CONTRACT FLOORING JOURNAL

MEDIA PACK 2027



UK's **NUMBER 1. magazine** for the Contract Flooring Industry

IN PRINT & ONLINE

EST 1989 38 YEARS

PROFESSIONAL FLOORING. EXPERTLY COVERED

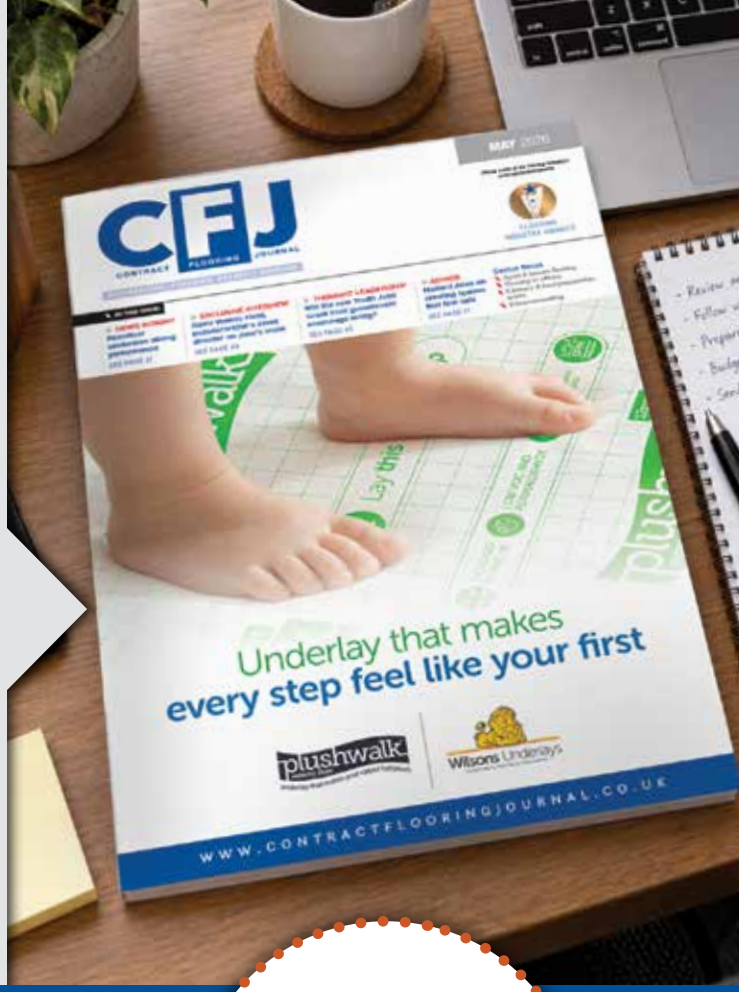
contractflooringjournal.co.uk

THE PUBLICATION

Published monthly, Contract Flooring Journal (CFJ) is widely recognised as the leading magazine in the flooring industry, strengthened by having the sector's highest requested readership, including subscriptions.

CFJ has a circulation that is meticulously targeted and constantly updated to ensure that it is sent only to the people who want to receive it and read it.

CFJ covers all types of contract flooring with authority, including essential business information in addition to insider comment, advice, expert analysis and lively debate.



9,031 reader circulation

WIDE INDUSTRY REACH

A diverse and influential readership across the flooring industry, from contractors, retailers, manufacturers, architects, distributors, designers and key decision-makers

Flooring Contractors 6,135 — **67.9%** OF TOTAL

Architects/ Specifiers 1,155 — **12.8%** OF TOTAL

Manufacturer 725 — **8.0%** OF TOTAL



Top 3 segments make up 88.8% of our contacts



POWER OF PRINT

In today's digital-first marketplace, visibility alone isn't enough. The brands that achieve lasting success are the ones their audience recognise, remembers and trusts.

Since 1989, CFJ has been a respected source of news, product information and industry insight for the contract flooring sector. That reputation benefits the brands that advertise with us, placing them alongside content that readers actively engage with and value.

Print remains one of the most effective ways to build brand awareness and credibility. It puts your business in front of the professionals who specify, source, recommend and sell flooring products, reaching decision-makers in offices, showrooms and workplaces across the industry.

