

226 Old Post Road Ghent, NY 12075 TEL 518.828.3200 FAX 518.828.4668

www.fabulousfloorsmagazine.com

BEAUTIFUL HOME INTERIORS BEGIN WITH

FABULOUS
floors™

We're Reaching Your Consumers AND Your Retailers

And We're Thinking Outside The Traditional Ad-Only Box!

With Newsstand Sales – Subscriptions – Bonus Distributions
Advertiser Custom Direct Mail Campaigns and...
Complete Past Issues Posted ONLINE (Advertising Included!)



FIND US... FABULOUS FLOORS is sold internationally at newsstands, bookstores, retail chain stores and selected specialty outlets in the US and Canada.

Check out our regular special promotions at Barnes & Noble, Borders, B. Dalton, Books-A-Million, and other chain outlets.

Paid SUBSCRIPTIONS and specially discounted subscription offers are available in-magazine and online:
www.fabulousfloorsmagazine.com.

Special self-liquidating displays for flooring retailers only!

PLUS... Copies are sent via direct mail — by name — to the nation's top interior designers, members of ASID, the American Society of Interior Designers.

FABULOUS FLOORS is an Industry Partner of the American Society of Interior Designers. (FABULOUS FLOORS enjoys a direct link with ASID and provides specially discounted subscriptions to ASID members.)

PLUS... Thousands of copies of each issue are paid for and sent by request by our advertisers to influential flooring retailers in North America's top ten cities. And often to customers, too! Accompanied by testimonial, merchandising, brand and product sales training information, keyed to content.

PLUS... Your ad is posted to the FABULOUS FLOORS website two ways as soon as its newsstand run is over and the next issue appears! (Visit our website: www.fabulousfloorsmagazine.com and click on "Our Advertisers.")

BONUS... Our distributor has expanded sales to the Caribbean, Middle East, Greece, UK, New Zealand, Guam, Cayman Islands, Spain, Hungary, Taiwan, Mexico, Jamaica, Sweden, Australia and others, including military distribution.

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FABULOUS FLOORS reports on current, concise and useful consumer-oriented information on topics, trends and design challenges that bear directly on the use of floor covering and other home interior décor products used in new construction or remodeling projects. We know our coverage is on the mark. How? We ask...conducting extensive research with our own consumer research team and listening to reader feedback.



Each issue features articles on interior décor, specifically as it relates to carpet, laminate, area rugs, vinyl, ceramic tile, wood, resilient and window treatments and other interior décor elements (as accessories as well as coverings). Look for feature articles on new flooring products, styles and colors; technologies like the new stain-resistant fibers and long-wearing surface technologies; and how flooring plays a large role in intriguing fashion statements in redecorating projects ranging from traditional to ultra modern.

FABULOUS FLOORS goes far beyond “pretty pictures” and product descriptions. Our readers, most of whom are women, want home fashion and decorating ideas

(floors, fabrics and architectural coverings and treatments, plus help with the shopping process). They want solutions to decorating problems, how to use trendy hard surfaces like exotic woods and how to deal with challenges like basements, subfloors, cleaning and maintenance, color, texture and the latest in home styles. They’ll find ideas and answers in the helpful articles and fascinating features they’ll see only in **FABULOUS FLOORS**.

Advertisers will find that the regular departments, listed below, present a unique and powerful opportunity to showcase each category editorially. Strategically placed advertising adds to the category message. Regular departments include:

BY THE YARD A look at the world of carpet

WOODN'T IT BE NICE? What's new in the popular solid and engineered wood category

ON THE BOARDS The latest in laminate

TILE STYLE Keeping one of the oldest flooring types new

UNDER FOOT Rugs for every occasion

ALWAYS RESILIENT The comeback category

DESIGNER'S WALK Featuring the latest flooring ideas from America's top designers

FIND FLOORING FAST! A Buyer's Guide to what's inside each issue — with special emphasis on our advertisers

WOOL! A regular feature on the latest in wool fashions from around, the world plus an updated list of wool resources called “Find Wool”

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FABULOUS floors™

Effective Winter 2007 Edition

Rates are NET to FABULOUS FLOORS

SIZE	1X	2X	4X
Full Page	\$ 9,650	\$ 8,200	\$6,425
2-Page Spread	\$14,400	\$12,250	\$9,600
Back Cover	\$12,200	\$10,365	\$8,130
Inside Front Cover	\$12,250	\$ 9,565	\$7,500
Inside Back Cover	\$10,530	\$ 8,950	\$7,025

Rates are for standard 4-color ads only.

Fifth and sixth colors and special effects (e.g., spot varnish, bind-in materials, custom packaging and mailing, etc.) are custom quoted.

No charge for bleed.

FRACTIONAL RATES (1)

Special sizes — please indicate page placement preference, i.e. outside edge or gutter.

1/2 pp*	\$6,275	\$5,330	\$4,175
1/4 pp	\$3,135	\$2,665	\$2,085

*Either horizontal or vertical; premium positions (e.g., covers) are excluded.

(1) Advertising of less than a full page is placed at the discretion of the publisher, space permitting

Rates are for standard 4-color ads only.

Fifth and sixth colors and special effects (e.g., spot varnish, bind-in materials, custom packaging and mailing, etc.) are custom quoted.

No charge for bleed.

