

BRITAIN'S No. 1 FLOORCOVERING MAGAZINE FOR THE RETAIL MARKET



Lauren
Lauren McCarthy

EDITOR

Lauren McCarthy is an experienced editor within the world of flooring, having worked previously as editor of Tile and Stone Journal and deputy editor on Contract Flooring Journal. She continues to bring her informative and entertaining editorial coverage to The Stocklists, with the exciting introduction of new features and longform interviews.

ABOUT STOCKLISTS

Widely regarded as the premier journal for the domestic flooring industry, The Stocklists was founded in 1973 by Roy Spragg. Although the magazine no longer features literal lists of stock, its mission to provide flooring businesses with the information they need hasn't changed! Today, The Stocklists is an invaluable tool for flooring retailers and fitters, helping them stay ahead of products, trends and industry developments in a fast-moving market.

TOPICS INCLUDE



NEWS

Keep up-to-date with developments in the industry.

MARKETING INSIGHTS

Veteran interiors expert Rita Bancroft contributes 10 features a year across a range of trending topics, including Future Fibres and Contemporary Classics.

ADVICE

Industry voices offer topical and useful breakdowns on topics as varied as shop layout and design to navigating customer disputes.

MYSTERY SHOPPER

Each month, our Mystery Shopper visits a three independent retailers in one city or town, reporting back about the customer experience offered at each location. This feature highlights the many strengths of the UK carpet retail sector while offering useful feedback where there's room for improvement.

INTERVIEWS

Face-to-face with leading figures from the flooring sector.

FEATURES

Focusing in on specific product categories, trends, and events, each month contains at least two informative features.

CIRCULATION

Retailers/mobile showrooms: 5,484
Fitters, NICEF Members and Contractors: 934
Wholesalers/Distributors: 280
Manufacturers: 252
Flooring contractors: 71
Fitters: 46

Agents: 22
Cleaning contractors: 5
Training centres: 4
Buying groups: 4
Associations: 4

TOTAL

7,106

FEATURES AND PUBLISHING DATES 2026

Issue	Features	July
January	2026 colour trends* Eco initiatives and recycling The Smooth Flooring Supplement: LVT, vinyl, wood, laminate, rubber, linoleum and non PVC tile	Flanders Flooring Days review Design inspirations* INDX Show review Rugs (machine made, hand tufted and hand-made)
February	Valentine's most loved products - national best sellers Future Fibres* Artificial grass	August Harrogate Show early preview Contemporary classics* Adhesive & floor preparation
March	POS Showcase Tile styles* Keeping in trim (trims, profiles, plates, gripper)	September The Flooring Show, Harrogate show guide supplement Stain-resistant carpet
April	The Flooring Show South preview A Grand Entrance - hall & stairs* Digitalisation feature	October Commercial flooring* Underlay update Wool week showcase
May	INDX Show Preview Buying group special Flanders Flooring Days preview Vinyl tiles (stones, ceramics, etc.)	November Harrogate Show review Design trends* FIA winners showcase
June	Natural effects* Vinyl hotshots 2026 Training courses Wholesalers review	December Hotshots showcase 2026 Apps and technology tools* Year planner

* These features are Marketing Insights by Rita Bancroft, all of which need to be submitted one week earlier than the standard editorial deadline. This schedule is for guidance only. The timing and appearance of features may vary during the year. Check for more details at www.thestocklists.com

DEADLINES AND PUBLISHING DATES

ISSUE	EDITORIAL & ADVERT DEADLINE		PUBLISHED
		Marketing Insights	
JANUARY	December 4	November 28	January 6
THE SMOOTH FLOORING SUPPLEMENT	November 28		January 6
FEBRUARY	January 5	December 29	February 6
MARCH	February 5	January 29	March 3
APRIL	March 5	February 26	March 31
MAY	April 6		April 29
JUNE	May 7	April 30	June 3
JULY	June 4	May 28	June 30
AUGUST	July 2	June 25	July 28
SEPTEMBER	August 5		September 1
THE FLOORING SHOW SUPPLEMENT	July 29		September 1
OCTOBER	September 10	September 3	October 6
NOVEMBER	October 5	September 28	October 29
DECEMBER	November 6	October 30	December 2
YEAR PLANNER	October 30		December 2

