floorinsite.

29+ YEARS PUBLISHING FLOORING NEWS ONLINE

# MEDIA PACK 2027

The power of digital.
The UK's leading digital flooring news platform.



| 30,000+ | 25,200+ | 20,600+ | 4,152 |
|---|---|---|---|
| MONTHLY WEBSITE VISITORS | NEWSLETTER SUBSCRIBERS | SOCIAL MEDIA FOLLOWERS | COMPANIES IN OUR DIRECTORY |

FLOORING NEWS. DIGITALLY DELIVERED.

FLOORINSITE.COM

# The flooring industry reads Floorinsite.

Floorinsite was the UK's first dedicated digital flooring news platform, and for more than 29 years it has put flooring news, launches and installs in front of the people who buy, specify, sell and fit floors.

We are 100% digital. No print run, no postage, no shelf life. Every story is published on floorinsite.com, sent to our newsletter subscribers, shared across LinkedIn, X and Instagram, and stays searchable on Google and AI tools for years afterwards.

The rebuilt 2027 site brings news, jobs, tenders, UK statistics, associations and a 4,152-company directory together in one fast, mobile-first platform, with space for your brand on every page.

**29+**
**YEARS ONLINE**
The UK's first digital flooring news platform

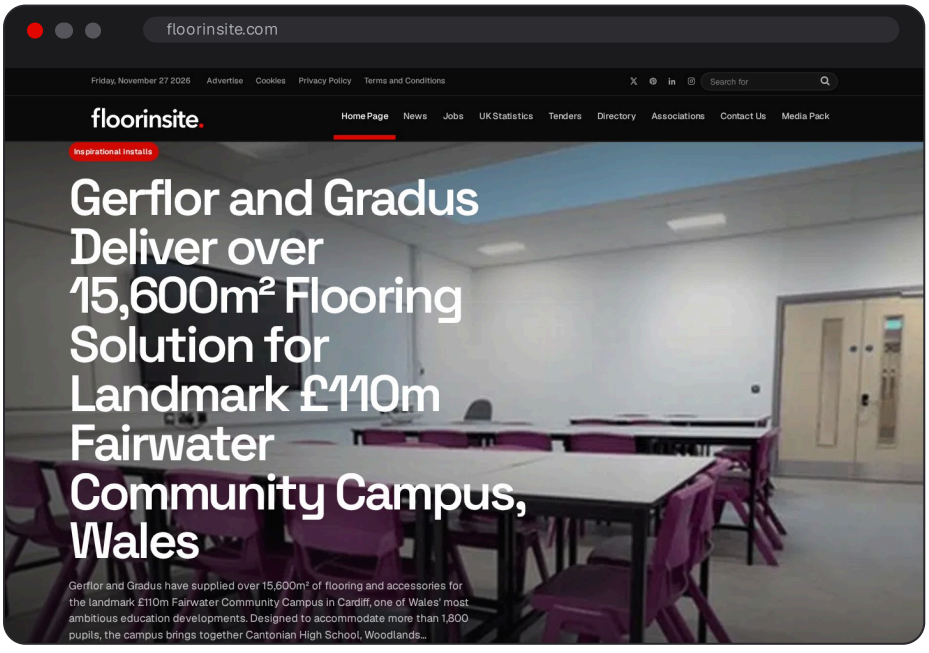
**4,425**
**NEWS ARTICLES**
Published and archived on floorinsite.com

**554k**
**GOOGLE IMPRESSIONS**
554,555 search impressions in the last 12 months

**10,000+**
**PAGES**
Every one of them can carry your banner

**35%**
**NEWSLETTER OPEN RATE**
Average across our 2026 editions

**42**
**COUNTRIES**
Companies listed in our directory




## WHO READS US

- Contractors & installers
- Retailers & showrooms
- Distributors & wholesalers
- Manufacturers & brands
- Architects & specifiers

THE POWER OF DIGITAL

# Print gets read once. Digital keeps working.

**The brands that win in flooring are the ones buyers see again and again: on their phone on site, in their inbox at the office and in their feed in the evening.**

A magazine page has a cover date. A Floorinsite story is live within hours, reaches tens of thousands of trade readers in days, and is still being found on Google months later. Every click can be counted, every campaign can be reported on, and every pound can be traced to results.

That is why Floorinsite left print behind. One booking puts your news on the website, in the newsletter and across social media, with reporting to prove it.



