

RUG
INSIDER

RUGS AND CARPETS
FOR THE DESIGN PROFESSIONAL

2027 Media Kit



RUG INSIDER

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FOR THE DESIGN PROFESSIONAL

Material Deadlines

Editorial & Advertising Deadlines

Issue	Editorial Deadline	Ad Materials Deadline
Winter 2027 (mailed early December) Atlanta Intl. Area Rug Market, NY Home Textiles, Las Vegas Market, Cover Connect Las Vegas, T.I.S.E. Surfaces	November 7, 2027	November 12, 2027
Spring 2027 (mailed early April) High Point, ICFF	February 21, 2027	March 3, 2027
Summer 2027 (mailed mid June) Atlanta & Las Vegas Market, Cover Connect NY	June 2, 2027	June 5, 2027
Fall 2027 (mailed early September) High Point Market, Home Textiles	August 17, 2027	August 20, 2027

We cannot guarantee placement of releases and artwork received after our deadlines.
Only superior-quality artwork will be considered for editorial coverage.
Call Peter Woodaman directly if you have questions about digital media at: (603) 387-6477.

Subject to Change

Contact Us

E-mail all press releases to:
Peter Woodaman, Publisher – peter@ruginsider.com

RUG INSIDER Magazine
Peter Woodaman, Publisher
4 Fortsalong Road
Meredith, NH 03253
C (603) 387-6477
peter@ruginsider.com
www.ruginsider.com

Demographics

RUG INSIDER Magazine reaches up to 6,000 top area rug buyers including:

- Rug Retailers
- Furniture Stores
- Carpet/Flooring Specialty
- Interior Design Firms
- Mass Merchants
- Home Furnishings Boutiques
- Department Stores
- Online Mail-Order Catalogs

What's Inside

In every issue of award-winning R.I. you'll enjoy:

- Insightful and Informative Articles
- Timely and Relevant Commentary
- Innovative Designs and Designers
- All That's Fresh and Modern
- Top Trends
- New Products
- Important Industry News
- Trade Show Highlights
- Perspectives on Top Importers and Retailers
- Plus so much more...



Bonus Distribution

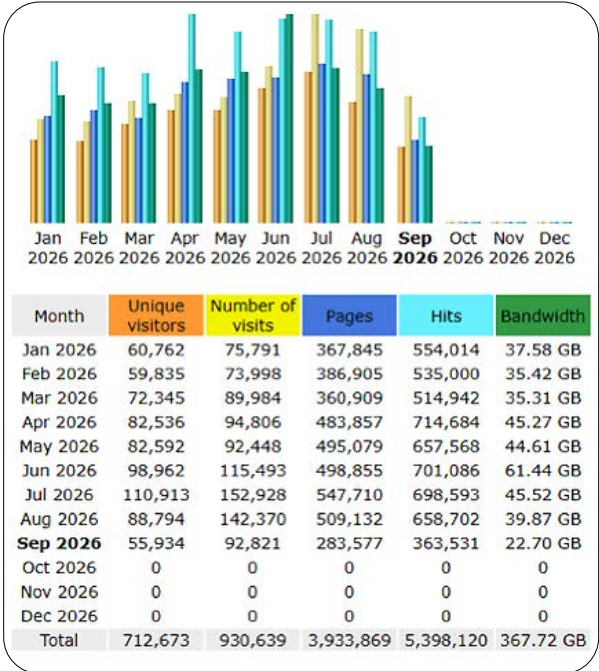
RUG INSIDER Magazine enjoys bonus distribution at the following key industry trade shows:

- Cover Connect New York & Las Vegas
- High Point Market
- Las Vegas Market
- Atlanta Market
- T.I.S.E. / Surfaces
- New York Markets

With 25 years online as a leading news portal for the area rug industry, RugInsider.com serves over 80,000+ unique visitors each month. This targeted audience makes 103,000 monthly visits to browse over 437,000 pages of exclusive content from our print edition, plus breaking industry news—delivered subscription-free, 24/7.

