

floorinsite.

Digital Media Pack 2026

Floorinsite – The UK's Leading Digital
Flooring Industry News Platform

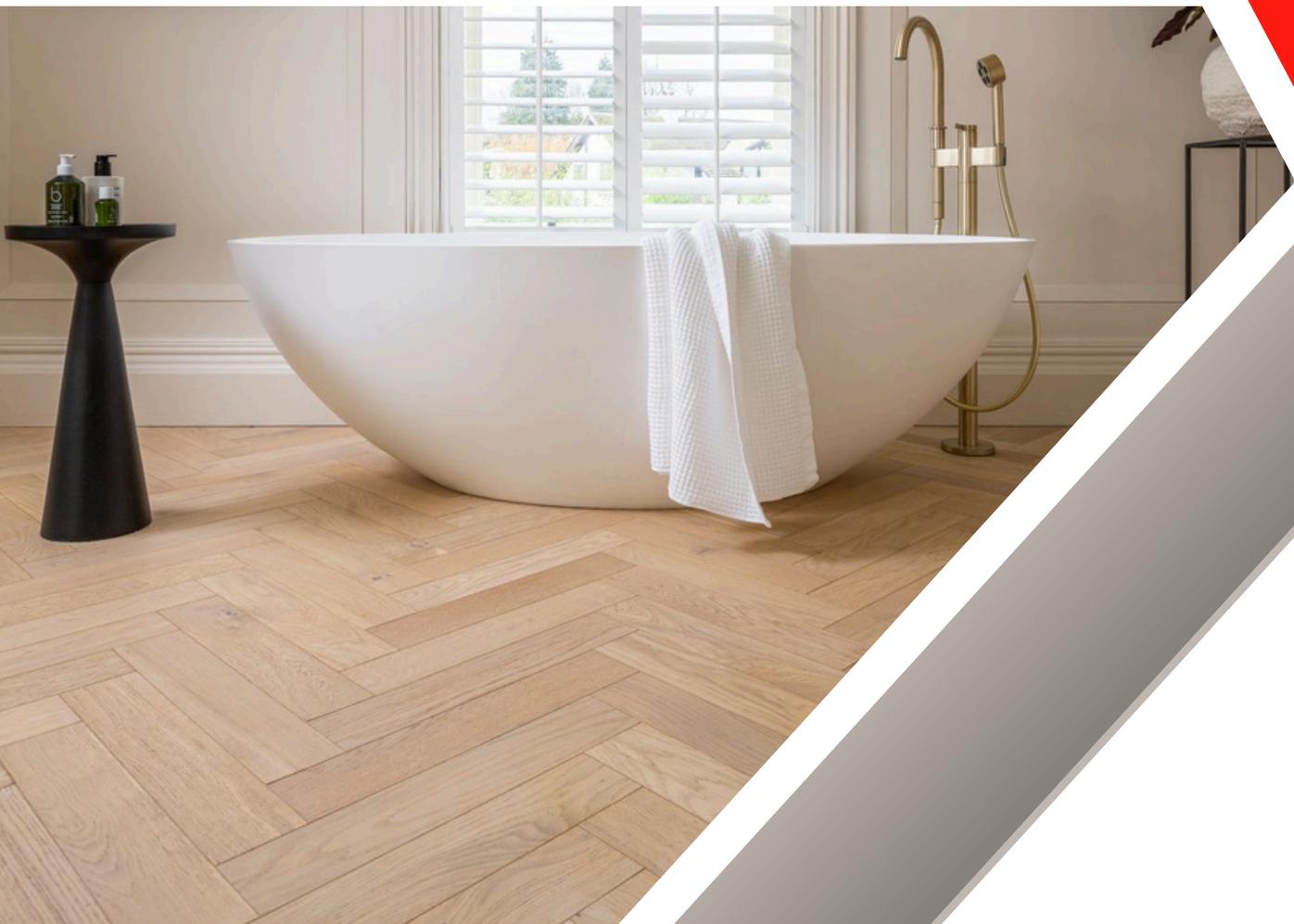
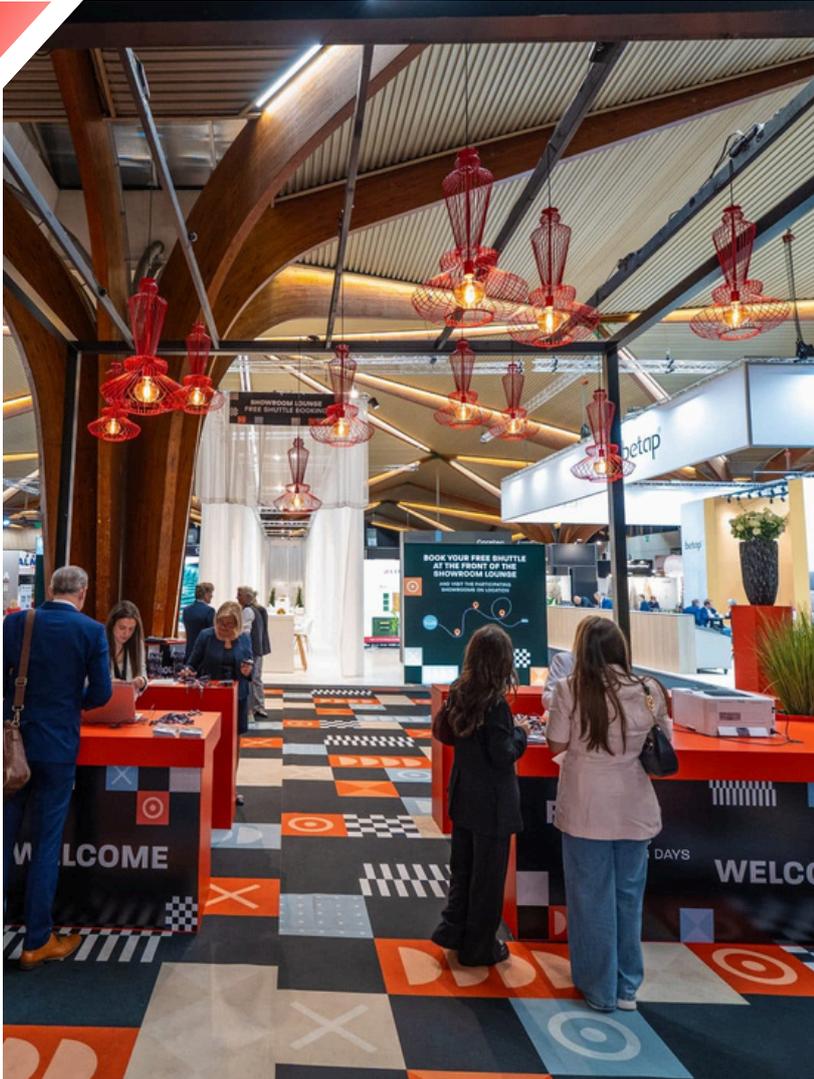