### 01 Always on

Live 24/7 on every device. No print deadlines and no waiting for the next issue. Your news goes up when it happens.

### 02 Measurable

Click, open and engagement reports on banners, newsletters and press releases, so you know exactly what you got.

### 03 Multi-channel

Website, Floors Newsletter, LinkedIn newsletter, LinkedIn, X and Instagram. One story, six ways into the industry.

### 04 Found for years

Every article is archived and indexed for Google and AI search. 554,555 Google search impressions in the last 12 months.

**30,000+**
MONTHLY VISITORS

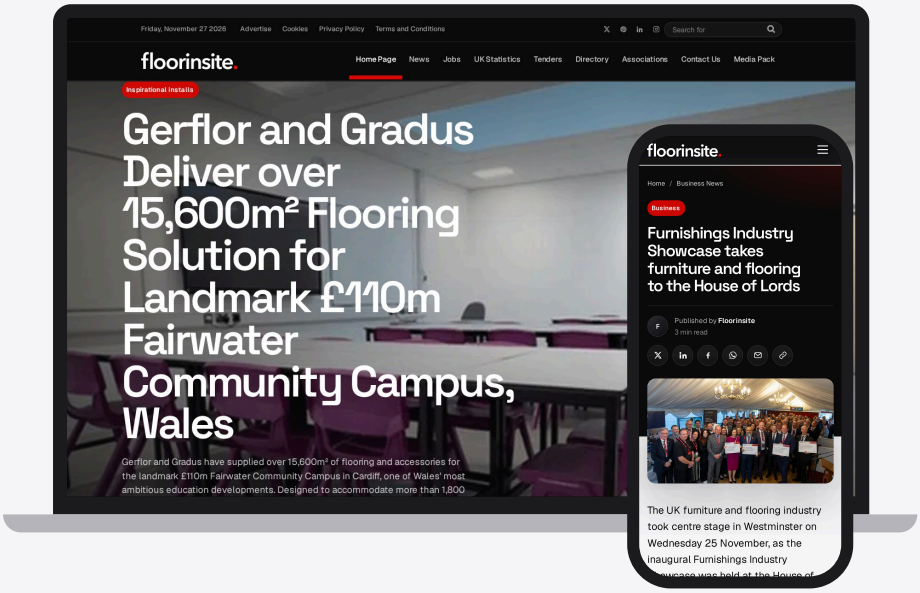
**25,200+**
NEWSLETTER SUBSCRIBERS

**20,600+**
SOCIAL FOLLOWERS

DIGITAL FOOTPRINT

# floorinsite.com. Rebuilt for 2027.

A fast, mobile-first news site with daily flooring news, inspirational installs, business news, jobs, tenders, UK statistics and the industry's largest company directory.




**30,000+**

MONTHLY VISITORS

Flooring professionals every month

**554,555**

GOOGLE IMPRESSIONS

Times Floorinsite appeared in Google search, last 12 months

**4,425**

ARTICLES

News and features archived and searchable

## ON THE SITE



### News & business news

Launches, appointments, results, acquisitions and market moves, every working day.



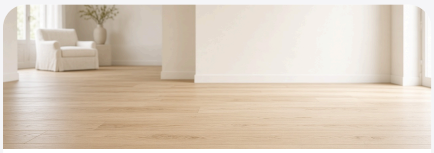

### Inspirational installs

Projects and case studies from manufacturers, contractors and retailers.



### Jobs board

Free recruitment listings for the flooring trade, with featured upgrades.



### Tenders

Live flooring tenders and contract opportunities for contractors.



### UK statistics

Market data and figures the industry uses to plan.




### Associations & events

Trade bodies, shows and awards in one place.

# Straight into the industry's inbox.

The Floors Newsletter, our email newsletter powered by Floorinsite, and our LinkedIn newsletter deliver the month's biggest flooring stories to contractors, retailers, distributors, manufacturers, architects and specifiers.

