

The Stocklists

with FLOORINGNEWS

MEDIA PACK

2027

Established in 1973 The Stocklists has built a reputation and readership to become

Britain's No. 1

flooring magazine
for the retail market.



IN PRINT



ONLINE

*Reaching the people
who matter most.*

*The Stocklists is
now 53 years old*

53

Who *we are.*

Trusted, established, influential

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.

Our *audience.*

A diverse and influential readership across the flooring industry, from retailers to manufacturers, distributors, designers and key decision-makers.



EDITOR

Lauren McCarthy is an experienced editor within the world of flooring. She continues to bring her informative and entertaining editorial coverage to The Stocklists, with the exciting introduction of new features and longform interviews.

OUR CIRCULATION

7,024

industry readers

reaching every part of the flooring sector



RETAILERS &
SHOWROOMS

5,464



FITTERS, NICF
MEMBERS &
CONTRACTORS

955



WHOLESALE
SALERS &
DISTRIBUTORS

280



MANUFACTURERS

252



AGENTS

22

ADDITIONAL SPECIALIST REACH



CLEANING
CONTRACTORS 15



TRAINING
CENTRES 14



BUYING
GROUPS 14



ASSOCIATIONS 8

Put your brand in the hands of *the industry.*

Build recognition, Build trust, Build your brand

In an increasingly digital world, being seen is only part of the challenge. The brands that stay front of mind are the ones people recognise, remember and trust.

For 53 years, The Stocklists has built a reputation as a trusted source of news, products and insight for the flooring industry. That trust extends to the brands we feature — giving advertisers the opportunity to build credibility by appearing alongside content their audience already values.

Print gives your brand a lasting presence. It puts your name in front of the people who specify, source, recommend and sell flooring — in showrooms, offices and workplaces, and in the hands of industry professionals.

Digital has an important role to play too. That's why The Stocklists offers opportunities across print, online and email. But when the objective is to build a brand that people recognise and remember, print remains a powerful part of the mix.

“
Be part of the conversation.”



TARGETED INDUSTRY REACH

Connect with flooring retailers, contractors, interior professionals and key decision-makers.



LONG SHELF LIFE

Your brand stays visible in showrooms, offices and workplaces for weeks or months.



MULTIPLE IMPRESSIONS

Issues are shared, revisited and passed between colleagues, extending your reach.



CREDIBLE ENVIRONMENT

Your advertising appears alongside trusted industry news, product features and expert content.



Stories that move the industry *foward.*

The Stocklists delivers a balanced mix of news, expert insight, interviews, and advice giving our readers the information they need, in a format they trust.



NEWS

Keep up to date with the latest developments in the flooring industry, including product launches, business updates, people news, events and market trends.



MYSTERY SHOPPER

Each month, our Mystery Shopper visits three retailers in one city or town, reporting back on the customer experience.



MARKETING INSIGHTS

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



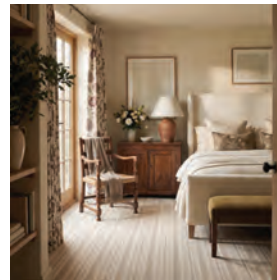
INTERVIEWS

In-depth, face-to-face conversations with leading figures from across the flooring sector, sharing their experiences, insights and views on the issues shaping the industry.



ADVICE

Industry voices offer topical and useful breakdowns on subjects ranging from shop layout and design to navigating customer disputes.



FLOORING FOCUS

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

A trusted source for the flooring industry.



Digital.

A *bigger* reach.

Our website extends the reach of The Stocklists giving your brand year-round visibility with an engaged and loyal audience of flooring professionals.



4,000

MONTHLY VISITORS



7,200

MONTHLY PAGE VIEWS



4 mins

AVERAGE SESSION DURATION



UK AUDIENCE



of our visitors are based in the UK.

