



MEDIA PACK 2024

www.contractflooringjournal.co.uk



QUALITY BY
ASSOCIATION



CFJ is the official magazine of the CFA

www.cfa.org.uk



THE EDITOR

CFJ editor David Strydom has written and reported across several areas of expertise during a comprehensive journalistic career spanning over 25 years. After successfully editing trade magazine titles including automation and robotics, food manufacturing and facilities management over several years, David started editing CFJ in February 2016.

THE PUBLICATION

Published monthly, Contract Flooring Journal 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 flooring with authority, including essential business information in addition to insider comment, advice, expert analysis and lively debate.

THE PUBLISHER

Kick-Start Publishing has become a major specialist publisher in the construction and interiors market. Since its establishment in 1999, Kick-Start has become well-respected and influential. Its titles, CFJ and TSJ (Tile and Stone Journal), are market leaders in their respective sectors. Highly regarded by their readers, CFJ and TSJ are the official magazines of the CFA (Contract Flooring Association) and the TTA (The Tile Association) respectively.



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INDUSTRY ENDORSEMENT

In our view, CFJ remains the leading magazine of the flooring industry.

The mixture of sector news, technical updates, training information, informative independent articles and other regular features in CFJ all help give it that dominant market position. I also particularly like the regular supplements (many of course driven by the CFA) that I feel add another dimension to the value readers and advertisers receive. For the CFA, CFJ remains a core way we speak to members and, importantly, the wider industry.

Richard Catt, CEO
Contract Flooring Association

Official Journal of the Contract Flooring Association

SEPTEMBER 2022

CFJ BY ASSOCIATION

Building the flooring industry since 1978

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Vinyl flooring
Rehabilitation

BALL

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WWW.CONTRACTFLOORINGJOURNAL.CO.UK



Imperfection proves perfect for Oktra's office

UC Commercial's Imperfection Brand premium carpet tiles have been installed in the headquarters of Oktra, one of the UK's leading office design and build companies.

The 4 St Cross Street, London office of Oktra isn't just home for the fast-growing and dynamic company but also a demonstration and showcase of office design for its customers. An exemplar of a modern, high-functioning workspace, the office's ground floor basement was recently refurbished to accommodate a new materials store, meeting rooms, and extra open-plan desks for Oktra's growing team, says the company.

UC Commercial's Imperfection Brand premium carpet tiles

01733 694946

LATEST NEWS

Chaunceys celebrates completion of new showroom

CHAUNCEYS Timber Flooring of St Philips, Bristol, is holding its official launch week from 10-14 October 2022 to celebrate the completion of its new 200sqm showroom. Retail and trade clients are invited to explore its latest product collections, get behind the scenes, and enjoy the week's exclusive offers and giveaways.

Following our ambitious relocation and all the extra challenges of the last couple of years, we're very proud of it, so we can't wait to show it off properly, says Ian Tomlinson, managing director of Chaunceys.

As part of the launch, there'll be a dedicated trade day on Thursday 13 October, bringing industry professionals together for an afternoon of inspiration, learning and networking, including industry-related talks from guest speakers.

Many of Chaunceys' anxious clients and partners are expected to attend, from interior designers and architects to specifiers and builders, as well as retail and hospitality specialists.

The guest list includes Glen & Juice, Moon Design and Build, Loungers, Ken Riggs, and Stonefield, among others. Key industry press and local media are also expected to attend, including Bristol Life, and Social Media Magazine, giving a unique opportunity for some valuable networking.

The event is going to be a great opportunity for industry professionals to come together and celebrate collaborative achievements, as well as looking to the future, Ian continues. It's also a chance for us to share some knowledge from our 50-year experience in the industry alongside some inspiring speakers.

Chaunceys' trade day will include talks from Ian Bart, creative director and founder of the acclaimed interior architect design practice, House Nine Design, other renowned builders, and architects.

Speakers will share their wide-ranging experience across both residential and commercial sectors, with insights into industry challenges and trends. The afternoon event will offer a behind-the-scenes tour of the production operation at their new Bristol HQ and will give attendees a chance to get hands-on with some bespoke wood floor finishing, followed by a celebration with cocktails by Glen & Juice.

