

FALL 2025 | VOLUME NO. 4
 THE OFFICIAL PUBLICATION OF CFI

Flooring SPECIALIST

Synergy Convention & Expo Wrap-Up
 How High-Moisture PSA are Changing the Flooring Industry
 Returning Champs Among Winners of TISE Qualifiers
 Differentiating Your Flooring Installations with Antimicrobial Tech
 Updates and Refreshes for Innovative Tools and Machines
 The Evolution of Carpet Tools and Sundries

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CFI
 Certified Flooring Installers
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Flooring SPECIALIST

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CFI, The International Certified Flooring Installers is pleased to introduce *Flooring Specialist*, a quarterly, full-line, digital-only magazine.

Flooring Specialist includes feature articles on carpet, hardwood, ceramic/stone, resilient, laminate, specialty flooring, safety, tools, adhesives, subfloor prep, project management, project profiles and more in each issue!

The editorial content will assist the entry-to advanced-level skilled installer/flooring contractor on residential and commercial job sites.

Each issue will be delivered to 6,000 plus CFI contacts and flooring industry professionals and promoted on the CFI website, www.cfiinstallers.org, and on the magazine's website, www.cfitheflooringspecialist.com.

Place your marketing message in *Flooring Specialist* to reach skilled installers and flooring contractors today!

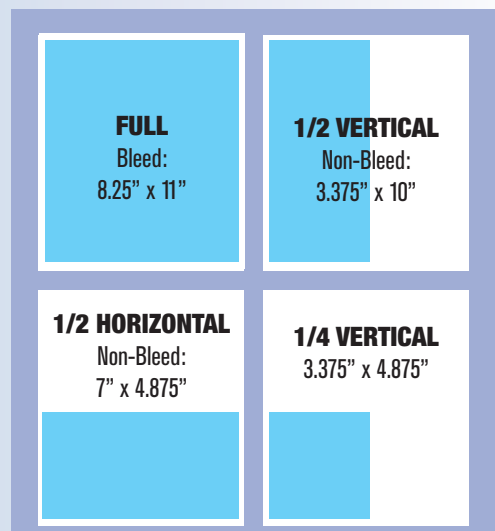
2026 Issue / Ad Close

ISSUE	AD CLOSE DEADLINE	MATERIALS DUE
Winter 2026:	December 16, 2025	December 23, 2025
Spring 2026:	March 17	March 24
Summer 2026:	June 17	June 24
Fall 2026:	September 30	October 5



Ad sizes

Trim Size is 8 x 10.75 inches
 All sizes are listed in inches



Display Advertising Opportunities

4-COLOR AD SIZE & NET RATES	1X	2X	3X	4X
FULL PAGE	\$1,440	\$1,320	\$1,260	\$1,200
1/2 PAGE	\$900	\$825	\$790	\$750
1/4 PAGE	\$540	\$495	\$475	\$450

Premium Positions: Back cover add 20% to above rates; inside front cover add 15%; pages 3, 5 and inside back cover add 10%.

Contact your sales representative today!

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