FASTEST GROWING REFERRER



CHATGPT
500%
VISITOR GROWTH

MOST POPULAR SOCIAL MEDIA REFERRER



LinkedIn
64%
OF SOCIAL TRAFFIC

MOST VIEWED PORTAL

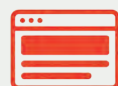
1,608

VIEWS OVER A 6 MONTH PERIOD

The showcase portals provide advertisers with a dedicated space to present all their content and company information in one central location on the Stocklists website. Traffic has steadily grown and is now delivering strong measurable results.



ADVERTISE WITH US



Leaderboard banner
728 x 90px

£1,000
for the year



BOX banners
800 x 660px

£695
for the year



ESHOTS

£1,000
per eshot



Showcase portals

£595
for the year



We don't track banner advert clicks, but advertisers are very welcome to provide their own tracking links so they can measure the performance of their campaigns. We can provide reports on eshots on request.

Newsletter.

INDUSTRY INSIGHT.
DIRECT TO THEIR INBOX.

The Stocklists newsletter keeps flooring professionals informed with the latest news, product launches, expert insight and industry developments delivered straight to their inbox.



5,017

ENGAGED SUBSCRIBERS

The number of people who receive the Stocklists newsletter.



40%

OPEN RATE

The number of people who open the newsletter. This is 15% above average for typical email campaigns.



450

NEWSLETTER CTR

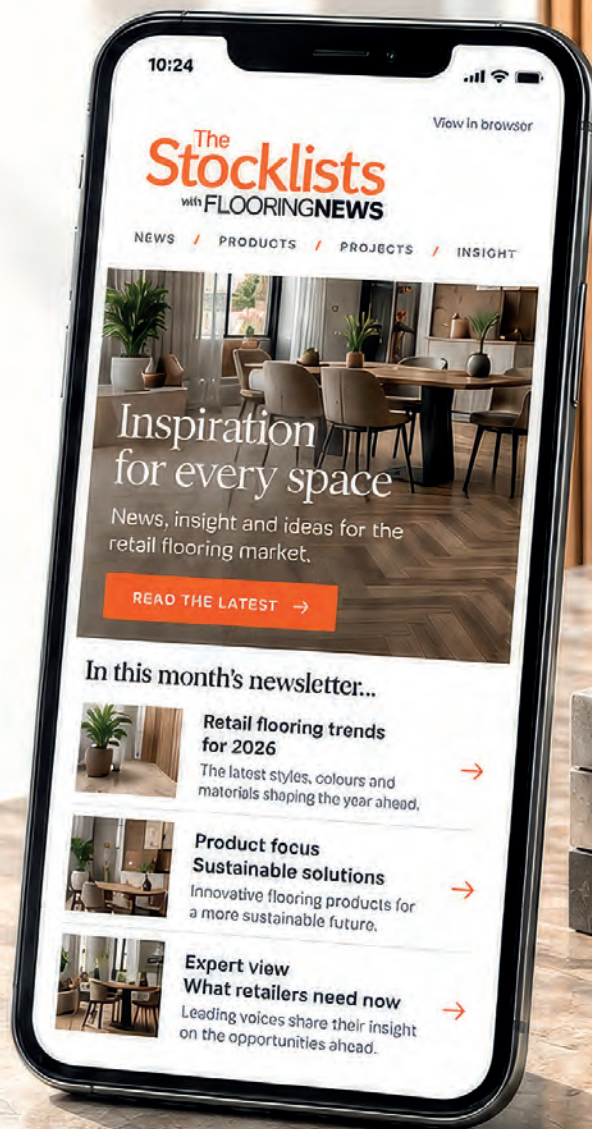
The number of people who click on at least one link within the newsletter.



360

CTR ON THE DIGITAL ISSUE

The number of people who click on digital page turner.



How to appear in the newsletter.



PROMOTIONAL PICTURE CHARGES

We welcome press releases for consideration in The Stocklists. Promotional press releases accompanied by an image may be published subject to written acceptance of our Promotional Picture Package.

A full page editorial published in the magazine also benefits from additional exposure through The Stocklists newsletter. Please enquire for pricing and further details.

*An essential read for
anyone working in the
flooring industry*

The journey of a press release.