For those wanting to attend the trade day, there are limited spaces available, so please reserve your place via the Chaunceys website: [about-us/search_event/](https://www.chaunceys.co.uk/about-us/search_event/)

Chaunceys Timber Flooring has been supplying and finishing what it describes as high-quality sustainable wood flooring in Bristol since 1988. The family-run company moved into its 20,000sq ft new space last October to support its continued growth and bring all areas of the business together under one roof. The company says the new premises give it a much larger warehouse space to house more stock and give clients shorter lead times, and is also a fantastic space to bring clients and show off their extensive range of flooring.

The showroom itself was fitted out by its own in-house fitting team and features many of its most popular flooring products and finishes, reclaimed timber cladding. Concludes Chaunceys: "The space brings together the latest in interior design, including luxury furniture from Bolconcept, reclaimed tiles from Matland & Potts, not to mention a bespoke kitchen from long-standing client and local architect, Moon Design and Build."

www.chaunceys.co.uk

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The GREEN corner

COMMITTED TO SUSTAINABILITY

CEJ

In our dedicated feature on sustainability, we look at 'green' developments and news stories in the flooring industry and, more widely the construction sector...

Bolon publishes its 2021 sustainability report

SWEDISH design brand, Bolon, has published its 2021 sustainability report, to review, measure and analyse its annual sustainability progress, as part of its ongoing commitment to reduce its climate impact.

The report highlights the progress Bolon has made to date, 67% more recycled materials were used in Bolon's flooring in 2021, compared to 2018, and since 2020, Bolon has used post-consumer material in its floors, demonstrating, it says, its commitment to circularity.

In addition, the production of Bolon's flooring is already reportedly carbon neutral as its factory uses 100% renewable energy.

The company says: "Bolon has been a pioneer in the field of sustainability for more than 70 years, with the company originally founded on the idea of recycling vinyl and textile offcuts into woven rag rugs. The business has since evolved, but sustainability remains at the heart of its DNA.

For 20 years, Bolon has been gradually reducing the impact of its floors on the planet. While Bolon is proud of its work to date, it recognises there's still more work to be done. This thinking led to Bolon launching its 'Promiser' in 2021, which set ambitious new climate and circularity goals by 2028 and its flooring will be 100% circular and the brand will have the climate impact of its products compared to a base year of 2018.

This 'Promiser' is said to reflect Bolon's ongoing commitment to sustainability and reaffirms the future of the company will be defined by sustainable practices.

Delivering the 'Promiser' and achieving these ambitious targets means Bolon needs to focus on two key areas: circularity and climate. By fulfilling its 2028 'Promiser', Bolon will be on the path to zero climate impact well ahead of 2050, making the company's sustainability goals more ambitious than the 2015 UN Paris Climate Agreement.

The role of Bolon's annual sustainability reports is to measure and analyse Bolon's progress against its 2028 targets on an annual basis, so Bolon remains on track and can fulfil its promise. The reports can also acknowledge areas of success and, crucially, identify areas of the business that require further work and focus.

The company continues: "Bolon's talented and knowledgeable sustainability team is led by the visionary Håkan Norden, a chairman and one of the founding members of Greenpeace Sweden, who has been working in the field of sustainability for decades."

Håkan Norden commended: "Bolon's 2028 'Promiser' is a really exciting and extensive project. It's our commitment to playing our part in stopping climate change and creating more circular products. The purpose of our 'Promiser' is to fulfil Bolon's sustainability vision, which is to create high-end flooring that is part of a circular material flow, safe for humans and nature and with zero climate impact. This is only the beginning – circularity for Bolon isn't a trend, but a big wave."

www.bolon.com/uk

The CFA SUSTAINABILITY GUIDE 2022, produced in partnership with CFJ is now available to view online.

To view the guide, either scan the QR code on the right or go to: www.contractflooringjournal.co.uk/sustainability

01733 694946

CIRCULATION

CFJ CIRCULATION

CFJ issue October 2023:

units per sector

Agents.....	22
Architects/Specifiers	188
Associatons	20
Builders Merchant	9
Cleaning Contractors	18
Colleges/Training Centres.....	41
Consultants.....	48
Exhibition Organisers.....	3
Facilities Managers	75
Flooring Contractors	4037
Government/Local Authorities	10
Hire Centres.....	5
Interior Designers	53
Manufacturer	792
Media.....	8
Other.....	12
PR/Ad Agencies	67
Property Developers	38
Recycling	27
Research.....	2
Retailers	1520
Wholesaler/Distributors	310
TOTAL	7317