Digital channels are an essential part of modern marketing, which is why CFJ provides opportunities across print, online and email.



TARGETED INDUSTRY REACH

Connect with flooring retailers, contractors, interior professionals and key decision-makers

LONG SHELF LIFE

Your brand stays visible in showrooms, offices and workplaces for weeks or months

MULTIPLE IMPRESSIONS

Issues are shared, revisited and passed between colleagues, extending your reach

CREDIBLE ENVIRONMENT

Your advertising appears alongside trusted industry news, product features and expert content





MAGAZINE REGULARS...

CFJ combines the latest news, expert opinion, interviews, and practical advice to keep readers informed, inspired, and up to date with the issues that matter most to them.



PEOPLE PAGES & INTERVIEWS
Behind the flooring industry are the people that drive it forward. We talk with some of the industry's personalities and get an inside view.



CASE STUDIES
Highlighted installations which example collaboration among a manufacturer, flooring contractor, facilities manager and end-user.



AWARD WINNER'S SHOWCASE
Monthly in-depth article showcasing a winning flooring installation from one of the categories in the recent CFJ Awards.



NEWS
The latest developments in the flooring industry, including product launches, business updates, events and market trends.



NEW PRODUCTS
Dedicated pages to highlight new products in the flooring industry, from adhesives and accessories to tools, finishes and workwear.



ADVICE
Industry voices offer topical and useful breakdowns on subjects ranging from screed floor issues to bubbling LVT and beyond.

DIGITAL FOOTPRINT

Gain year-round visibility for your brand through our website, connecting you with a highly engaged audience of flooring professionals actively seeking industry insights and solutions.

9,366
Monthly visitors

14,554
Monthly page views

4 mins
Average session duration



79%
visitors based in UK

UK AUDIENCE

157%
visitor growth

FASTEST GROWING REFERRER

95%
social media traffic

SOCIAL MEDIA REFERRER

Advertise digitally with us:

We don't track banner advert clicks, but advertisers are very welcome to provide their own tracking links so they can measure the performace of their campaigns. We can provide reports on eshots on request.

LEADERBOARD BANNER
728 x 90px
£350
per month

BOX BANNERS
800 x 660px
£250
per month

ESHOT
Sent out to 6k+ subscribers
£1,000
per eshot

contractflooringjournal.co.uk

DIGITAL NEWS

The monthly CFJ newsletter keeps flooring professionals informed with the latest news, product launches, expert insight and industry developments delivered straight to their inbox.

6,853

ENGAGED SUBSCRIBERS
The number of people who receive the CFJ newsletter

42%

OPEN RATE
The number of people who open the newsletter

563

NEWSLETTER CTR
Number of people who click at least one link in the newsletter

372

DIGITAL ISSUE CTR
The number of people who click on CFJ digital page turner

HOW TO APPEAR IN THE NEWSLETTER...

PROMOTIONAL PICTURE CHARGES

We welcome press releases for consideration in CFJ. Promotional press releases accompanied by an image may be published subject to written acceptance of our Promotional Picture Package.

For £395, your promotional feature is published in the magazine and automatically receives additional exposure through the CFJ website and newsletters.





MEET THE FAMILY...

As well as the monthly CFJ publication, we also provide the opportunity to further your brand recognition and communication in any of our specialist supplement publications that are published throughout the year.

THE SPECIFIER'S GUIDE

The Specifier's Guide is a UK flooring industry publication designed to help architects, interior designers, contractors and building professionals choose the right flooring and surface materials for their projects.

Sent out with February CFJ

CFJ BLUEPRINT

The CFJ BluePrint is a practical, industry-led guide to developing skills, raising standards and supporting the future growth of the flooring sector. It goes beyond training courses to explore career development, technical expertise, commercial success and the importance of people in driving the industry forward.

Sent out with March CFJ

LVT SUPPLEMENT

Designed to keep you abreast of all the developments in this dynamic and fast-growing segment of the industry. 2 issues per year.

Sent out with April + October CFJ

DISTRIBUTION LEADERS SUPPLEMENT

This showcases leading flooring distributors, highlighting their expertise and vital role in connecting manufacturers, contractors, and customers across the supply chain.