For any press release that has paid the promotional picture charge for a **full page editorial** your news will be shared across our multi-channel platforms, giving your story the maximum reach and impact.

1

THE MAGAZINE

Your article will appear within the magazine and distributed to **7,024** flooring professionals.



2

DIGITAL PAGE TURNER

The magazine is turned into a digital page turner, reaching even more people online.



3

SOCIAL MEDIA

Press releases are often promoted across our social platforms including X and LinkedIn.



4

OUR WEBSITE

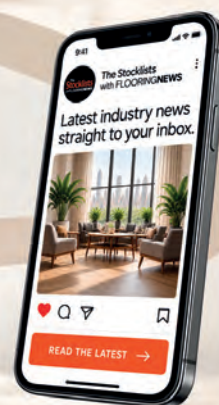
Your article is then posted on our website reaching a further **4,000+** readers.



5

NEWSLETTER

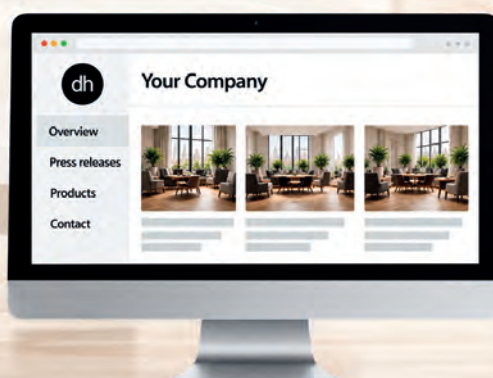
Your article is then added to our newsletter reaching a further **5,000** sent direct to their inbox.



6

YOUR PORTAL PAGE

For an annual cost of **£595** all your releases appear on your dedicated portal page next to your company details.



Two specialist supplements.

Two key moments of the year.

Put your brand alongside the products, people and conversations shaping the flooring industry.



JANUARY

THE SMOOTH FLOORING SUPPLEMENT

The complete guide to hard flooring.

A dedicated look at the increasingly important smooth flooring market, covering LVT, laminate, wood, vinyl, rubber, linoleum and other hard flooring products.

Inside the supplement:

- Product trends and innovation
- Wood flooring and sustainability
- Manufacturing and installation
- Expert insight from leading industry figures



SENT OUT WITH THE JANUARY ISSUE
FEATURED ON THE STOCKLISTS
HOMEPAGE UNTIL SEPTEMBER



SEPTEMBER

THE FLOORING SHOW SUPPLEMENT

Your essential guide to The Flooring Show.

Published ahead of the industry's major event at Harrogate, this annual preview helps flooring professionals plan their visit and discover what's happening across the show.

Inside the supplement:

- Exhibitor profiles from leading brands
- Full hall-by-hall floorplans
- Key show features and product launches
- Insight into the trends and issues shaping the event



SENT OUT WITH THE SEPTEMBER ISSUE
FEATURED ON THE STOCKLISTS
HOMEPAGE UNTIL THE END OF DECEMBER

THESTOCKLISTS.COM



Put your brand in front of the industry all year round.

Plan ahead.

Features list 2027.

Our editorial calendar gives you a clear view of upcoming features, along with key advertising deadlines, so you can align your campaigns with the topics that matter most to the flooring industry.