CFJ is the place to go for all the news, opinions, columns and information in the contract flooring industry, with extensive coverage of the latest developments and innovations from around the sector. It's a celebration of the UK's most renowned flooring brands and a must-read for every contractor who wants to know what's really happening in the sector. www.contractflooringjournal.co.uk

ADVICE & INFORMATION

This section includes advice from regular contributors as well as guest columnists. Most months see our most popular writers featured, including technical experts from adhesive manufacturers F Ball and Co and Bostik, and Richard Renouf, independent consultant, among many others.

The type of advice and information included ranges from technical hints, marketing tips, employment law, anecdotes from the world of flooring, legal advice and evaluations of various flooring methods.

CONTRACTOR PROFILE

The contractor profile is one of our most popular regular features, focusing as it does on UK contractors and their businesses. We discuss their backgrounds, successes and the challenges they've faced on the way up.

POINTS-OF-VIEW

Each month, CFJ receives several letters from flooring industry experts. These usually contain a strong point-of-view from the industry, ranging from sustainability to payment and contractual issues in the sector (covered by Barry Ashmore of StreetwiseSubbie.com).

CASE REPORTS

A feature in CFJ is the case study which entails collaboration among, potentially, a manufacturer, flooring contractor, facilities manager and end-user. Our editor will visit the end-user site to interview those involved and write-up an article entailing all aspects of the job. Specific to this will be the flooring contractor, whom we'll profile, and of course the end-user. There's no restriction on the case study location, it can be anywhere in the UK and involve any sector, be it corporate offices, hospital, nursing home, leisure centre, food factory, restaurant, school, or university.

THOUGHT LEADERSHIP

After holding the biggest survey in its history, we got to the core of what our readers want. One thing was more independent comment from leading figures in the flooring industry. That has led to the introduction of a new monthly Thought Leadership section at the front of CFJ which includes interviews with contractors and manufacturers, addressing the important issues in industry such as raw materials supply and labour shortages.

SUSTAINABILITY FOCUS

In our survey, conducted between May and June last year, readers expressed a strong desire to read more about sustainability and green issues affecting industry. As a result, we've introduced a new monthly section of 'green' issues such as industry opinions, new products and innovations and more from schemes such as Recofloor and CRUK.

PRODUCT FILES

New product releases are a constant feature of the flooring industry and range from adhesives to profiles, trims and accessories as well as tools, workwear, entrance matting, floor finishes, sealants and varnishes, among many others. If your company has a new product or range of products and you want the flooring world to know about it, send it in.

CASE STUDY

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AWARDS COVERAGE

The CFJ Awards has grown year-on-year and is now the biggest, most illustrious celebration in the flooring industry. With awards spanning companies, individuals, and installations throughout industry, and with a headliner guest to top it all off, the awards is the industry's opportunity to show what it's made of, and to prove that contract floorlaying is as crucial as it ever was in an installation.

NEWS

CFJ publishes all the news you need to know. It's crucial flooring contractors keep abreast of the latest news in the industry, whether it's regarding research, surveys, acquisitions, mergers, new online tools from various manufacturers or skills, training and the latest awards results.

APPOINTMENTS

Everybody likes to know what's happening in their industry, which is why each month we have a specially reserved page for appointments and promotions. If there's a new appointment or promotion in your company, send us the details, along with a hi-res jpeg image of the person, and we'll publish it in our News section.

TRAINING

Skills and training are important in every industry and the flooring sector is no exception. Our monthly training sector provides all the news, guidance and information you need to make informed choices regarding your own (or your employees') betterment.

Regular columns from Shaun Wadsworth, training manager of CFA, give you the best advice the industry has to offer.

INSTALLATION OF THE MONTH

Some installations stand head-and-shoulders above the others. Each month we feature the best installation sent to us over the course of the month.

SECTOR FOCUS

Each month we have three or four sector focuses, covering every conceivable subject in the flooring industry. We encourage manufacturers to send in any copy specifically pertaining to the feature such as new products or case studies. In addition, we welcome technical advice from those who contribute to these features.

