



**Fabulous Floors Magazine and NALFA to Produce Consumer Title**  
***Living on Laminate***  
***A Design and Resource Guide***

**DALTON, GA** —Fabulous Floors Magazine and The North American Laminate Flooring Association (NALFA) are partnering to bring the story of laminate flooring to the consumer via a custom print and digital publication entitled *Living on Laminate* in April 2014.

Over 50,000 copies of *Living on Laminate* will be on newsstands and sold in 1500+ bookstores including Barnes & Noble, Books-A- Million and Hastings, where well-educated, affluent customers shop for home decor books and magazines. In addition to retail distribution, upon request the magazine will be available to advertisers in bulk to use as marketing pieces and tutorials for customers.

*Living on Laminate* will also be posted to NALFA's website ([www.NALFA.com](http://www.NALFA.com)) and appear on cross platform digital magazine retailer [Magzter.com](http://Magzter.com). This single-edition, laminate-specific consumer magazine is in production, featuring outstanding targeted editorial copy germane to laminate flooring, written by industry experts.

*Living on Laminate's* content areas include Laminate and Your Lifestyle, Discovering Laminate, Laminates Room by Room, Premium Materials, NALFA Certified Products, Installation and Maintenance, Laminate Buyer's Guide and List of Certified NALFA Brands.

"Since our inception in 1977, our mission is solely to educate and provide resources to consumers about the value of laminate flooring," stated NALFA President Bill Dearing. "So we are excited to partner with *Fabulous Floors Magazine* on *Living on Laminate* as it is a powerful way to reach and educate target customers."

To discuss advertising in *Living on Laminate*, contact Margo Locust, *Fabulous Floors'* publisher and editor-in-chief, at 678-761-5002 or [Margo@FabulousFloorsMag.com](mailto:Margo@FabulousFloorsMag.com).

**About Fabulous Floors Magazine**

Fabulous Floors, the first consumer magazine devoted solely to flooring styles as a key design element in home décor, has led the way in flooring coverage for over ten years providing intelligent and relevant guidance for consumers. Available through subscription, newsstands and digital format at [Magzter.com](http://Magzter.com), Fabulous Floors is a valuable sales tool in the retail. [www.FabulousFloorsMagazine.com](http://www.FabulousFloorsMagazine.com)

**About NALFA**

The North American Laminate Flooring Association (NALFA) was formed in 1997 by U.S. and Canadian manufacturers and importers of Laminate Flooring. Since its inception, NALFA has been dedicated to creating voluntary product performance standards for Laminate Flooring in North America. For more information, visit [www.nalfa.com](http://www.nalfa.com).