

FLOORSCAPE

Contract flooring industry news

www.floorscape.org.uk

Media Pack
2025

FLOORSCAPE

Contract flooring industry news

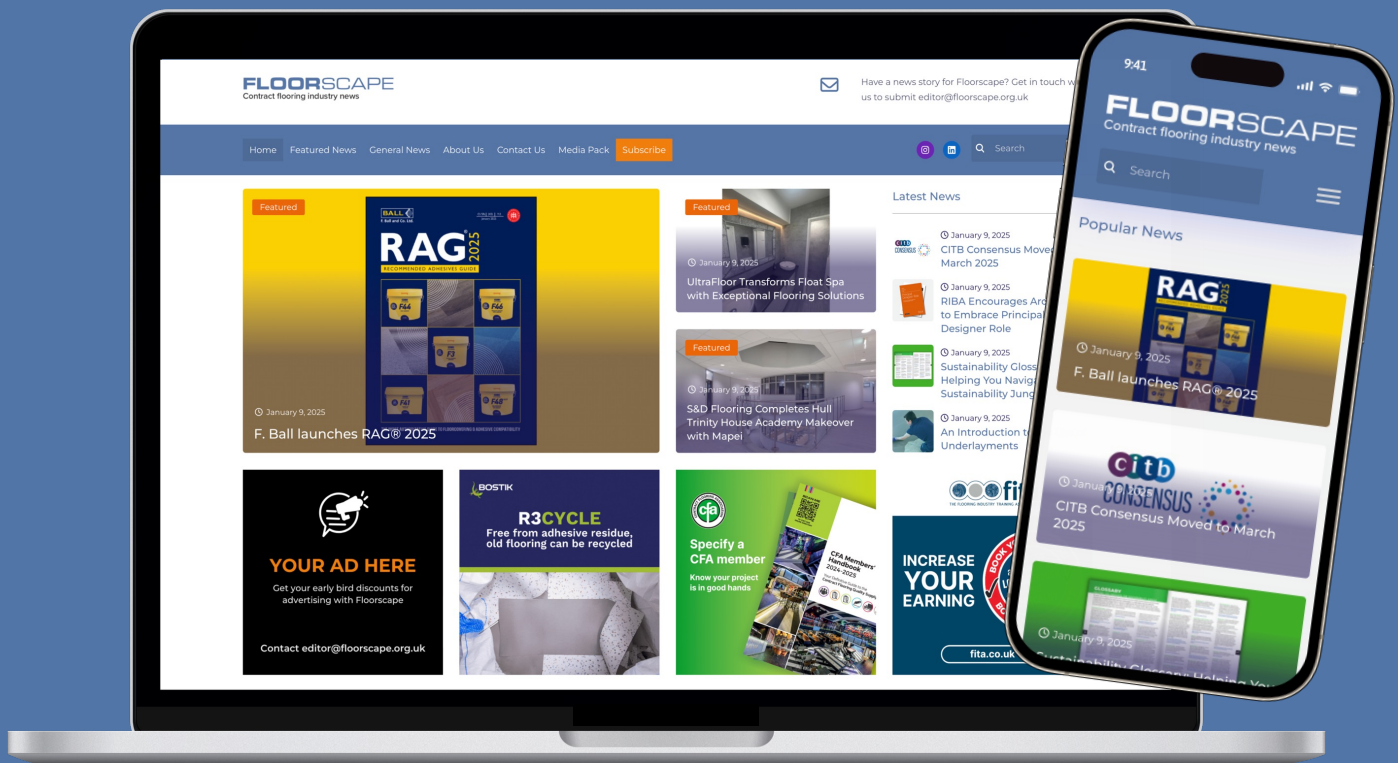
The Contract Flooring Association's online news platform

Floorscape online news platform www.floorscape.org.uk serves as a valuable resource for both the contract flooring industry and associated parties including architects, designers, main contractors, shopfitters, builders, all installers and clients.

Fully supported by the Contract Flooring Association (CFA), the quality and relevance of content is overseen by the CFA. It is updated every two weeks and distributed via an email newsletter to a subscription base.

Aimed at a broader audience than CFA member communications, the news platform is designed to inform and inspire industry professionals with product, technical and regulatory information supported by a quality supply chain.

Following launch in June 2024, Floorscape is building a loyal readership with regular advertising and content contributors.



*Graphic includes inserted articles and case studies alongside four premium ad banners

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Circulation

Floorscape is open to all, anyone can subscribe to the e-news. The key target audience is industry professionals linked to the contract flooring sector.