CFA SECTION

As the official magazine of the Contract Flooring Association, CFJ ensures it represents the voice of the flooring industry. Each month ceo

Richard Catt contributes a column that covers the benefits of being a CFA member, his views on the industry and even technical advice with respect to some of the issues in the industry.

CFA TRAINING GUIDE

The CFA Training Guide aims to be the definitive resource for the latest information about training opportunities in the UK floor laying industry including apprenticeships, qualifications, training courses, funding and recruitment signposting. The 2023 guide will be sent out with the January edition of CFJ in a handy A5 format and will also be available in two digital formats. Page turner and pdf through the CFJ and CFA websites. The industry and CFA have seen a huge increase in training and as such there is ever increasing reasons for engagement with the guide throughout the year.

CFA MEMBERS HANDBOOK

The CFA handbook provides a comprehensive list for a quality supply chain of CFA members. All CFA members are vetted, which in a relatively unregulated industry makes the CFA directory a valuable starting point for any manufacturer, specifier or end client seeking a flooring partner. In a handy A5 format it is also provided as pdf and page-turners on the CFA and CFJ websites that both add to its appeal, accessibility and reach. Enhanced entries are available that help individual companies stand out from the crowd and explain their offering.

NICF GUIDE TO DOMESTIC FLOORING

The NICF Guide to Domestic Flooring is the technical document for the domestic flooring sector, unique in that it covers all product types in one volume. Its appeal is therefore widespread in giving access to important information and signposting from British Standards, manufacturers, wider best practice and some innovation. Only published every five years it has long lifespan for advertisers and will be accessed by installers, designers, architects and even clients who seek a wider understanding. By industry for industry, its credibility is high. The NICF Guide will distributed with the November issue of CFJ, but also supported with digital versions to increase its reach and appeal.

CFA GUIDE TO SUSTAINABILITY

In digital only format, the CFA Guide to Sustainability is the leading publication for the contract flooring sector and reflects the CFA's aim to ensure the industry drives innovation and good practice ahead of legislation. As sustainability continues to become ever more important to clients and specifiers, this annual guide is a must-read for its target audience of end users, architects, designers, and contractors who want to develop their sustainability profile. With thought leadership pieces, contribution from leading manufacturers, case studies, and a glossary that explains key terms, the CFA guide will be a reference document that readers will regularly return to.

ISSUE

FEATURES

JANUARY

- Flooring & tiling adhesives
- Safety flooring
- Underfloor heating
- Point-of-sale
- Domotex Preview

FEBRUARY

- Top 100 most read articles of 2023
- Smoothing underlayments
- Flooring in education
- Carpet tiles
- Floor art
- Surface Design Show

MARCH

- Refurbishment
- Vinyl flooring
- Loyalty programmes
- Profiles, trims & movement joints

Includes
CFA guide to
training

APRIL

- Subfloors & screeds
- Flooring in hospitality & leisure
- Flooring in healthcare
- Floor finishes, sealants & varnishes
- Social media
- **2024 - ON THE MAP**

Includes
LVT
Supplement

MAY

- Sports flooring
- Flooring in kitchens & food production
- Office flooring
- Entrance matting
- Clerkenwell Design Show Preview

Includes
Brand
Leaders
Supplement

JUNE

- Surface preparation
- Bespoke logos & designs
- Housing Developments
- Visitor Attractions
- Artificial Grass

ONLINE
RELEASE:
CFA Guide to
Sustainability

Includes
Wood &
laminates
Supplement

ISSUE

FEATURES

JULY

- Tools & workwear
- Stone & ceramics
- Flooring in education
- Naturals
- Alternative flooring: Aluminium, Glass & Leather

ONLINE
RELEASE:
The Digital
Supplement

Includes
Contractor
leaders
supplement

AUGUST

- Flooring & tiling adhesives
- Underlay & acoustic flooring
- Nursing homes
- Flooring in transport

Includes
CFJ
Awards
preview

SEPTEMBER

- Refurbishment
- Industrial flooring
- Vinyl flooring
- Colour themes: Pink, Orange, Silver, Black, White, Purple, Black & White

Includes
Harrogate
Supplement

OCTOBER

- Floor finishes, sealants & varnishes
- Contract carpets
- Flooring in shopping centres & retail locations

Includes
CFA Members
Handbook

Includes
LVT
Supplement

NOVEMBER

- Resin flooring
- Cleaning & maintenance
- Flooring in offices
- Rubber flooring & linoleum
- Social housing
- Social media
- Sustainable projects & products

