract clicks, and link to a piece of content or product with clear interest for the target audience. Please provide a link to the destination page and to the company website.

Also supply up to 1000 words of editorial copy, up to six high resolution images, video, or PDF corporate and product brochures.

Full address details including contact numbers, website address and social media links.

Your editorial and images will appear on Floorinsite.com and all of our social media platforms - 20,000 followers.

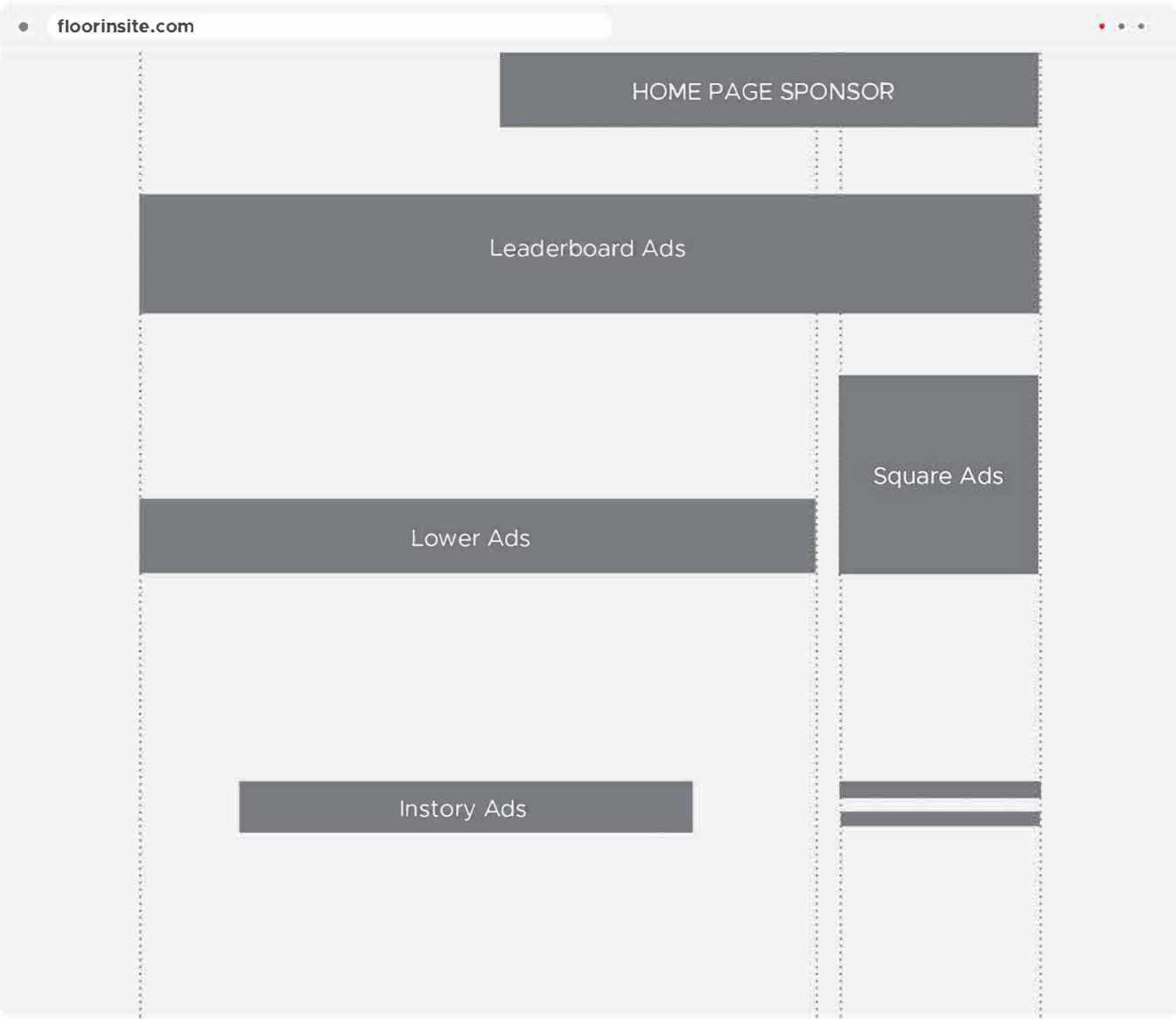
EDITORIAL	PRICE (£)
Floorinsite.com	£150.00
All Social Media Platforms	
20,000 followers	
Floors Newsletter	£495.00
16900 Flooring Email	
Subscribers - Solus	