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About Floorinsite



28+

Years of operations

30k+

Monthly Website Visitors

15.2k+

Newsletter Subscribers

25k+

Social Media Followers

Floorinsite was the UK's first dedicated digital flooring industry news platform and has been publishing online for over 28 years. Today, it reaches more than three times the audience of traditional trade competitors, making it the UK's most influential flooring news and marketing platform.

Recognised by independent AI industry analysis tools as the leading and most-read flooring news source in the UK, Floorinsite delivers real-time industry news, commercial insight and targeted marketing opportunities to contractors, retailers, distributors, manufacturers, architects and specifiers. Unlike traditional trade magazines, Floorinsite is a digital-first platform that offers continuous exposure, archived content, measurable engagement, and direct lead generation, connecting the entire UK flooring supply industry - The UK's best flooring media with the highest reach and most cost-effective route to market.

Floorinsite Overview



➤ About Us

Floorinsite is the longest-established digital-first flooring industry platform in the UK, with over two decades of continuous online publishing. Founded as the industry's first dedicated digital flooring news platform, Floorinsite pioneered real-time online industry coverage, long before traditional trade media embraced digital.

Today, Floorinsite commands the largest digital audience in the UK flooring sector, with an audience reach estimated to be more than three times that of traditional trade competitors. Its authority is reflected in consistent recognition by independent AI industry analysis tools as the UK's leading flooring news and information source.