DECEMBER

- Wood & laminate flooring
- Flooring in healthcare
- Software & apps
- **2025 - YEAR PLANNER**

Includes
Distribution
leaders
supplement

ISSUE	EDITORIAL DEADLINE	ADVERT DEADLINE	PUBLISHED
JANUARY	Monday 6 November 2023	Friday 1 December 2023	Friday 5 January 2024
FEBRUARY	Monday 4 December 2023	Friday 5 January 2024	Friday 2 February 2024
MARCH	Monday 8 January 2024	Tuesday 6 February 2024	Friday 8 March 2024
APRIL	Monday 5 February 2024	Wednesday 6 March 2024	Friday 5 April 2024
MAY	Monday 4 March 2024	Wednesday 3 April 2024	Friday 3 May 2024
JUNE	Friday 5 April 2024	Friday 3 May 2024	Friday 7 June 2024
JULY	Friday 3 May 2024	Thursday 5 June 2024	Friday 5 July 2024
AUGUST	Friday 7 June 2024	Friday 5 July 2024	Friday 2 August 2024
SEPTEMBER	Friday 5 July 2024	Friday 9 August 2024	Friday 6 September 2024
OCTOBER	Monday 5 August 2024	Wednesday 4 September 2024	Friday 11 October 2024
NOVEMBER	Friday 6 September 2024	Wednesday 9 October 2024	Friday 8 November 2024
DECEMBER	Friday 4 October 2024	Wednesday 6 November 2024	Friday 6 December 2024

PLEASE NOTE: Some adverts are required earlier than the above deadlines. Please check. Send editorial to David Strydom E: david@kick-startpublishing.co.uk Tel: 01892 752400

For advertising please contact Stuart Bourne call: 01892 752400 or email: stuart.bourne@kick-startpublishing.co.uk



DIGITAL ONLINE MARKETING AND ADVERTISING SOLUTIONS

Contractors, architects, retailers, designers, developers and end users can view an online version of the magazine which includes an unrivalled wealth of industry information. Search our flooring directory for products or brand/range names, browse previously published articles, back issues and much, much more. The CFJ website is a portal to the flooring industry.

Are you planning a spectacular promotion and need lots of people industry-wide to hear about it? Use CFJ Eblasts to do just that.

We have an email database of over 4,500 readers of CFJ we can contact. Plus we also have a larger list of 12,000 email addresses, including CFJ readers, architects, specifiers, designers, developers and end users that you can target who all specify flooring.

WEB PORTAL

The Web Portal is a new section on the CFJ website where companies in the flooring industry can upload images, brochures, case studies, or anything about their company they'd like to promote, for an annual fee.

CFJ articles will automatically be linked to the relevant company page; there'll also be opportunities for companies to link their YouTube videos, case studies, any articles regarding their company, social media handles, websites, and brochures will also be linked to YouTube videos if the company wishes to promote videos on their page.

Each company will have its own page on the portal, from which a gallery of their images will be hosted. Companies which participate will be searchable by clicking on the 'search by company' button on the CFJ homepage. Over the course of the year, articles from companies in the portal will be pushed on social media via LinkedIn, Twitter, Facebook and, exclusively, Instagram. If you wish to join the portal, contact Stuart Bourne at stuart.bourne@kick-startpublishing.co.uk

WWW.FLOORING-LIBRARY.CO.UK

WEB BANNER SPECS/RATES

BANNER TYPE	SIZE (in pixels, height x width)	PRICE
Homepage banner	90 x 315	£1,500

EBLAST RATES

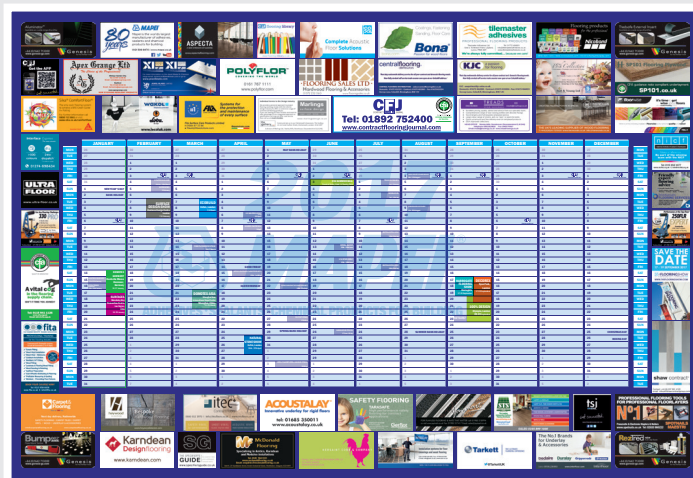
MEDIA TYPE	PRICE
EBLAST	£1,000 per mailing + vat