Floors Newsletter

Elevate your company, product or brand with our targeted solus email campaign for your business, reaching 14,879 flooring and specifier subscribers for just £495. Benefit from the UK flooring media's largest subscriber list, ensuring maximum impact. Receive a comprehensive report detailing clicks, heat map engagement, and opens, empowering you to refine your strategy.

Floorinsite Banner Advertising

Access to highly targeted flooring audience



floorinsite.com

Floorinsite.com stands out as the UK's premier flooring digital news media, boasting a unique reach and influence in the industry. With an influential newsletter subscriber base of over 14,871 and a monthly website visitor count reaching 33,000 it has become an authoritative source for flooring professionals.

We have the largest social media following out of all UK flooring media, with over 20,000 followers, including Flooring professionals, Contractors, Builders, Architects, and Specifiers.

We have an extensive reach of over 250,000 in the UK and 500,000 connections Worldwide, further highlighting its widespread impact.

Featuring a vast database of over 7,000 searchable news stories on the website and with Google search, Floorinsite.com offers unparalleled access to relevant and up-to-date information, archived and ongoing and has been running for over 15 years.

When you feature your editorial on Floorinsite, you harness the power of the highest readership in the UK flooring industry.

Your content appears on the website and reaches 20,000 followers through our social media channels, LinkedIn and Twitter. Elevate your company, service and product marketing by including an editorial on Floorinsite.com today.

Additionally, grab the opportunity to engage directly with 14,871 subscribers through a bespoke solus email campaign service, ensuring your company targets the right audience.

Acoustics - Accessories - Adhesives - Carpet - Ceramics - Cleaning
Laminate - LVT - Matting - Industrial Flooring - Resins - Training - Safety
Sanding - Screeds - Seals - Sports - Stairrods - Stone - Surface Prep
Tools - Trims & Profiles - Wood - Underfloor - Underlay - Vinyl

MONTHLY WEBSITE
PAGE VIEWS

402K



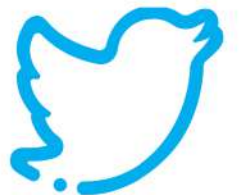
LINKEDIN FOLLOWERS
FOLLOWERS

14.2K



TWITTER FOLLOWERS
FOLLOWERS

4.7K



MONTHLY
USERS

30K



EMAIL SUBSCRIBER
DATABASE

14.8K



MONTHLY ONLINE
REACH

250K



FLOORINSITE & FLOORS NEWSLETTER

Dave Stroud - Sales Director

e: dave@floorinsite.com

w: floorinsite.com

t: 07763 230245

FLOORINSITE & FLOORS NEWSLETTER

Melanie Lusher - Editorial Director

e: melanie@floorinsite.com

w: floorinsite.com

t: 07944 685190



NETWORKS



CONTACTS

FLOORINSITE & FLOORS NEWSLETTER

Dave Stroud - Sales Director

e: dave@floorinsite.com

w: floorinsite.com

t: 07763 230245

FLOORINSITE & FLOORS NEWSLETTER

Melanie Lusher - Editorial Director

e: melanie@floorinsite.com

w: floorinsite.com

t: 07944 685190

<https://floorinsite.com>



14,879 SUBSCRIBERS - 20,710 SOCIAL MEDIA FOLLOWERS - 33,000 UNIQUE VISITORS - 250,000 UK REACH

Acoustics - Accessories - Adhesives - Carpet - Ceramics - Cleaning - Laminate - LVT - Matting - Industrial Flooring - Resins
Training - Safety - Sanding - Screeds - Seals - Sports - Stairrods - Stone - Surface Prep - Tools - Trims - Wood - Underfloor - Underlay - Vinyl