➤ Reach

- **30,000+** monthly website visitors
- **15,200+** email newsletter subscribers (Floorinsite Floors direct newsletter)
- **2,600** LinkedIn newsletter subscribers
- **25,000+** social media followers

➤ Audience

- Flooring Contractors & Installers
- Retailers & Showrooms
- Distributors & Wholesalers
- Manufacturers & Brands
- Architects & Specifiers

The UK's Leading Flooring News Platform



AI-Recognised. Industry Trusted. Advertiser Proven.

AI is Replacing Traditional Search.

Search behaviour is changing rapidly.

AI tools are now delivering answers directly — ahead of traditional Google results.

When asked about the best UK flooring news source,
AI platforms consistently identify:

FLOORINSITE.COM

as the most comprehensive and up-to-date flooring news website in the UK.

Our Audience at a Glance

30,000+

Monthly Website Visitors

25,000+

Social Media Followers

14,000+

Newsletter Subscribers

Daily

Industry News Updates

Reaching retailers, contractors, manufacturers and decision-makers across the UK flooring industry.

Why Advertise With Floorinsite?

- Direct access to flooring industry professionals
- AI-indexed authoritative content
- Highly engaged email audience
- Trusted brand within the trade
- First-stop industry news destination

**Be Visible Where
the Industry Looks First.**

**Be Visible Where
AI Looks First.**

Partner With The UK's Most Influential Flooring News Platform.

Advertising & Partnership Enquiries:

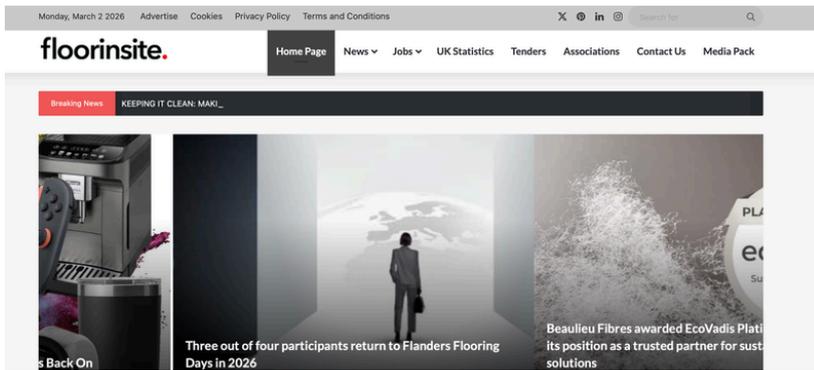
info@floorinsite.com

www.floorinsite.com

Our Services

Floorinsite.com

Floorinsite.com is the UK's leading flooring news site, delivering the latest industry updates, products, and insights to the largest audience of flooring contractors and specifiers. Online advertising, social media, newsletters, and AI to connect with and engage the flooring industry, helping brands and services reach their target audience effectively.



 Press Release Promotion

 Social Media 25k+ Outreach

 Online Banner Advertising

 Newsletter promotion 15.2k subscribers

 Monthly LinkedIn Newsletter

Boomboxx Flooring Marketing

At BoomBoxx, we help flooring brands and services grow online through targeted digital marketing. Using websites, social media, email campaigns, SEO, and film, we connect your products and services with the right audience to drive awareness and enquiries.



 Custom Website Design

 Specialist AI Outreach

 Search Engine Optimisation (SEO)

 Pay-Per-Click (PPC) Advertising

 Social Media / Email Marketing

Our Approach



Paid Adverts with Tracking



Engagement Reports

Ai Driven Flooring Marketing



Highest Reach to Targeted Buyers



Floorinsite.com is the UK's leading online flooring news platform, connecting manufacturers and distributors directly with buyers. Online for over 20 years, we attract over 30,000 monthly visitors, using AI-driven promotion to maximise exposure. Our monthly newsletter reaches 15,200 email subscribers and 2,600 LinkedIn newsletter subscribers, including contractors, fitters, distributors, architects and specifiers. We offer paid adverts on Floorinsite.com and within our newsletters, complete with tracked engagement reporting. All paid news is amplified to our 25,000+ social media followers. With the largest audience and most targeted database, we deliver the most cost-effective PR solution in UK flooring.