PLEASE NOTE: Copy deadlines are subject to change without prior notice. Please be sure to check in advance

PRINT SPECIFICATIONS AND RATES

SIZE (in mm, height x width)	TRIM	BLEED	RATE (exclusive of VAT)
FRONT COVER	227 x 210	230 x 216	£2,500
FULL PAGE	297 X 210	303 x 216	£1,100
DOUBLE PAGE SPREAD	297 x 420	303 x 426	£2,000
POP - POINT OF PRESENCE PAGES*	297 x 420	303 x 426	£445
*Full page per insertion. Pages are listed alphabetically in the front section of the magazine.			
HALF PAGE	130 x 185	none	£630
QUARTER PAGE	130 x 88	none	£315
RECRUITMENT QUARTER PAGE	130 x 88	none	£370
RECRUITMENT HALF PAGE	130 x 185	none	£650
YEARPLANNER (Box)	50 x 100	none	£595 per year
INSERTS (Single sheet)			£990
INSERTS (Four page)			POA

Cancellation policy: 13 weeks notification prior to publication

Send artwork to janet.purchase@kick-startpublishing.co.uk

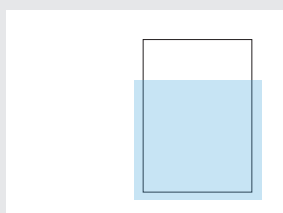
HOW TO PROVIDE ARTWORK

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 CMYK automatically but in some cases may not show at all on artwork.
4. Any images used or supplied must be 300 dpi CMYK
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.

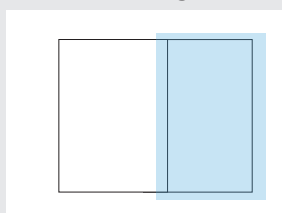
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VISUAL GUIDE

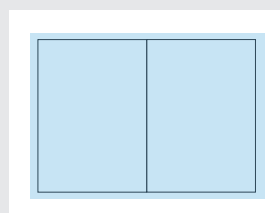
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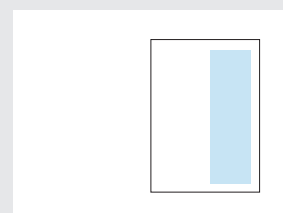
Full Page + Bleed



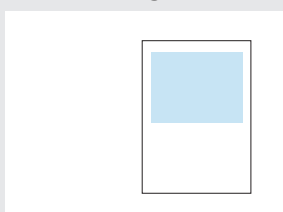
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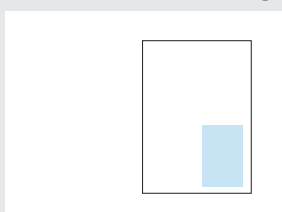
Half Page Vertical



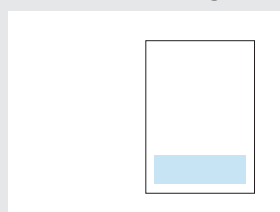
Half Page Horizontal



Quarter Page



Quarter Page Strip



DIGITAL ADVERTISING AND SPECIFICATIONS

	SIZE (in pixels, width x height)	FORMAT	RATE (annual cost, exclusive of VAT)
LEADERBOARD BANNER	728 x 90	Jpg or Gif	On application
BOX BANNERS	800 X 660	Jpg or Gif	On application
ESHOTS			£550
SHOWCASE PORTAL			£595

HOW TO SUPPLY AN ESHOT

If you've already created an e-shot in another email marketing platform, such as MailChimp, please send us the HTML file.

If not, we recommend providing a PDF version of your e-shot, along with the subject line and the hyperlink you'd like it to point to. For best results, your PDF should be no more than 700px wide (there is no height restriction).

WHAT IS A SHOWCASE PORTAL

Email john.miller@kick-startpublishing.co.uk

Amber Underfloor Heating

0800 056 0494
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www.amberufh.co.uk

VISIT WEBSITE

Here at Amber, we can help you future-proof with electric underfloor heating. Backed by over 30 years' experience, we are the UK and Ireland's leading supplier of electric underfloor heating to the trade, reaching tradespeople through our comprehensive network of stockists. We supply highly efficient, effective and durable electric underfloor heating systems through wholesalers, distributors and kitchen, bathroom and tile showrooms.