Sent out with May CFJ

WOOD, LAMINATE & CORK SUPPLEMENT

This supplement provides updates on new products, installation best practices, industry trends, project case studies, supplier information and technical guidance.

Sent out with June CFJ

CFJ GREEN BOOK

A practical guide to sustainability in flooring, covering eco-friendly materials, industry progress and ways contractors can reduce waste, improve practices and win greener tenders. It highlights how sustainability can drive innovation, competitiveness and long-term business growth.

Sent out with July CFJ

CFJ AWARDS PREVIEW SUPPLEMENT

Coverage of this year's finalists and their installations ahead of the CFJ Flooring Industry Awards.

Sent out with August CFJ







AND THE WINNER IS...

Since 1999, the CFJ Awards has firmly been established as one of the industry's flagship events, recognising excellence across contract flooring, celebrating best practice, innovation and achievement from manufacturers, contractors, distributors and individuals operating throughout the sector.



CFJ CONTRACT FLOORING JOURNAL | FLOORING INDUSTRY AWARDS

SPONSORSHIP OPPORTUNITIES

Sponsorship of the CFJ Awards allows your brand to have maximum exposure prior to and on the day.

These include:

- Logo placement and company bio in monthly award update pages within CFJ magazine leading up to the event
- Logo placement on monthly 'Showcase Case Study' pages in CFJ, detailing the previous year's award winning installations
- Sponsors to appear on 'Hall of Fame' page on CFJ website – project archive where architects, specifiers and facility managers can view the award-winning installations by award sector
- Logo on all awards sections of CFJ website and award entry system
- Logo on all event signage for the day
- Call out on stage and details of each sponsor
- 30 second video slot to be played at event, and constantly during the networking event
- Logo placement on event materials including: table plans, event menu's, place name cards, table number centre pieces
- Logo on staging screens
- Logo placement and company bio in Awards Preview supplement and in Awards Winners supplement
- Includes table of 10 at event

2027 SPONSORSHIP:

Thursday 2 September 2027
NCC, Birmingham

£4,200

The CFJ Awards is about recognising the professionalism, skill and commitment that underpin contract flooring at its best. Bringing the industry together gives us the opportunity to reinforce the standards, collaboration and innovation that continue to move the sector forward.



TIME & PLACE

Increase the visibility of your brand in offices and industry workplaces around the UK and be seen all year round on our annual year planner and *Surfaces Hub Map* posters.

These large format colour wallcharts and company location maps are sent out with CFJ issues to our entire circulation.

The year planner includes details of publication dates along with all the major trade shows from around the world and is widely used by the industry.

BOX ADVERT PRICES:

SINGLE BOX	45 x 45mm	**£475**
DOUBLE BOX	95 x 45mm	**£730**
TRIPLE BOX	135 x 45mm	**£895**
CORNER BOX	95 x 95mm	**£1,100**

Please contact us if you want a bespoke box advert size for either the map or wallplanner

PRICES & SPECS

ADVERT TYPE	TRIM (height x width)	WITH BLEED (3mm all sides)	SINGLE RATE (exclusive of vat)
FRONT COVER	190 x 210	196 x 216	**£3,150**
FULL PAGE	297 x 210	303 x 216	**£1,500**
(Includes: INSIDE FRONT, BACK COVER + INSIDE BACK COVER)			
GATEFOLD COVER	*SPEC PROVIDED ON BOOKING*		**£5,775**
DOUBLE PAGE SPREAD	297 x 420	303 x 426	**£2,470**
HALF PAGE HORIZONTAL	130 x 180	none	**£970**
QUARTER PAGE	130 x 88	none	**£630**
QUARTER PAGE STRIP	63 x 180	none	**£370**
HALF PAGE DPS	130 x 420	136 x 426	**£1,505**
RECRUITMENT ADVERT	130 x 88	none	**£400**
DIRECTORY BOX	40 x 90	none	**£730**
ON THE MAP/YEAR PLANNER:			
Single Box	45 x 45	none	**£475**
Double Box	95 x 45	none	**£730**
Triple Box	135 x 45	none	**£895**
Corner Box	95 x 95	none	**£1,100**
EDITORIAL PICTURE CHARGE	–	–	**£175**
FULL PAGE EDITORIAL	–	–	**£395**
INSERT (SINGLE SHEET)	–	–	**£1,210**
INSERT (FOUR PAGE)	–	–	**£1,775**