Circulation and targeted subscribers

CFA members
Other trade association members
Main contractors
The wider flooring sector
Architects & designers

Broader construction associates
Clients
Shopfitters
Builders
Flooring contractors

How do I subscribe?

To see examples of Floorscape emails, we encourage all interested parties to subscribe. Simply visit the '[Subscribe](#)' page on our website, complete the quick form, and that's all it takes!

Social Media

Floorscape is supported with social media activity via dedicated accounts on LinkedIn and Instagram.

Posts promote content that has been released on the platform to amplify content reach, encouraging interactions and discussions among industry professionals as well as attracting new advertisers and subscribers.

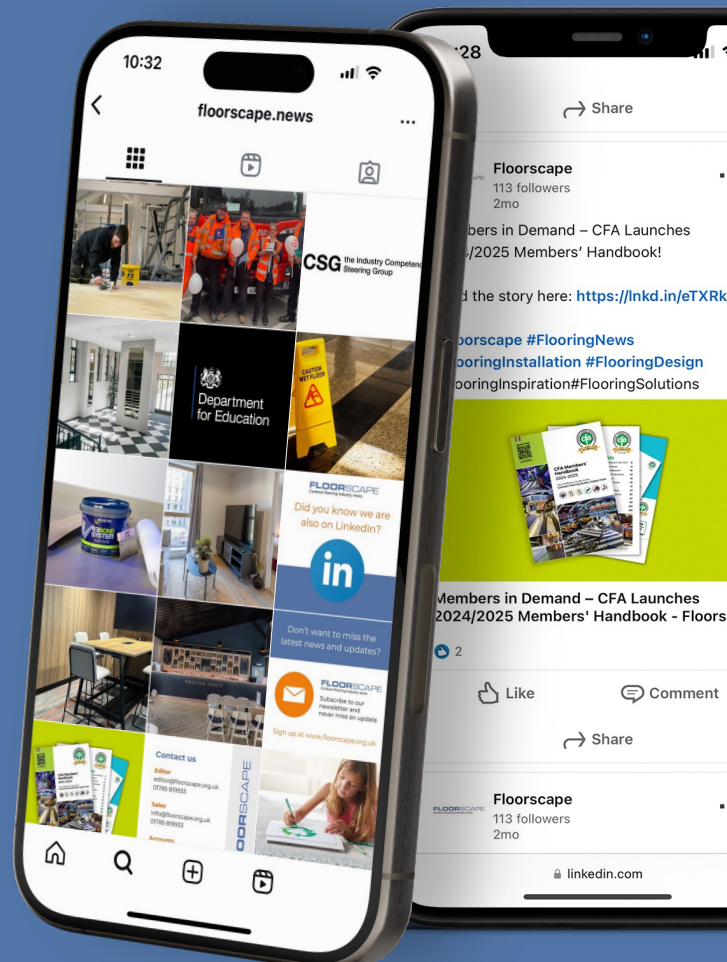
Content posts may be shared across CFA and FITA social media accounts.



www.linkedin.com/company/floorscape/



www.instagram.com/floorscape.news/



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Become a supporter of the industry's new news platform



Reach new audiences – potential customers, employees and suppliers as subscribers grow.



Increase awareness of your brand, products, services and activity.



Share updates and promotions within a flexible schedule.



