



The Sports Flooring Authority

MFMA WEBSITE STATS

MFMA has an average of over 4,000 tightly focused decision makers visit each month, which equates to over 48,000 influencers visiting annually.

MFMA visitors view an average of three pages per visit and stay on the site for approximately 2:33 minutes per visit. This indicates the site is easy to navigate and visitors are finding the information they need.

70% of our visitors are new to the site looking for vital information and 30% are repeat visitors who know they can find reliable information.

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MFMA website visitors include architects, specifiers, contractors, school officials, maintenance personnel, mill manufacturers and end users all looking for information on maple, beech and birch flooring products. MFMA is the "sports flooring authority" so visitors come in search of technical information, products listed on the MFMA Finish List and game marketing guidelines; as well as looking for qualified installers, allied product offerings for use in the

Maple floors and distributors of maple flooring products. Hosting a sponsorship on the MFMA website will introduce your products or services to decision makers looking for information related to the sports flooring industry. Our mission is to promote the use of maple flooring products worldwide, and as a MFMA Member, you will reach your target audience and see results.