PLEASE NOTE:
Cancellation policy: 13 weeks notification prior to publication.
Specific artwork specifications will be provided in email communications from our production team

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Get ahead for '27

Features list 2027

CONTRACT FLOORING JOURNAL

Our editorial calendar gives you a clear view of upcoming features, along with key advertising deadlines, so you can align your campaigns with the topics that matter most to the flooring industry.

ISSUE	KEY FEATURES	EDITORIAL DEADLINE	ADVERT DEADLINE	PUBLISHED
JANUARY	Flooring & tiling adhesives / Safety flooring / Underfloor heating / Point-of-sale / Contractor leaders	13 November	16 December	**8 January**
FEBRUARY	Top 50 most read articles of 2026 / Carpet tiles / Smoothing underlayments / Flooring in education	11 December	18 January	**5 February**
The Specifier's Guide: Comprehensive guide to assist architects and specifiers		Early January	27 January	**17 February**
MARCH	Refurbishment / Loyalty programmes / Profiles, trims & movement joints / Vinyl flooring / Sensory flooring for neurodiversity	11 January	15 February	**5 March**
CFJ Blueprint: Skills, Training, Standards & the Future of Flooring		4 January	8 February	**5 March**
APRIL	Subfloors & screeds / Hospitality & leisure / Healthcare / Social media / The Flooring Show South Preview / Floor finishes, sealants & varnishes	12 February	18 March	**7 April**
SURFACES HUB MAP 2027: Printed wall map highlighting advertised flooring companies		n/a	23 February	**7 April**
LVT Supplement April: New products, interviews, advice & news for the LVT market		29 January	11 March	**7 April**
CFA Guide to Training: Definitive source for flooring industry training		n/a	30 March	**9 April** (DIGITAL)
MAY	Flooring in kitchens & food production Sports flooring / Office flooring / Entrance matting / Clerkenwell Design Show Preview / Brand leaders	12 March	19 April	**7 May**
Distribution Supplement 2027: Focusing on the distribution sector of the industry		26 February	12 April	**7 May**
JUNE	Surface preparation / Bespoke logos & designs / Housing developments / Visitor attractions	12 April	17 May	**4 June**
Wood & Laminate Supplement: New products, interviews, advice & news		29 March	10 May	**4 June**
JULY	Tools & workwear / Stone & ceramics / Flooring in education / Naturals	14 May	17 June	**7 July**
CFJ Green Book: A circular economy & sustainable materials directory		30 April	10 June	**7 July**
AUGUST	Flooring & tiling adhesives / Nursing homes / Underlay & acoustic flooring / Flooring in transport	11 June	19 July	**6 August**
CFJ Awards 2027 Preview Supplement: Highlighting all entries for 2027 awards		n/a	12 August	**6 August**
SEPTEMBER	Refurbishment / Industrial flooring / Vinyl flooring / The Flooring Show Harrogate Preview	12 July	16 August	**3 September**
CFA Guide to Contract Flooring: Comprehensive guide for the flooring industry		n/a	26 August	**3 Sept** (DIGITAL)
OCTOBER	Floor finishes, sealants & varnishes / Flooring in shopping centres & retail locations / Contract carpets	13 August	16 September	**6 October**
LVT Supplement October: New products, interviews, advice & news for LVT market		30 July	9 September	**6 October**
NOVEMBER	Resin flooring / Cleaning & maintenance / Flooring in offices / Rubber flooring & linoleum / Social housing / Sustainable projects & products	10 September	18 October	**5 November**
DECEMBER	Wood & laminate flooring / Flooring in healthcare / Future Flooring: Digital (Social media, Software, apps + digital)	9 October	18 November	**8 December**
CFJ Yearplanner 2028: Annual wallplanner including important dates for the industry		n/a	12 November	**8 December**

IMPORTANT

Deadlines are subject to change without prior notice.
Please check with us in advance to confirm dates.

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Let's keep in touch.
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