SPECIAL ASSOCIATION/NONPROFIT RATES (1)

Full Page	\$6,778	\$5,761	\$4,517
1/2pp*	\$3,389	\$2,879	\$2,259
1/4pp	\$1,693	\$1,440	\$1,129

*Either horizontal or vertical.

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American Society of Interior Designers
BlueRidge® Home
MeadWestvaco
Minwax®
Oshkosh
Alloc
American Home Designs
Anderson Hardwood Floors
Armstrong and their family of brands
 Armstrong™ Bruce® Hartco® Robbins®
DuPont Stainmaster™
Scotchgard® by 3M
Hoover
BHK (laminated and engineered wood)
Bissell
Laura Ashley Home (exotic hardwoods, laminated
 and ceramic tile)
Congoleum
Witex USA (laminated)
BR-111 (exotic hardwoods)
Margaritelli USA (wood)
Cerdomus (Italian porcelain tile)
Honeywell Anso Nylon
SoftBac® carpet backing (SI Flooring Systems)
Natural Cork
Derr (custom wood)
Comfortex window fashions
CarpetsPlus Color Tile
Carpenter Cushion and the Odor Eaters™ Carpet
 Cushion System

Fabri Cushion
Lumber Liquidators
Prince Street House and Home
Forbo Flooring (vinyl/resilient)
TriCom Pictures
Florida Tile
The Flooring Network
Warmly Yours radiant heating systems
Mohawk (including a 16-page custom insert
published jointly with its alliance vendors)
 Mohawk Home, Mohawk Laminate, Mohawk
 Carpet, Mohawk Cleaning, Mohawk Credit,
 Mohawk Forever Fresh, Mohawk Custom
 Windows Fashions
Glen Eden
Unique Carpets
Crossville, Inc.
Floorco
Floor Coverings International
WCCV Design Center
Carpet Network
Nourison
WestBay Decorating
Creative Edge Mastershop
CW Industries, Inc. Vesantri & Wexford
Interceramic USA, Inc.
Robina Wood
Kaindl Flooring
Decor Grates

DEADLINES*

ISSUE	WINTER	SPRING	SUMMER	FALL
Advertising Orders	12/18/06	2/19/07	4/23/07	7/16/07
Editorial Materials	12/8/06	2/9/07	4/13/07	7/6/07
Advertising Materials	12/22/06	2/26/07	4/30/07	7/23/07
On Sale	2/13/07	4/17/07	6/26/07	9/18/07

*subject to change

AD SPECIFICATIONS

PUBLICATION TRIM SIZE 8.25" x 10.75"

Full Page - BLEED 8.25" x 10.75" Please supply ad with 1/8" bleed on all 4 sides (Final file size: 8.5" x 11")

Half Page Vertical - BLEED 4.125" x 11" Please supply ad with 1/8" bleed on all 4 sides. (Final file size: 4.375" x 11")
- NON-BLEED 3.875" x 10.375"

Half Page Horizontal - BLEED 8.25" x 5.25" Please supply ad with 1/8" bleed on all 4 sides. (Final file size: 8.5" x 5.5")
- NON-BLEED 7.75" x 4.75"

PUBLICATION PRINT SPECS Perfect Bound, Web offset, 175 line screen, Maximum Density is not to exceed 280%

PREFERRED FILE FORMAT MAC QuarkXpress files are the preferred format. We will accept Photoshop, Illustrator or PDF files, supplied on a MAC CD/DVD. ALL FILES MUST BE 300 DPI AND SUBMITTED AS FINAL CMYK FILES. ALL FONTS MUST BE INCLUDED WITH FILES. ALL FONTS MUST BE EMBEDDED IF AD IS SENT AS A PDF FILE. Ads created in PageMaker, Corel Draw, Microsoft Word, Microsoft Publisher, PowerPoint or any other design or word processing programs will NOT be accepted.

PROOF STANDARDS When submitting a finished digital ad, a proof must be supplied with submitted artwork. Please supply one of the following types of proofs: Kodak Approval, Matchprint, Sherpa or Iris Digital Proof.

SEND ADVERTISING MATERIAL TO: Peachtree Communications, 226 Old Post Road, Ghent, NY 12075



Make it a FABULOUS Selling Season...

Winter, Spring, Summer, Fall

It's always a good time to *grow your brand!*

As FABULOUS FLOORS magazine continues to grow in popularity among advertisers, consumers and retailers alike, we invite you to join us for the next quarterly issue.

We're **reaching more and different customers** in more and different ways.

- We take advantage of special opportunities as they arise, such as paid full-cover feature presentation slots at Barnes & Noble.
- Plus, each issue is sent to thousands of ***select retailers*** by advertisers like you, and once a year to the members of the American Society of Interior Designers, of which FABULOUS FLOORS is an Industry Partner.
- Ask us about special bonus mailings we make all year long to thousands of retailers and targeted groups (designers, architects, builders, etc.).
- Starting in the Summer of 2006, we began posting our back issues to our website, www.fabulousfloorsmagazine.com. This way consumers get to experience the magazine and SEE YOUR AD indefinitely — long after that issue goes off sale.
- LINK UP! with us. Not only do we include your contact information, including website, in the magazine (Find Flooring Fast!), we continue those contacts in the web version of all issues and INVITE YOU TO LINK YOUR WEBSITE WITH OURS!