**25,200+**
**NEWSLETTER SUBSCRIBERS**
Email and LinkedIn newsletter audiences

**35.3%**
**AVERAGE OPEN RATE**
Five Floors Newsletter editions, Jan–Nov 2026

**44.5%**
**TOP OPEN RATE**
Sponsored industry mailer, March 2026

**10,500+**
**DELIVERED PER EDITION**
Average flooring inboxes reached per newsletter

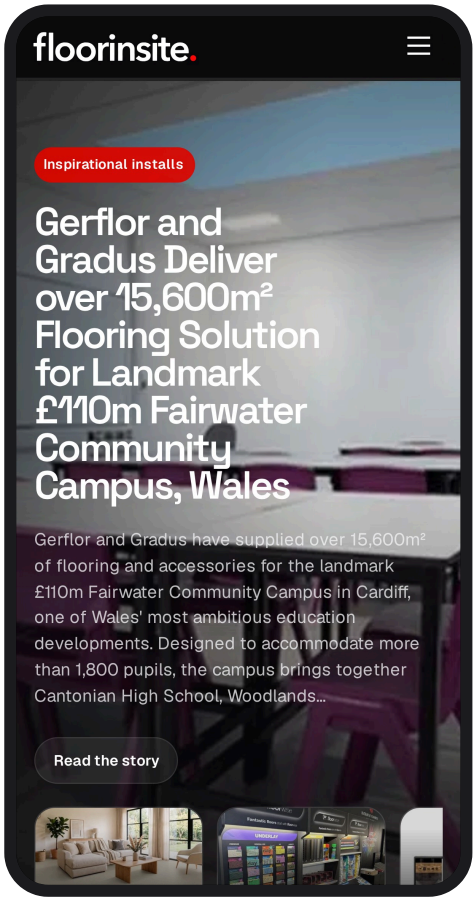
**3,700+**
**UNIQUE OPENS**
Average readers who open each edition

**3,000**
**LINKEDIN NEWSLETTER**
Almost 3,000 subscribers to our LinkedIn newsletter

## REACH THE RIGHT PEOPLE

**16,000+**
**SOLUS MAILER REACH**
Subscribers your own email can reach in one send

**5**
**TRADE SECTORS**
Contractors & fitters, retailers, distributors, manufacturers, architects & specifiers




## HOW TO APPEAR

Book a **Press Release + Social + Newsletter** package to have your story included in the Floors Newsletter, sponsor an edition, take a banner or a sponsored story slot, or send a **solus mailer** with your own message to 16,000+ subscribers. Every send comes with an open and click report. See pages 08 to 11.

SOCIAL MEDIA REACH

# Every story. Every feed.

## 20,600+

**SOCIAL MEDIA FOLLOWERS**

20,613 followers across LinkedIn, X, Instagram and Pinterest

Every news article and feature on Floorinsite is shared to our social channels, putting your news in front of flooring buyers where they spend their day. Sponsored posts and carousels take your products further.

| | | |
|---|---|---|
| LinkedIn | David Stroud · Floorinsite (floorinsite-creative-agency) | 14,914 |
| X (Twitter) | @floorinsite | 4,621 |
| Instagram | @floorinsite | 910 |
| Pinterest | floorinsite | 168 |

