

ADVERTISING PUTS YOUR BRAND AND SERVICES IN FRONT OF HFA MEMBERS

Emails	Circulation	Frequency		
		1 time	4 times	12 times
Email Blast to Retail Contacts (limited to 1 per year)	9,000	\$3,000	NA	NA
HFA Digest Monthly Newsletter Feature	15,000	\$2,000	\$6,000	\$13,500
HFA Digest Monthly Newsletter Ad (728px x 90px)	15,000	\$1,500	\$4,500	\$10,150

Digital Guides	Duration	
	6 months	12 months
HFA Member Benefits Guide (PDF) Full Page Ad	\$3,000	\$4,500

Digital Directories	Duration		
	1 month	3 months	12 months
HFA Solution Partner Directory	SOLD	SOLD	SOLD

Run of Site Online Ads	Duration		
	1 month	3 months	12 months
Top of Page Ad (728px x 90px)	SOLD	SOLD	SOLD
Bottom of Page Ad (728px x 90px)	SOLD	SOLD	SOLD
Top Side of Page Ad (300px x 250px)	SOLD	SOLD	SOLD
Bottom Side of Page Ad (300px x 250px)	SOLD	SOLD	SOLD

2024 EDITORIAL CALENDAR

MONTH	TOPIC	SPECIAL COMMUNICATIONS
January	Sales Training	
February	Employee Management	
March	Digital Marketing	HFA Member Benefits Guide Distribution
April	Flow of Goods	
May	Driving Traffic	
June	Customer Experience	
July	Growth Strategies	HFA Solution Partner Directory Distribution
August	Corporate Social Responsibility	
September	Sales Management	HFA Member Benefits Guide Distribution
October	Digital Marketing	
November	Merchandising	
December	eCommerce	



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Available advertising content placement:

- HFA Member Benefits Guide
- HFA Monthly Digest

HFA Member Benefits Guide Ad



HFA Monthly Digest Featured Blog Content

HFA Monthly Digest Banner Ad

HFA HOME FURNISHINGS ASSOCIATION JUNE 2024 DIGEST
Association & Industry News

- HIGHLIGHTS -

Advertiser Featured Blog Content

Advocating For The Furniture Industry 2024
HFA retail members met with key legislators and policymakers on issues ranging from safety standards to economic challenges, aiming to shape policies that foster growth and prosperity within our industry. [\[READ MORE \]](#)

2024 HFA Retailer Of The Year Award Winners
Join us in honoring and celebrate the individuals and organizations who have been recognized as the 2024 HFA Award Winners! Raymour & Flanigan, Mueller Furniture, Shane Pohlman of Nebraska Furniture Mart, Jeff Child of RC Willey, JB Hunt, and Ashley Furniture Industries. [\[READ MORE \]](#)

YOUR AD HERE

- EVENTS -

June 13 - Innovating the Furniture Shopping Experience
Discover how furniture stores can utilize AI, 3D visualization tools, and online platforms to create immersive and personalized customer experiences. [\[REGISTER \]](#)

June 27 - Create a Memorable In-Store Customer Experience
Learn the latest trends shaping the customer in-store experience to create a memorable and personalized shopping environment for any budget. [\[REGISTER \]](#)

- RESOURCES -

Creative Merchandising Strategies to Enhance The Retail Customer Experience
Improve your retail customer experience by implementing creative merchandising strategies to increase customer loyalty and stand out! [\[READ MORE \]](#)

A New Era in E-commerce with Interactive Virtual Showrooms
See how 12 renowned interior designer collaboration created an online immersive shopping experience with virtual showrooms. [\[READ MORE \]](#)

Innovative CX for Furniture Retailers
Transform your retail experience and stand out from the competition with innovative CX that creates lasting connections with your customers. [\[READ MORE \]](#)

How Retailers Can Boost Satisfaction with Furniture Removal Services
Learn how offering sustainable furniture removal services retailers can improve customer satisfaction and foster loyalty. [\[READ MORE \]](#)

[More Customer Experience Resources.](#)

- SOLUTIONS -

PartnerShip | HFA Solution Partner
Dedicated network of carriers to help you save on every inbound and outbound, LTL, freight, small package, and truckload shipment. [\[LEARN MORE \]](#)

Jola Interactive | New Solution Partner
A digital agency specializing in web platforms, 3D rendering, website assets, visual content, lifestyle photography, and more. [\[LEARN MORE \]](#)

MG Logics | New Solution Partner
Services for e-commerce solutions, custom application development and system integration with managed service and support. [\[LEARN MORE \]](#)

- HFA SPONSOR -

Turn shoppers into loyal customers with the Synchrony HOME™ Credit Card program.
Have a great reason to offer financing: 6% of cardholders said they were likely to shop the retailer more often because of the card.
Member rights apply to certain cardholders only. See [Synchrony HOME](#) for details.

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