Our headline newflash-blasts drive traffic back to the site to keep your brand in view. Custom ad positions and web/print bundles stretch your advertising budget further.

As part of the RUG INSIDER advertising family, your company and brand are also promoted to our social audiences via Instagram and Facebook. Rug Insider Digital Magazine offers additional exposure with each quarterly issue available on our digital flipbook platform.



Source: AWStats



Years Online
RugInsider.com News Portal



80k+

Unique
Visitors
Monthly



6k

Top
Area Rug
Buyers



103k

Site
Visits Per
Month



437k

Page
Views
Monthly



Ad Dimensions

Page Size: 8.5" x 11" is final trim size.

AD SIZE	WIDTH	HEIGHT
Full page bleed	8.75"	11.25"
Full page non-bleed	7.5"	10"
1/2 page horizontal	7.5"	4.875"
1/4 page	3.5"	4.875"
1/8 page	3.5"	2"

FULL PAGE
(COLOR AD MAY BLEED)

1/4 PAGE

1/8 PAGE

1/2 PAGE
HORIZONTAL

Print Advertising Rates

Four Color	1x	2x	4x
Full Page	\$2,290	\$1,875	\$1,685
1/2 Page	\$1,120	\$1,035	\$810
1/4 Page	\$675	\$590	\$450

Black & White	1x	2x	4x
Full Page	\$900	\$875	\$800
1/2 Page	\$560	\$530	\$405
1/4 Page	\$345	\$310	\$250
1/8 Page	\$250	\$225	\$200

Cover Rates	
Cover 2	\$2,150
Cover 3	\$2,400
Cover 4	\$2,750

Inserts/Wraps/Overprints	
Preprinted Insert	Call for Quote
Overprints	Call for Quote
Magazine Wrap	Call for Quote

Terms

All invoices to be paid upon delivery.

First-time Advertisers

Payment is due in advance for first-time advertisers.

Visa, Mastercard, & American Express accepted.

All advertising invoices can be paid by credit card.



Send all insertion orders/materials to:

RUG INSIDER Magazine & www.ruginsider.com

Address production questions to:

Peter Woodaman, Advertising Dept.

4 Fortsalong Road

Meredith, NH 03253

C (603) 387-6477

peter@ruginsider.com

Banner Specs/Advertising Rates

A **RUG INSIDER** Now proudly offering full-service marketing, advertising and graphic design solutions for the Rug & Home Furnishings Industry. RugInsider.com/Marketing

Branding and Logo Design • Showrooms and Event Graphics • Web Development
Advertising Campaigns • Product Catalogs and Brochures • Social Media Marketing

B **RUG INSIDER** **HRI** Finally — software built for rug retailers. Quotes, marketing, inventory & CRM — one platform, built for your shop.

C **KALATY** **SAMAD** **PGNY Auctions** **EXQUISITE RUGS** **BokaraRug**

E **RUG INSIDER** Now proudly offering full-service marketing, advertising and graphic design solutions for the Rug & Home Furnishings Industry. RugInsider.com/Marketing

Branding and Logo Design • Showrooms and Event Graphics • Web Development
Advertising Campaigns • Product Catalogs and Brochures • Social Media Marketing

Terms

All invoices to be paid upon delivery.

A. Logo Spotlight Banner: 800 x 200 px*

\$600.00/month — 12 month run

- 3 positions available
- Shows on ALL pages
- May rotate on new pageload with up to 3 ads total

B. Premium Logoboard Banner: 300 x 250 px*

\$480.00/month — 12 month run

- Shows at top of ALL pages
- May rotate on new pageload with up to 3 ads total

C. Sidebar Showcase Banner: 500 x 417 px*

\$360.00/month — 12 month run

- 4 positions available on home page
- Right column desktop view
- Mobile collapses beneath main content
- Single Advertiser
- Ad displays in grid beneath content on content pages

D. Sidebar Banner: 500 x 417 px*

\$240.00/month — 12 month run

- 4 positions available on home page
- Right column desktop view
- Mobile collapses beneath main content
- May rotate on new pageload with up to 3 ads total
- Ad displays in grid beneath content on all content pages

E Premium Baseboard Banner: 800 x 200 px*

\$600.00/month

- 12 month run
- Shows at bottom of ALL pages
- May rotate on new pageload with up to 3 ads total

Classified Ads

\$100.00/month

- Text-only with one static graphic (logo) and email or weblink. Appears on separate content page in grid format.

