floorinsite.

# Digital Media Pack 2027

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



# Table of Contents

About Floorinsite ..... 3

Floorinsite Overview ..... 4

Our Services ..... 5

Case Approach ..... 6

Case Studies ..... 7

PR Pricing Options ..... 8

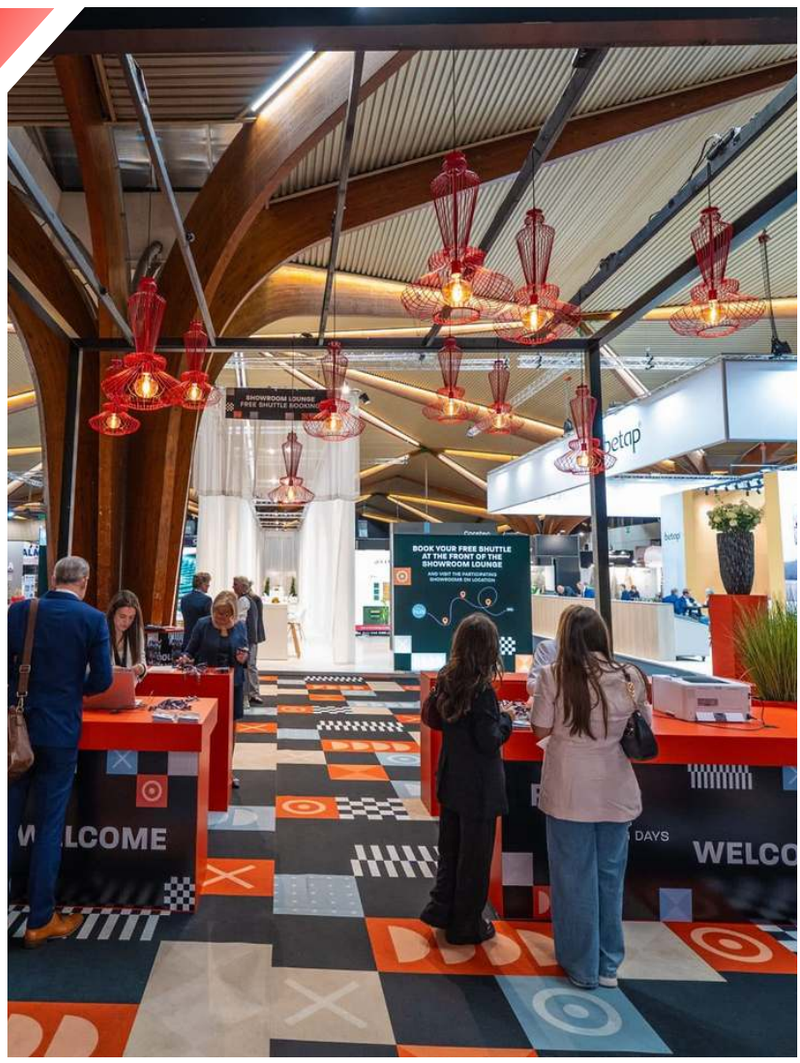
Banner Ad Options ..... 9

Boomboxx Marketing ..... 10

Client Testimonials ..... 11

Contact Us ..... 12

# About Floorinsite




**29+**

Years of operations

**30k+**

Monthly Website Visitors

**25.2k+**

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 29 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.**

2027

# 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
- 25,200+ email newsletter subscribers (Floorinsite Floors direct newsletter inc below)
- 2,600 LinkedIn newsletter subscribers
- 25,000+ social media followers

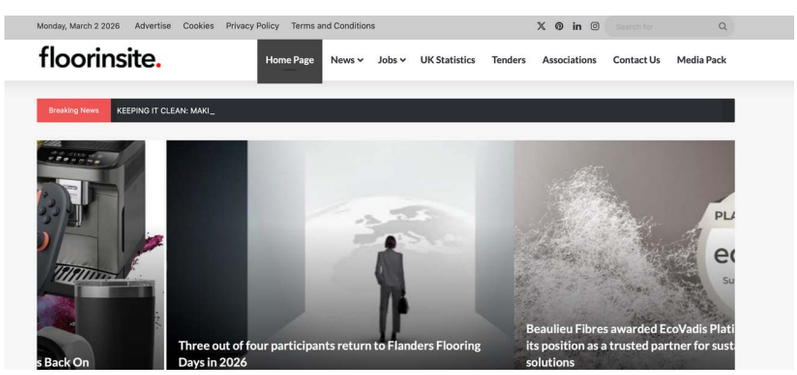
## Audience

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

# Our Services

## Floorinsite.com

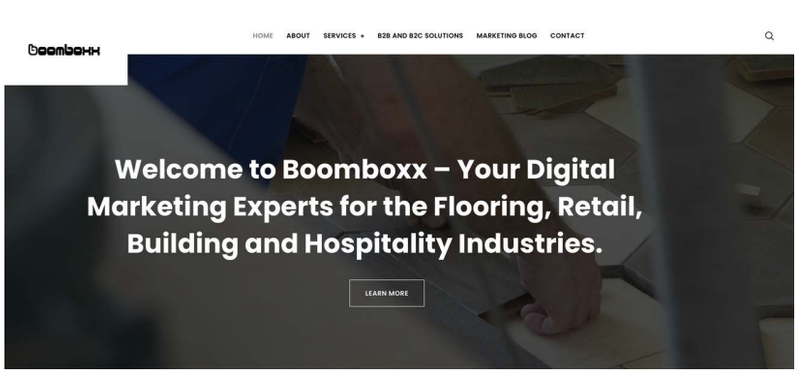
Floorinsite.com is the UK's leading flooring news site, delivering the latest industry updates, products, and insights to the largest audience of flooring contractors and specifiers. Online advertising, social media, newsletters, and AI to connect with and engage the flooring industry, helping brands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




- Press Release Promotion
- Social Media 25k+ Outreach
- Online Banner Advertising
- Newsletter promotion 25.2k 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



**AI Driven Flooring Marketing**

**Paid Adverts with Tracking**

**Highest Reach to Targeted Buyers**

**Engagement Reports**

2027

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 25,200 email subscribers including 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
- Archived for AI and Google search
- Reporting available for clicks and engagement

## Press Release + Social + Newsletter

**£125**

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

## Solus Newsletter

**£695**

- We have over 10,307 flooring contractors, fitters and builders
- Over 22,168 architects and specifiers in the UK subscribed to our newsletter
- LinkedIn newsletter subscribers have reached over 2,600
- Solus emailer for your products or services to over 25,000 subscribers

# 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

boomboxx
FLOORING AGENCY

# Digital Marketing for the Flooring Industry



## 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

melanie@boomboxx.co.uk 01425 547218 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"

floorinsite.



# Contact Us

| | |
|---|---|
| **Website** | www.floorinsite.com |
| **Phone** | 01425 547218 |
| **E-mail** | dave@floorinsite.com |
| **LinkedIn** | floorinsite-creative-agency |
| **HQ address** | Alderholt Dorset UK SP6 3FL |