**3,000**

**LINKEDIN NEWSLETTER SUBSCRIBERS**

Almost 3,000 get every edition in their LinkedIn inbox

**6,866**

**POSTS ON X**

Flooring news shared since we joined in 2012

**500+**

**LINKEDIN CONNECTIONS**

Dave Stroud's direct LinkedIn network

FLOORINSITE PLACES DIRECTORY

# The UK's biggest map of flooring companies.

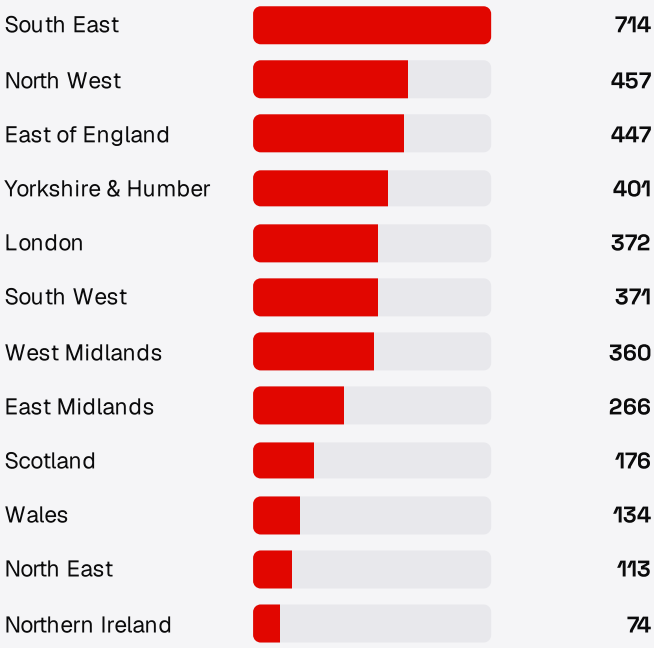
**4,152** COMPANIES

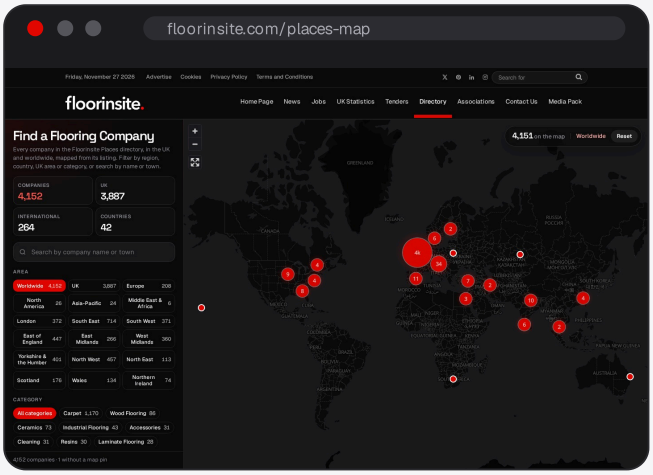
**3,887** IN THE UK

**264** INTERNATIONAL

**42** COUNTRIES

## LISTED COMPANIES BY UK REGION




Every company is mapped, searchable by name, town, region and category, and linked to its own listing page. Buyers and specifiers use it to find manufacturers, distributors, contractors and retailers near them.

Basic listings are free for contractors and independent retailers. An **enhanced** or **featured** listing puts your logo, images, products and website link in front of buyers at the moment they are looking.

**Carpet 1,170** | Wood 86 | Ceramics 73 | Industrial 43 | Resins 30 | Adhesives 25

UPGRADE YOUR LISTING

Stand out to buyers searching the map. See page 09.

**£395** Enhanced · per year

**£620** Featured · per year

# Get your news in front of the trade.

## PRESS RELEASE PUBLISHING

### Press Release — £95 PER RELEASE

- Published on floorinsite.com to 30,000+ monthly visitors
- Archived for Google and AI search
- Click and engagement report

### Press Release + Social + Newsletter — £335 PER RELEASE

- Everything in Press Release
- Shared to 20,600+ social followers on LinkedIn, X and Instagram
- Included in the next Floors Newsletter

### PR Bundle × 6 — £1,695 6 RELEASES, 12 MONTHS

- Six Press Release + Social + Newsletter packages
- Use any time in 12 months
- Save £315 on single bookings

## SPONSORED CONTENT

### Sponsored article / advertorial — £345 PER ARTICLE

- Your feature written or edited by our team, up to 800 words and 6 images
- Labelled “Sponsored”, on the homepage for 7 days
- Shared on social and kept in the archive

### Supplier of the Month — £595 PER MONTH

- Homepage spotlight panel for a full month
- Interview-style feature article
- Lead slot in that month’s newsletter and a LinkedIn post

### Video & product showcase — £445 PER SHOWCASE

- Your video or product gallery embedded in a feature article
- Shared as a native video post on LinkedIn and X
- Film can be produced by Boomboxx (see page 13)

### Product launch spotlight — £395 PER LAUNCH

- Launch article with up to 6 product images
- Newsletter product spotlight
- LinkedIn carousel post

Copy deadline: two working days before publication. Supply up to 800 words, high-resolution landscape images and your website link. Prices exclude VAT.

**4,425** ARTICLES PUBLISHED

**554,555** GOOGLE IMPRESSIONS, 12 MONTHS

**35.3%** AVERAGE NEWSLETTER OPEN RATE

# Your brand on 10,000+ pages.

## DISPLAY BANNERS

### Home top banner
£295 PER MONTH

728 × 90 · 970 × 250

- Headline leaderboard on the homepage
- Limited availability
- Monthly performance report

### Homepage billboard
£325 PER MONTH

1200 × 600 · 970 × 250

- Wide banner below Latest news
- Two side by side on desktop, stacked on mobile
- Monthly performance report

### MPU
£210 PER MONTH

300 × 250

- Beside news on the homepage and every article
- Run of site, over 10,000 pages
- Monthly performance report

### Half-page / skyscraper
£275 PER MONTH

300 × 600

- Tall sidebar banner on the homepage and every article
- Run of site
- Monthly performance report