Custom Positions

Ask about custom banner positions & bundles.

*Sizes noted are for file submission only.

All ads scale in responsive mode according to devices and screen resolution.

Accepted file formats: jpg, png, gif.

GIF animation limited to 3 frames, max file size 250k.

email: peter@ruginsider.com or call (603) 387-6477

Dividends & Premiums

RUG INSIDER

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Inside the Industry's Latest Trends

From InDEPTH feature stories to our InFOCUS trend review, RUG INSIDER Magazine editorial serves as your guide for navigating the future of floor fashion.

Our InSTYLE Market Preview & MM InSTYLE Gallery deliver your first look at the offerings to debut at upcoming trade venues throughout the year. In the SPOTLIGHT walks the cutting edge of creativity, while InPERSPECTIVE takes a reflective look at various aspects of our industry. Each issue highlights the newest styles and the style makers who will help move your business forward.



RUG INSIDER Digital: Bonus Exposure



Winter 2026
Pivotal Moments



Spring 2026
Renewed Enthusiasm

Our readers retain their print copies of RUG INSIDER for reference well beyond initial publication, giving your print ad staying power. Advertisers also receive BONUS exposure in our complimentary Digital Edition. Each issue is faithfully reproduced in entirety for online/mobile browsing 24/7.

Advertiser pages are linked to their respective websites. For even more reach, RUG INSIDER aggressively promotes our advertising partners via social media on our Facebook and Instagram feeds.

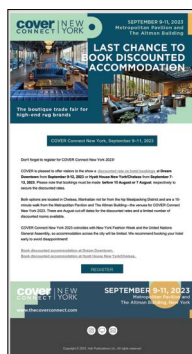


Summer 2026
Color Story 2



Fall 2026
Autumnal Vibes

Email Campaigns



Email Marketing is the easy, effective, and affordable way to communicate with your customers. Our attractive, professional email communications, ecards, announcements and newsletters deliver your message and help build strong customer relationships.

Targeted area rug industry subscriber list

We can also deliver to your supplied, permission-based email list.

Promote your social media accounts

We can link to your Facebook, Twitter, YouTube, Instagram, LinkedIn pages, and more.

Social Media Management/Social Media Advertising & Advertorial

PRODUCTION

Our in-house advertising agency can handle your advertising production needs. Costs vary depending on the complexity. All production costs will be billed and are to be paid before campaign is run.

Email Marketing Rates

Call for special email marketing opportunities and rates.

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Address production questions to:

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peter@rugin Insider.com



Ad Material Specs & Requirements

Please follow these guidelines when submitting print ads.

Failure to do so may result in additional charges or incorrect reproduction of your ad. Please contact us if you have any questions regarding these requirements.

Design Services: Our in-house advertising agency can handle your advertising production needs. Costs vary depending on the complexity and size of ad. All production costs will be billed and are to be paid before the ad is run.

Digital File Formats: Press-ready PDF/x-1a with embedded fonts, CMYK color space; compression set to automatic/maximum; 300 dpi. Build pages to trim size with .125" (1/8") bleeds and crop marks. Spreads should be submitted as separate pdf files.

Applications: Our production department is Mac based. Supported applications in order of preference: Quark Xpress, Adobe Creative Cloud InDesign, Illustrator and PhotoShop, with support files/fonts included. Additional charges will apply to prepare or recreate ads for proper reproduction.

Preflight Files: We highly recommend preflighting to catch problems with files prior to submission. If you are using Quark Xpress, the built-in "Collect for Output" command assists in gathering your files.