ISSUE	KEY FEATURES	MARKETING INSIGHTS	EDITORIAL/ADVERT DEADLINE	PUBLISHED
JANUARY	Eco initiatives and recycling <i>Marketing Insights: 2027 colour trends</i>	27 November	4 December	5 January
The Smooth Flooring Supplement: LVT, vinyl, wood, laminate, rubber, linoleum and non PVC tile			27 November	5 January
FEBRUARY	Valentine's most loved products – national best sellers Artificial grass <i>Marketing Insights: Future Fibres</i>	29 December	7 January	4 February
MARCH	POS Showcase Keeping in trim (trims, profiles, plates, gripper) <i>Marketing Insights: Tile styles</i>	29 January	4 February	4 March
APRIL	The Flooring Show South preview Digitalisation feature <i>Marketing Insights: A Grand Entrance – hall & stairs</i>	25 February	4 March	1 April
MAY	Buying group special Vinyl tiles (stones, ceramics, etc.) Training courses		6 April	7 May
JUNE	INDX Show Preview Vinyl hotshots 2027 The Flooring Show South review <i>Marketing Insights: Natural effects</i>	29 April	6 May	4 June
JULY	Rugs (machine made, hand tufted and hand-made) <i>Marketing Insights: Design inspirations</i>	27 May	3 June	1 July
AUGUST	INDX Show review Harrogate Show early preview Adhesive & floor prep <i>Marketing Insights: Contemporary classics</i>	24 June	1 July	2 August
SEPTEMBER	Stain-resistant carpet		5 August	3 September
The Flooring Show: Harrogate show guide supplement			29 July	3 September
OCTOBER	Underlay update Wool month <i>Marketing Insights: Commercial flooring</i>	2 September	9 September	7 October
NOVEMBER	Harrogate Show review FIA winners showcase <i>Marketing Insights: Design trends</i>	28 September	5 October	4 November
DECEMBER	Hotshots showcase 2027 <i>Marketing Insights: Apps and technology tools</i>	28 October	4 November	2 December
Year planner			4 November	2 December



IMPORTANT

Deadlines are subject to change without prior notice. Please check with us in advance to confirm dates.

Prices and *specifications.*

Below are the different adverts sizes and their costs



ADVERT TYPE	TRIM (HEIGHT X WIDTH)	WITH BLEED (HEIGHT X WIDTH)	SINGLE RATE EXCLUSIVE OF VAT
FRONT COVER	228 X 210	234 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 PAGES (LISTED ALPHABETICALLY)	297 X 210	303 X 216	£475
HALF PAGE HORIZONTAL	130 X 180	none	£630
QUARTER PAGE	130 X 88	none	£315
QUARTER PAGE STRIP	63 X 180	none	£370
RECRUITMENT ADVERT	130 X 88	none	£650
YEAR PLANNER BOX	50 X 100	none	£595
EDITORIAL PICTURE CHARGE	-	-	£155
INSERT (SINGLE SHEET)	-	-	£990
INSERT (FOUR PAGE)	-	-	POA

Artwork *specifications.*

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.

It is your responsibility as the client, to ensure these specifications are met before sending us artwork. We will not take responsibility for artwork that prints incorrectly and has failed to meet the required specifications as detailed above.



Cancellation policy

13 weeks notification prior to publication.

*Have a specific
idea in mind?*

Get in touch to discuss
bespoke opportunities.

Contact *details.*

Our team is here to help. Whether you have an editorial story, advertising enquiry, or subscription query, we'd love to hear from you.



EDITOR

LAUREN MCCARTHY

T: +44 (0)7950 706247

E: lauren.mccarthy@kick-startpublishing.co.uk



SALES

KAREN O'RIORDAN

T: +44 (0)330 1234 885

E: karen.oriordan@kick-startpublishing.co.uk



CEO

JOHN MILLER

T: +44 (0)1892 752400

E: john.miller@kick-startpublishing.co.uk



EDITORIAL ADMINISTRATION

ELAINE CHANCE

T: +44 (0)1892 752400

E: elaine.chance@kick-startpublishing.co.uk



PRODUCTION

JANET PURCHASE

T: +44 (0)1892 752400

E: janet.purchase@kick-startpublishing.co.uk



ACCOUNTS

JULES MILLER

T: +44 (0)1892 575571

E: admin@kick-startpublishing.co.uk



DESIGN/WEB

NEIL OWEN

T: +44 (0)1892 752400

E: neil@kick-startpublishing.co.uk



OFFICE ADDRESS

SUITE 5, THE OAST, GREAT DANEGATE, ERDIGE
EAST SUSSEX TN3 9HU
T: +44 (0)1892 752400

*Let's keep
in touch.*

Follow us for the latest news,
features and events.