### News listings & strips
£245 PER MONTH

1200 × 300 · 728 × 90

- Wide banner on category, tag and search pages, or under More news
- Monthly performance report

### Places Map banner
£225 PER MONTH

1200 × 300 · 970 × 250

- Wide banner on the directory map, seen by buyers searching for suppliers
- Monthly performance report

## TAKEOVERS & SPONSORSHIP

### Homepage takeover
£2,650 PER MONTH

- Every homepage banner position
- Background or skin branding
- Newsletter mention and social post

### Section sponsorship
£495 PER MONTH

- Own a section such as Business News, Installs or Jobs
- “Sponsored by” logo on every page in it
- Section banners included

### Tenders or jobs board sponsor
£295 PER MONTH

- Logo and banner on the Tenders or Jobs board
- Seen by contractors looking for work

## DIRECTORY & LISTINGS

### Enhanced directory listing
£395 PER YEAR

- Logo, images, description and website link
- Product and category tags

### Featured directory listing
£620 PER YEAR

- Everything in Enhanced
- Top of your category and highlighted map pin

### Featured job
£340 PER VACANCY

- Standard job listings are free
- Pinned to the top of the board for 30 days, plus a social post

RATES · FLOORS NEWSLETTER & LINKEDIN

# Sponsor the news they open.

## FLOORS NEWSLETTER (EMAIL) · 25,200+ SUBSCRIBERS · 35% AVERAGE OPEN RATE

### Headline sponsor

**£450** PER EDITION

- "Brought to you by" your logo in the header
- Top banner position
- Exclusive, one sponsor per edition

### Newsletter banner

600 × 150 or 600 × 300

**£250** PER EDITION

- Banner between stories
- Click report after each send

### Sponsored story slot

**£295** PER EDITION

- Your story in the main news run, with image and link
- Labelled "Sponsored"

### Product spotlight

**£195** PER EDITION

- Product image, 50 words and a link
- Grouped in the new products panel

SOLUS MAILER

### Your own email, sent by Floorinsite to 16,000+ subscribers

**£695** PER SEND

Send to the full list, or target a sector such as architects and specifiers or building and flooring contacts. Built by our team from your copy and images, with a full open and click report. Our best-performing industry mailer hit a 44.5% open rate.

## LINKEDIN NEWSLETTER & SOCIAL · ALMOST 3,000 SUBSCRIBERS

### Edition sponsor

**£395** PER EDITION

- "Brought to you by" at the top of the LinkedIn newsletter
- Logo and link in the edition

### Sponsored feature

**£295** PER EDITION

- Your story as a feature section in the LinkedIn newsletter

### Logo placement

**£150** PER EDITION

- Your logo and link in the partner panel

### Sponsored LinkedIn post

**£175** PER POST

- A post about your news or product on our LinkedIn
- Also shared to X and Instagram

### Sponsored carousel

**£245** PER CAROUSEL

- Multi-image LinkedIn carousel designed by our team
- Ideal for product ranges and launches

### Social series × 4

**£595** 4 POSTS

- Four sponsored posts or carousels over a month
- Save £105

MULTI-CHANNEL PACKAGES

# Website. Inbox. Feed. One booking.

Our packages combine the website, newsletters and social media so buyers see your brand again and again, and they cost less than booking each item on its own.

## Launch

1 MONTH

**£1,215**

Worth £1,425 · save £210

- Sponsored article on the homepage
- Solus mailer to 16,000+ subscribers
- MPU banner, run of site, 1 month
- Sponsored LinkedIn post

## Bronze

3 MONTHS

**£1,095**

Worth £1,300 · save £205

- MPU banner, run of site, 3 months
- 2 × Press Release + Social + Newsletter
- Monthly performance reports

## Silver

3 MONTHS

**£2,495**

Worth £2,975 · save £480

- Half-page banner, run of site, 3 months
- 3 × Press Release + Social + Newsletter
- 3 × Floors Newsletter banners
- Enhanced directory listing for 12 months

## Gold

3 MONTHS

**£4,345**

Worth £5,115 · save £770

- Home top banner, 3 months
- Section sponsorship, 3 months
- 3 × sponsored articles
- Solus mailer to 16,000+ subscribers
- LinkedIn newsletter edition sponsor
- Featured directory listing for 12 months

## Bespoke

Need something different? We'll build a 6- or 12-month campaign around your launches, trade shows and budget, with Boomboxx film, social and content added in.