Bleeds: Please adjust any bleeds to .125" (1/8") on all 4 sides.

Safety: All live matter must be 1/4" from trim on all sides.

Gutter Safety: 3/16" on each side (total 3/8").

Colorspace & Resolution: All colors/images should be in CMYK color space. Minimum resolution is 300 dpi at 100% of reproduction size. Other color spaces (i.e. RGB, indexed, etc) are acceptable but additional charges apply to convert to CMYK. Resulting color may need corrections, and is discouraged if color match is critical.

Image Formats/Compression: Contone images should be TIFF or EPS. LZW compression is recommended. JPEG compression is not acceptable. Fonts: Include ALL fonts (screen AND printer versions for Postscript Type 1) used in your document, including fonts used in placed EPS files or convert to outlines. Type 1 Postscript fonts are preferred.

Linking: NEVER embed images; always link them. This allows us to inspect & correct them if necessary. Please provide all linked images.

Trapping: Please **DO NOT** attempt to trap your files. Do not set any element to overprint.

Rich Blacks: Rich or bump blacks should not exceed 60% cyan, 40% magenta, 30% yellow, 100% Black.

Proofs: For 4-color ads please submit a contract proof with files. An additional charge of \$95 per page applies to 4-color ads with no contract proof. For single color ads please submit a hard copy printout or at very least a PDF file.

Film Ads: RUG INSIDER Magazine is produced using direct-to-plate technology. All ads should be submitted as files and not film. Ads supplied in film format are subject to additional charges of \$275 to convert them to a digital format.

File Submission: Electronic file submission is preferred.

Electronic File Submission: Email files of up to 10MB to: peter@ruginsider.com.

Files greater than 10MB should be submitted via file transfer using your preferred file sharing service or APP.

Include complete file description and email peter@ruginsider.com after file transfer to ensure receipt and proper file identification.

Files ideally should be compressed into a single file using Stuffit or Zip formats and named by company.

Please contact peter@ruginsider.com with questions.

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Ad Dimensions

Page Size: 8.5" x 11" is final trim size.

AD SIZE	WIDTH	HEIGHT
Full page bleed	8.75"	11.25"
Full page non-bleed	7.5"	10"
1/2 page horizontal	7.5"	4.875"
1/4 page	3.5"	4.875"
1/8 page	3.5"	2"

Advertising Insertion Order

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I agree to participate in the following 2027 RUG INSIDER issues:

Winter 2027 ☐ Spring 2027 ☐ Summer 2027 ☐ Fall 2027 ☐

Print Ad size:

Full Page	☐	4/C	☐	B/W	☐
1/2 Page Horiz.	☐	4/C	☐	B/W	☐
1/4 Page	☐	4/C	☐	B/W	☐
1/8 Page	☐	4/C	☐	B/W	☐

I agree to participate in RugInsider.com Web site advertising:

☐ 12 Months

Web Banner size:

(A) Logo Spotlight ☐
(B) Prem. Leaderboard ☐
(C) Sidebar Showcase ☐
(D) Sidebar ☐
(E) Premium Baseboard ☐
Classified (Text/Image) ☐

Closing Dates and Circulation

WINTER 2027 — Nov. 12, 2027*

Market Focus

- Atlanta Market
- Las Vegas Market Cover Connect LV

SPRING 2027 — March 3, 2027*

Market Focus

- High Point
- ICFF

SUMMER 2027 — June 5, 2027*

Market Focus

- Atlanta Market
- Las Vegas Market

FALL 2027 — August 20, 2027*

Market Focus

- High Point

*Ad Materials Due/Subject to Change

We will comply with the rates, mechanical requirements and closing dates as stated.

Advertiser: _____

Contact: _____ **Tel:** _____

Address: _____

Ad Rate: (see rate card) \$ _____

Signature: _____ **Date:** _____

Electronic Files: Enclosed ☐ To Follow ☐

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