Case Studies



Challenge

Floorwise faced the challenge of growing its online audience and digital reach to better connect with flooring contractors. They needed to expand social media engagement, increase email newsletter reach and boost brand visibility across key platforms. With strong products but limited online traction, they wanted, targeted campaigns and consistent communication.

Increase Online Visibility



Floorwise wanted increased ranking on search engine results pages (SERPs), resulting in more organic traffic.

Competitive Market



The flooring industry is highly competitive, with many brands dominating search engine rankings.

Solution

Floorwise's solution was to partner with Floorinsite.com for consistent monthly PR, on the news site and via targeted newsletters and social media channels. They also invested in banner advertising and film, forming part of a wider, strategic flooring industry media campaign to increase visibility and contractor engagement

Outcome

Within six months, Floorwise saw an increase in organic website traffic and a significant boost in search engine rankings and social media engagement. Their online presence was transformed, leading to an increase in engagement and online presence.

PR Pricing Options



Press Release

£95

- ✓ Included on Floorinsite.com with over 30,000 flooring visitors a month
- ✓ Reporting available for clicks and engagement
- ✓ Archived for Ai and Google search



Press Release + Social

£125

- ✓ Included on Floorinsite.com with over 30,000 flooring visitors a month
- ✓ Reporting available for clicks and engagement
- ✓ Posted to our 25,000+ social media followers across LinkedIn, X and Instagram
- ✓ Archived for Ai and Google search



Press Release + Social + Newsletter

£150

- ✓ Included on Floorinsite.com with over 30,000 flooring visitors a month
- ✓ Added to our Floors and LinkedIn Newsletters - 15,200 + subscribers
- ✓ Posted to our 25,000+ social media followers across LinkedIn, X and Instagram
- ✓ Archived for Ai and Google search

Banner Ad Options



Small Banner - 3 months included

£295

- ✓ Side small banner on Home Page
- ✓ Side small banner on every page of Floorinsite - over 10,000 pages
- ✓ Monthly reports on performance and engagement.
- ✓ Price includes 3 months advertising



Medium Banner - 3 months included

£395

- ✓ Side large banner on Home Page
- ✓ Side large banner on every page of Floorinsite - over 10,000 pages
- ✓ Monthly reports on performance and engagement.
- ✓ Price includes 3 months advertising



Home Top Banner - 3 months included

£595

- ✓ Top Headline banner on Home Page
- ✓ Limited availability on home page - headline banners, positions available on other categories.
- ✓ Monthly reports on performance and engagement.
- ✓ Price includes 3 months advertising



30 Years in the Flooring Sector

Your Digital Marketing Experts with Over 30 Years in the **Flooring Industry**.



Website Design



PPC and Facebook Ads



SEO & Search Optimisation



Social Media Management



Email Marketing



Ai Outreach & Lead Generation

Owned by Floorinsite.com

Boomboxx.co.uk is a specialist digital flooring marketing agency with deep roots in the flooring industry, combining over 30 years of sector experience with tailored online strategies that drive growth and visibility. Boomboxx creates customised marketing plans that include website design, SEO, email campaigns, social media management, PPC and AI-enhanced outreach, ensuring your brand stands out in a competitive market. Owned by the team behind Floorinsite.com, they leverage industry insight and extensive networks to deliver targeted campaigns that engage flooring professionals and customers alike. Their results-driven approach helps flooring manufacturers, distributors, retailers and contractors grow online

Let's Grow Your Brand



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www.boomboxx.co.uk

Client Testimonials

 **Floorwise**

floorwise.co.uk

Richard Bailey
Managing Director

“Floorinsite is an excellent platform for the flooring industry. The exposure and industry-focused audience deliver real value. It’s a cost-effective way to promote news and products to a highly targeted, relevant market”

 **Ball and Young**

ballandyoung.com

Ann Shaw
Managing Director

“We’ve worked with Floorinsite for 20 years. Their industry exposure, targeted audience and consistent results make them a trusted and highly effective flooring media partner”

 **Carpet Accessory Trims**

catflooringaccessories.com

Paul Hayden
Managing Director

“CAT has worked with Floorinsite for many years and values their strong industry reach, engaged audience and great reach. They remain a cost-effective marketing partner for our business”





Contact Us



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