



CFJ is the official magazine of the
Contract Flooring Association

2011 Media Pack



CFJ

CONTRACT FLOORING JOURNAL

The only flooring magazine you will need

The flooring industry's favourite magazine

www.contractflooringjournal.co.uk

THE PUBLICATION

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

Being independently audited by the ABC, 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 Ltd is a well-respected specialist publisher focussing on the contract flooring and tiling sectors. Established in 1999, Kick-Start Publishing owns Contract Flooring Journal and Tile & Stone Journal, which are market leading titles in their individual fields. Both highly regarded by their readers, CFJ and TSJ are the official magazines of the Contract Flooring Association and The Tile Association respectively.

INDUSTRY ENDORSEMENT

'Throughout my career in the industry, I have always found that CFJ is the magazine that commands the most respect. It is both a serious and informative read. I have no doubt the CFA and its membership benefit enormously from its credibility.'

**Richard Catt, chief executive officer,
Contract Flooring Association**



THE EDITOR

CFJ editor Alan Bakalor has a comprehensive journalistic background that is unrivalled in this sector. After extensive experience writing and sub-editing on several different newspapers, Alan moved into trade publishing in 1984 when he started writing about the flooring industry. He has been editor of CFJ since 1998.



contractflooringjournal.co.uk

ONLINE ADVERTISING

The CFJ website contractflooringjournal.co.uk includes a wealth of industry information. Visitors can search through back issues of CFJ to find articles and information. All of the latest jobs are online along with of course the newly launched tenders sub-site where architects can tender work out to contractors. We also have a major industry web directory which acts as a portal to the flooring industry. Companies can either sponsor an editorial sub section or appear in the directory both with a link to their own website.

Prices are as follows –

Editorial banner sponsorship £750 plus vat for a whole year

Directory advertising

- 1 heading £250 per year
- 2 headings £350 per year
- 3 headings £425 per year
- 4 headings £450 per year

Price on application for more than four headings.

2011 PUBLISHING SCHEDULE

JANUARY

- Flooring adhesives
- Flooring in hospitality & leisure
- Domotex preview

Advert copy: December 8

Editorial: November 12

Published: January 7

FEBRUARY

- Smoothing underlayments
- Safety flooring
- Underfloor heating

Advert copy: January 18

Editorial: December 10

Published: February 4

MARCH

- Carpet tiles
- Profiles, trims and accessories
- Flooring in shopping & retail
- Ecobuild show preview
- Surface Design Show preview

Advert copy: February 15

Editorial: January 7

Published: March 4

APRIL

- Industrial flooring
- Underlay & acoustic flooring
- Flooring in education

Advert copy: March 15

Editorial: January 28

Published: April 1

MAY

- Entrance matting
- Tools
- Refurbishment

Advert copy: April 18

Editorial: March 11

Published: May 6

JUNE

CFJ industry awards supplement

- Surface preparation
- Needlepoint (fibre bonded)
- Flooring in healthcare

Advert copy: May 17

Editorial: April 15

Published: June 3

JULY

- Wood & Laminate
- Linoleum
- Stone & ceramics

Advert copy: June 14

Editorial: May 13

Published: July 1

AUGUST

- Subfloors & screeds
- Logos & bespoke designs
- Floor planning software
- Harrogate Floor Show preview

Advert copy: July 19

Editorial: June 10

Published: August 5

SEPTEMBER

- Contract Carpets
- Floor finishes, sealants & varnishes
- Rubber flooring

Advert copy: August 16

Editorial: July 1

Published: September 1

OCTOBER

- Resin flooring
- Sports flooring
- Workwear & protective gear

Advert copy: September 20

Editorial: August 5

Published: October 7

NOVEMBER

- Vinyl flooring
- Cleaning & maintenance
- Flooring in offices

Advert copy: October 18

Editorial: September 9

Published: November 4

DECEMBER

- Wood & Laminate
- Flooring in food preparation areas.
- Carpet fibres
- Distributors survey

Advert copy: November 15

Editorial: October 14

Published: December 2

CFJ CIRCULATION BREAKDOWN

(May 2010 Issue)

by business type

| | |
|--------------------------------|--------------|
| Agents | 12 |
| Architects/Specifiers | 355 |
| Associations | 27 |
| Builders Merchant | 2 |
| Cleaning Contractor | 22 |
| College | 16 |
| Consultants | 44 |
| Exhibition Organiser | 4 |
| Facilities Managers | 43 |
| Flooring Contractors | 3160 |
| Government / Local Authorities | 45 |
| Hire Centres | 6 |
| Information Providers | 1 |
| Interior Designers | 128 |
| Manufacturers | 864 |
| Media | 14 |
| Other | 4 |
| PR / Ad Agencies | 125 |
| Property Developers | 10 |
| Property Services | 9 |
| Recruitment Agency | 3 |
| Researchers | 2 |
| Retailers | 1758 |
| Wholesaler / Distributor | 318 |
| Total | 6,972 |

Average net circulation 6,386
(distributed between
1st July 2009 and 30th June 2010)
The CFJ circulation is
independently audited by the ABC



MECHANICAL DETAILS

Sizes: All dimensions in mm, height by width

Front Cover: Trimmed: 205 x 145

Full Page: Trimmed: 297 x 210, Bleed: 303 x 216

Double Page Spread: Trimmed: 297 x 420, Bleed: 303 x 426

Half Page Vertical: 265 x 86, No Bleed

Half Page Horizontal: 130 x 180, No Bleed

Quarter Page: 130 x 86, No Bleed

Quarter Page Strip: 63 x 180, No Bleed

Artwork always preferred in press ready PDF format on CD Rom or by email to

lorna.reekie@kick-startpublishing.co.uk

Otherwise artwork must be sent as a jpeg, tiff, eps or an illustrator file.

Cancellation: 13 weeks prior to publication date

ADVERTISING RATES FOR 2011

| No of Insertions | 1 | 3 | 6 |
|-------------------------|----------|----------|----------|
| DPS | £2,455 | £2,195 | £1,975 |
| Page | £1,390 | £1,245 | £1,145 |
| Half Page | £890 | £795 | £715 |
| Quarter Page | £580 | £550 | £465 |
| Front Covers | £1,890 | | |
| Inserts | | | |
| Single Sheet | £1,120 | | |
| Four Page | £1,640 | | |

CFJ YEAR PLANNER

This is sent out with our December issue to the entire circulation each year. The planner includes details of CFJ publication dates along with all of the major trade shows from around the world. The planner is used by the industry and can always be seen adorning any discerning wall in the trade.

The boxes around the outside of the planner are a cost effective method to be seen in the trade for a whole year. Prices are

Single Box 4.5cm x 4.5cm £295
Double Box 4.5cm x 9cm £495

CLASSIFIED

Recruitment

£37 per single column cm (min size 5cm x 2 columns -- £370)

Situations Wanted

£18.50 per single column cm (min size 3cm x 2 columns)

Products & Services

£27 single column cm (min size 5cm x 2 columns -- £270)

CAUGHT IN THE WEB

Every issue of CFJ includes our web directory "caught in the web". This seven page directory is a comprehensive printed search engine for surfing the web. The directory is broken down into generic product headings and there are two cost effective forms of advertising in the section

A credit card sized box 4cm down by 9cm across costs £495.00 plus vat for a whole year

One line listings cost £95.00 plus vat for a whole year under a maximum of 4 different headings.

Companies booking a box under a heading will also receive the 4 line listings free of charge.

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