CFJ YEAR PLANNER (BELOW)

Equally popular, the CFJ Year Planner is a huge A1 size (60cm × 80cm) full colour wall chart and is sent out FREE with our December issue. It includes details of CFJ publication dates, major sporting events and all of the major global trade shows from around the world. Sold as either single or double box ads:

Single: 45mm × 45mm is £395 + VAT

Double: 45mm × 90mm is £595 + VAT

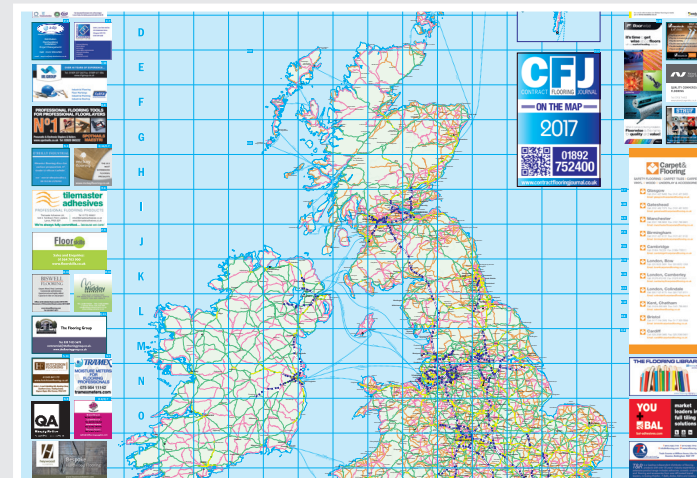


CFJ ON THE MAP (BELOW)

Our hugely in-demand CFJ Map gains more popularity each year. At a massive size of A0 (120cm × 84cm) – it dominates thousands of office walls and features a detailed UK road network and geographical map reference for UK business locations. Sent out FREE with the March issue. Sold as single or double box ads:

Single: 45mm × 45mm is £395 + VAT

Double: 45mm × 90mm is £595 + VAT



CAUGHT IN THE WEB

CFJ magazine includes our unique directory “Caught in the Web”: a guide to the best flooring websites. An ideal way to direct potential customers to your own website, the directory is split into generic product headings with a very cost effective form of advertising in this unique section:

- 40mm × 90mm box is £695 + VAT per year

RECRUITMENT ADS

Reach out to a wide readership on a monthly basis. Booked adverts are then also featured on the CFJ website free of charge. Recruitment adverts are charged monthly:

- Minimum box size of 50mm x 90mm (50mm high x 2 columns wide)
- Add box depth at the rate of £78 + VAT per 10mm high x 2 columns wide

PROMOTIONAL PICTURE CHARGES

Press releases sent to CFJ are welcome, but those accompanied by an image and designed to promote the company concerned, are subject to written acceptance of our promotional picture charges of either £155 or £350. Range Reviews for the LVT and wood supplements are subject to the latter charge.

SIZE (IN MM, HEIGHT x WIDTH)	TRIM	BLEED	RATE (EXCLUSIVE OF VAT)
Front cover	198 x 210	198 x 216	£2,500
Full page	297 x 210	303 x 216	£1,650
Double page spread (DPS)	297 x 420	303 x 426	£2,700
Half page vertical	265 x 86	n/a	£1050
Half page horizontal	130 x 180	n/a	£1050
Quarter page vertical	130 x 86	n/a	£750
Quarter page strip	66 x 184	n/a	£750
Recruitment Advert	50 x 90	n/a	£390 + £78 each additional 10mm x 90mm
Caught in the web (single box)	40 x 90	n/a	£695 per year
On the map (single box)	45 x 45	n/a	£395
On the map (double box)	45 x 90	n/a	£595
CFJ year planner (single box)	45 x 45	n/a	£395
CFJ year planner (double box)	45 x 90	n/a	£595