All prices exclude VAT. "Worth" values are the total of the single prices shown on pages 08 to 10.

POSITIONS & SPECS

# Where your advert appears.

| POSITION | WHERE IT APPEARS | SIZES (PX) |
|---|---|---|
| **Home top banner** | Headline banner on the homepage. Limited availability; positions also available on other categories. | 728 × 90 · 970 × 250 |
| **Homepage billboard** | Wide banner below Latest news. Two adverts side by side on desktop, stacked on phones. | 1200 × 600 (shown 640 × 320) · 728 × 90 · 970 × 250 |
| **Side MPUs** | Column beside More news on the homepage, stacked. | 300 × 250 · 300 × 600 |
| **Strip below More news** | Under the More news stories, beside the MPU column. | 728 × 90 · 970 × 250 · 1200 × 300 |
| **Article sidebar** | Beside every news article, alongside the newsletter signup. | 300 × 250 · 300 × 600 |
| **News listings** | Category, tag, author and search pages, after the lead story and first six articles. | 1200 × 300 to 1200 × 600 · 728 × 90 · 970 × 250 |
| **Places Map** | Wide banner on the directory map page. | 1200 × 300 to 1200 × 600 · 728 × 90 · 970 × 250 |
| **Leaderboard above Tenders** | Full width on the homepage, above the Tenders and Jobs board. | 728 × 90 · 970 × 250 · 1200 × 300 |
| **Newsletter** | Header sponsor, banners between stories and sponsored story slots in the Floors Newsletter. | 600 × 150 · 600 × 300 |

### Artwork

JPG, PNG or GIF, RGB, supplied at double size for sharp screens. Send your click-through link with each advert.

### Press releases

Word or Google Doc, up to 800 words, high-resolution landscape images, your website link and contact details.

### Reporting

Monthly banner reports, and an open and click report after every newsletter or solus send.

**No artwork? No problem.**
Our sister agency Boomboxx can design your banners, mailers and social posts.

boomboxx.co.uk →

**10,000+**
PAGES CARRYING RUN-OF-SITE BANNERS

**30,000+**
MONTHLY WEBSITE VISITORS

**25,200+**
NEWSLETTER SUBSCRIBERS

BOOMBOXX FLOORING MARKETING

# Digital marketing for the flooring industry.



## 30

YEARS IN THE FLOORING SECTOR

Boomboxx is the specialist flooring marketing agency owned by the team behind Floorinsite. We combine deep industry knowledge with websites, SEO, social media, email, film and AI-enhanced outreach to help manufacturers, distributors, retailers and contractors grow online.

Add Boomboxx to any Floorinsite campaign and we'll create the content as well as deliver it.

### Film & video

Product films, install films and showroom tours, cut for web and social.

### Social media

Content creation and management for LinkedIn, Instagram, X and Facebook.

### Website design

Fast, mobile-first websites built to win enquiries.

### SEO & PPC

Get found on Google and in AI search, and pay only for clicks.

### Email campaigns

Design, copy, lists and reporting.

### Content & AI outreach

Articles, case studies and targeted lead generation.

**Let's grow your brand. Prices on request.**

www.boomboxx.co.uk

## WHAT OUR CLIENTS SAY

“

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.

**Richard Bailey**
Managing Director, Floorwise

“

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.

**Ann Shaw**
Managing Director, Ball and Young

“

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.

**Paul Hayden**
Managing Director, Carpet Accessory Trims

## BRANDS ADVERTISING ON FLOORINSITE

Weber ADP Floorwise Thermal Economics CC-IS

## GET IN TOUCH

# Let’s talk digital.

Tell us what you want to achieve in 2027 and we’ll put together the right mix of website, newsletter and social for your budget.

floorinsite.

| | |
|---|---|
| WEBSITE | www.floorinsite.com |
| PHONE | 01425 547218 |
| EMAIL | dave@floorinsite.com |
| PUBLISHER | David Stroud · 07763 230245 |
| PR & MARKETING | Melanie Stroud · 07944 685190 |
| LINKEDIN | floorinsite-creative-agency |
| SOCIAL | @floorinsite on X, Instagram & Pinterest |
| ADDRESS | Alderholt, Dorset SP6 3FL |

**Book your 2027 campaign today.** 01425 547218 · dave@floorinsite.com

Figures: Floorinsite, Google Search Console, Brevo, LinkedIn, X, Instagram and Pinterest, November 2026. Prices exclude VAT.