Understanding underfloor heating for different floor types

August 5, 2025

As more homeowners are choosing underfloor heating to increase comfort, reduce energy costs and eliminate bulky radiators, understanding which underfloor heating system is the...

Amber Underfloor Heating celebrate industry innovation at TTA Awards 2025

July 15, 2025

Leading suppliers of underfloor heating to the trade – Amber Underfloor Heating – celebrate...

All your technical underfloor heating questions answered

July 13, 2025

Amber Underfloor Heating's technical manager, Steven Burnett, answers the most asked technical questions about...

Amber encourages support of electrification and BEAMA with underfloor heating

May 15, 2025

Underfloor heating can play a key role in helping the UK with its electrification...

Amber Mat Installation...

Lay Mat
At the end simply cut the mesh and turn the mat

Amber Decoupling Me...

Ambermat 100W/m² Heating Mat
Ambermat 150W/m² Heating Mat
Amber Decoupling Membrane

Amber shortlisted for two awards at 2025 instalment of TTA Awards

March 13, 2025

Leading suppliers of underfloor heating to the trade – Amber Underfloor Heating – have...

Top tips for successfully installing electric underfloor heating

March 13, 2025

Simon Whittaker, national sales manager of Amber Underfloor Heating, offers his advice on choosing...

Stocking underfloor heating: your questions, answered!

March 10, 2025

As the heating industry turns towards low-carbon and sustainable options, underfloor heating is rapidly...

Stocklists Showcase Portals are an exceptional way to showcase your work, projects, and products in a professional and highly engaging format. Acting as a central hub for all your content, they make it easy for potential clients and collaborators to explore what you offer — and ensure you leave a lasting impression.

Every article published in Stocklists links directly to your Showcase Portal, maximising your visibility and exposure.

Your portal is fully branded with your logo, contact details, social media links, and a prominent call-to-action button that drives visitors straight to your website.

You can also enrich your portal with:

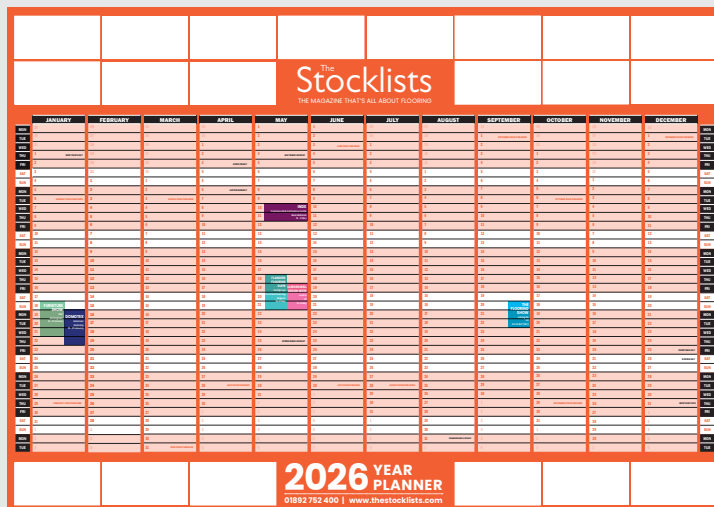
- Videos
- Direct links to key sections of your website
- Adverts
- Image galleries
- Brochures and technical guides
- Case studies linking to full versions on your site
- A comprehensive display of your product range

YEARPLANNER

Our annual year planner is a huge 60cm x 80cm full colour wallchart and is sent out free with our December issue to the entire circulation. The planner includes details of Stocklists publication dates along with all the major trade shows from around the world. The planner is widely used by the industry and can always be seen adorning any discerning wall in the trade.

Adverts can be booked as a very cost effective method to be seen in the trade for a whole year. Early booking is advised – year planners are very popular and spaces sell out quickly.

Advert size:
50mm x 100mm is £595 +VAT



PROMOTIONAL PICTURE CHARGES

Press releases sent to Stocklists are welcome, but those accompanied by an image and designed to promote the company concerned, are subject to written acceptance of our promotional picture charge of £155 + VAT.

ADVERTORIALS

If you would like to have more control over your editorial, including layout, logos and other branding elements, you can book an advertorial. This comes at a charge of £1,100 + VAT for a full page.

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