Cancellation policy: 13 weeks notification prior to publication

1. Artwork to be supplied as hi-res jpg or pdf. Set to minimum 300 dpi.
2. **Ensure NO overprint settings are used anywhere on artwork.** This setting may result in artwork not displaying on the final print as a result of the printers process.
3. No pantone colours to be used. Pantone colours will be converted to CYMK automatically but in some cases may not show at all on artwork.
4. Any images used or supplied must be 300 dpi CYMK
5. Apply 3mm bleed to all edges of full page artwork
6. Artwork copy must sit within a safe margin area of 10mm around all page sides – Not adhering to this may mean copy is cut off the outer edges when the magazine is trimmed down.

It is your responsibility as the client, to ensure these specifications are met before sending us artwork. We will not take responsibility for artwork that prints incorrectly and has failed to meet the required specifications as detailed above.

Managing Director

Stuart Bourne

E: stuart.bourne@kick-startpublishing.co.uk**Editor**

David Strydom

E: david@kick-startpublishing.co.uk**Editorial Support**

Elaine Chance

E: elaine.chance@kick-startpublishing.co.uk**Deputy Editor & Social Media Manager**

Harriet Whitaker

E: harriet.whitaker@kick-startpublishing.co.uk**Sales**

Karen O'Riordan

E: karen.oriordan@kick-startpublishing.co.uk**Production**

John Passmore

E: john.passmore@kick-startpublishing.co.uk**Design**

Nick Ellis

E: nick@kick-startpublishing.co.uk**Circulation/Subscriptions**

Catherine Reeves

E: catherine.reeves@kick-startpublishing.co.uk**Accounts**

Kathleen Toland

E: kathleen.toland@kick-startpublishing.co.uk**CEO**

John Heath

E: john.heath@kick-startpublishing.co.uk**Office address**Unit 1, The Old Dairy, Great Danegate, Eridge,
East Sussex, TN3 9HU

Tel: +44 (0)1892 752400

Fax: +44 (0)1892 752404

www.contractflooringjournal.co.uk

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TESTIMONIALS

CFJ is an excellent magazine very informative and helps to keep me in touch with what is happening in our trade. It's very well laid out and the contributions from your regular writers are always worth a read.

CFJ also helps me in my teaching as I use some of your articles as examples when I am explaining different issues and situations my students may come across in the future. I encourage my students to read your magazine and those who do generally give me positive feedback.

I am very happy to receive your magazine and always look forward to reading it.

Kevin McLean, Construction Skills Centre

Always a good read and also a way of keeping updated in our industry. Keep up the good work.

Matt Goodchild, MG Flooring

I look forward to the monthly arrival of my copy of CFJ. It's always useful to hear of new products, and to see the work of my competitors in the industry.

However, the sections I'm most interested to read are the advice sections and case studies. We use these to inform future projects and improve our own processes and help identify training requirements for the fitting teams.

Jeeven Bedi, Buswell Flooring

As a retailer the CFJ is probably an unusual choice as a good read but I find it the ideal mixture of news and information. I always use Sid's 'problem page' as part of staff training of common sense and I enjoy most of the articles although I must admit some do go over my retailers head!

CFJ gets my vote on all of the trade magazines I receive and I personally think a lot more retailer could learn from it.

Arthur, carpets4less.com

We find CFJ a valuable resource each month. It keeps us up-to-date with latest trends in the industry and new products being released which in turn helps us when specifying and advising our customers.

The technical sections each month also ensure we're using the best and most suitable products for varying situations, again helping ensure we're meeting our customers expectations.

Dan Sheehan, Dan Sheehan Floor Coverings

Although I am semi-retired, I do find CFJ interesting on keeping up-to-date particularly with the advice and information articles.

The advertisements also give a good spread of manufacturers that I was previously unaware of since general product and architectural magazines only seem to cover the well known names.

Michael Randall, FRIBA

CFJ is the go-to source of information for the commercial flooring sector.

The coverage of technical advice and information about the myriad products and services offered by the flooring industry is unique.

Likewise the commercial input stimulates ideas about refurbishment and new build opportunities for architects and designers. If you're in the commercial supply chain you need to be in CFJ.

Laurance Bird, CRUK





www.contractflooringjournal.co.uk

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