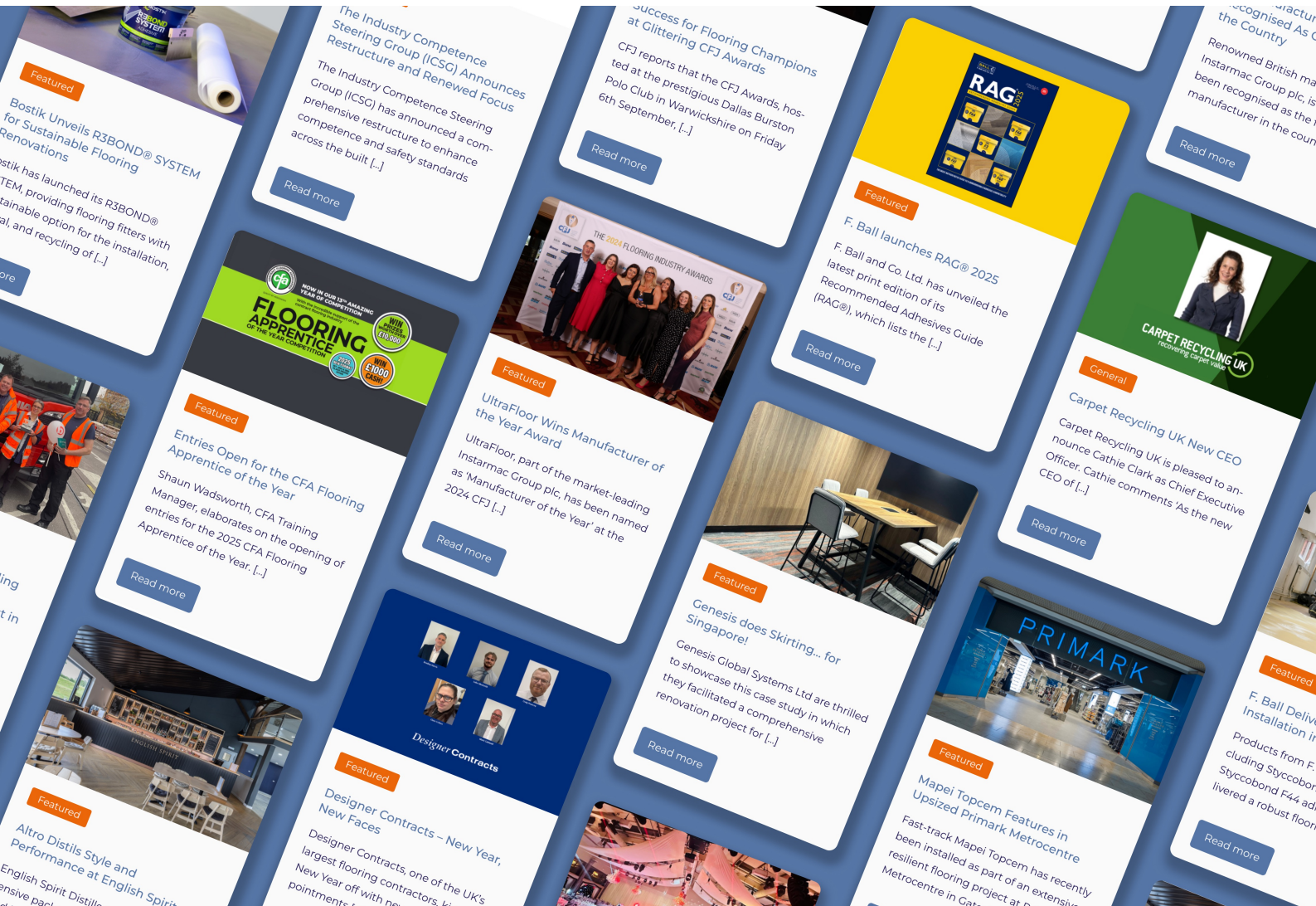
Position your case studies and CPDs in front of a specification audience.



Promote your brand, news stories, new products and people.



Contribute and enjoy quality, focused and relevant content.



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Advertising opportunities and costs

Advertising	Size	Rate	Discount*	Frequency
Premium Ad Banner	600 x 600 pixels (1:1 ratio)	£800	NOW £600	Quarterly
Advert	500 x 336 pixels	£100	NOW £75	Per Issue

Insertions	Rate	Discount*	Frequency
Per article (CFA member)	£100	NOW £75	Per Issue
Per article (non CFA member)	£125	NOW £95	Per Issue
CPD presentation feature	£135	NOW £100	Per Issue
Case study	£135	NOW £100	Per Issue
People updates	FOC	FOC	One Issue

*Discounted rates end in June 2025

All prices exclude VAT

Adverts and insertions to be booked in advance with editor@floorscape.org.uk.

Artwork and content to be supplied by the end of the previous week for publication the following Friday.

Inclusion is at the discretion of the editor.

Content will be overseen by CFA.

Featured advertising will be included across both the online platform and email newsletter.

E&OE (Errors and omissions excepted).

Digital artwork to be supplied as static or animated graphics (premium ad banner) or static graphics (advert).

Any images must be supplied in hi-res JPEG (for photos), PNG format (for non-photos) or animated GIF for animations. Maximum file size 300kb.

It is the responsibility of the supplier to ensure the specifications are adhered to.

See graphic (right) for example content placements for email.

Premium Ad Banner

600 x 600 pixels

Insertion



Advert

500 x 336 pixels

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Floorscape editorial and advertising enquiries are managed by Smart Marketing Works.



QUALITY BY ASSOCIATION