

Woodworking Network

MEDIA KIT 2023

The best channel for reaching the
professional woodworking community:
In Print, Online, and In Person

woodworkingnetwork.com/mediakit

DATA



PRINT



DIGITAL



EVENTS





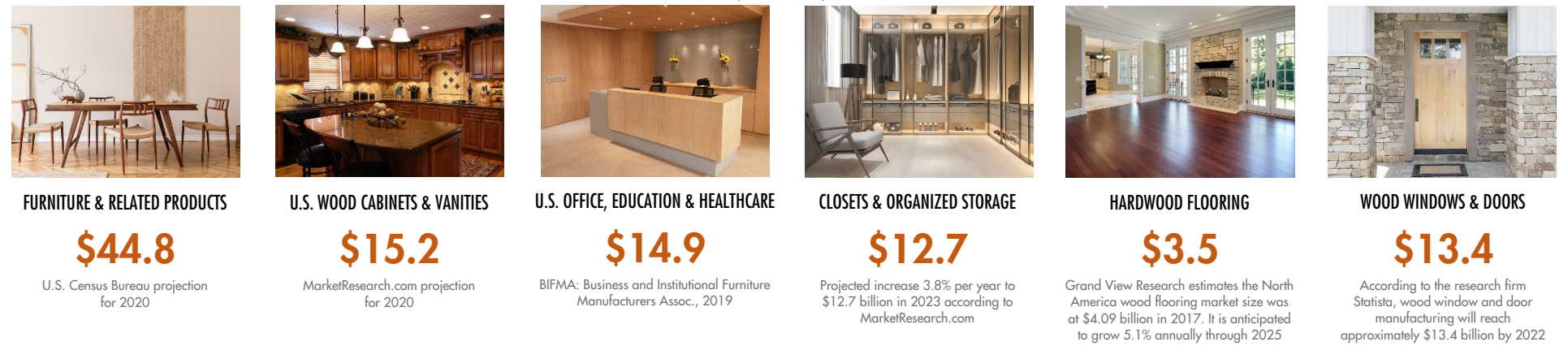
The best channel for reaching the professional woodworking community: In Print, Online, and In Person.

Woodworking Network (WWN) serves small to medium sized shops and large wood products manufacturers, standing as the leading information source for professional woodworkers, cabinet makers, furniture manufacturers, home organization, closet companies and more!

In this highly diversified **North American wood products market totaling an estimated \$104.5 billion**, it's more important than ever to develop a powerful marketing campaign to achieve your objectives for reaching the professional woodworking executives of North America.

U.S. Market Size by Industry

(in billions)



Woodworking Network has every tool you need to connect with this \$104 billion+ industry...from the mailbox to the smartphone!

Marketing choices are plentiful in today's crowded media space. Choosing the right tools to carry your message is critical.

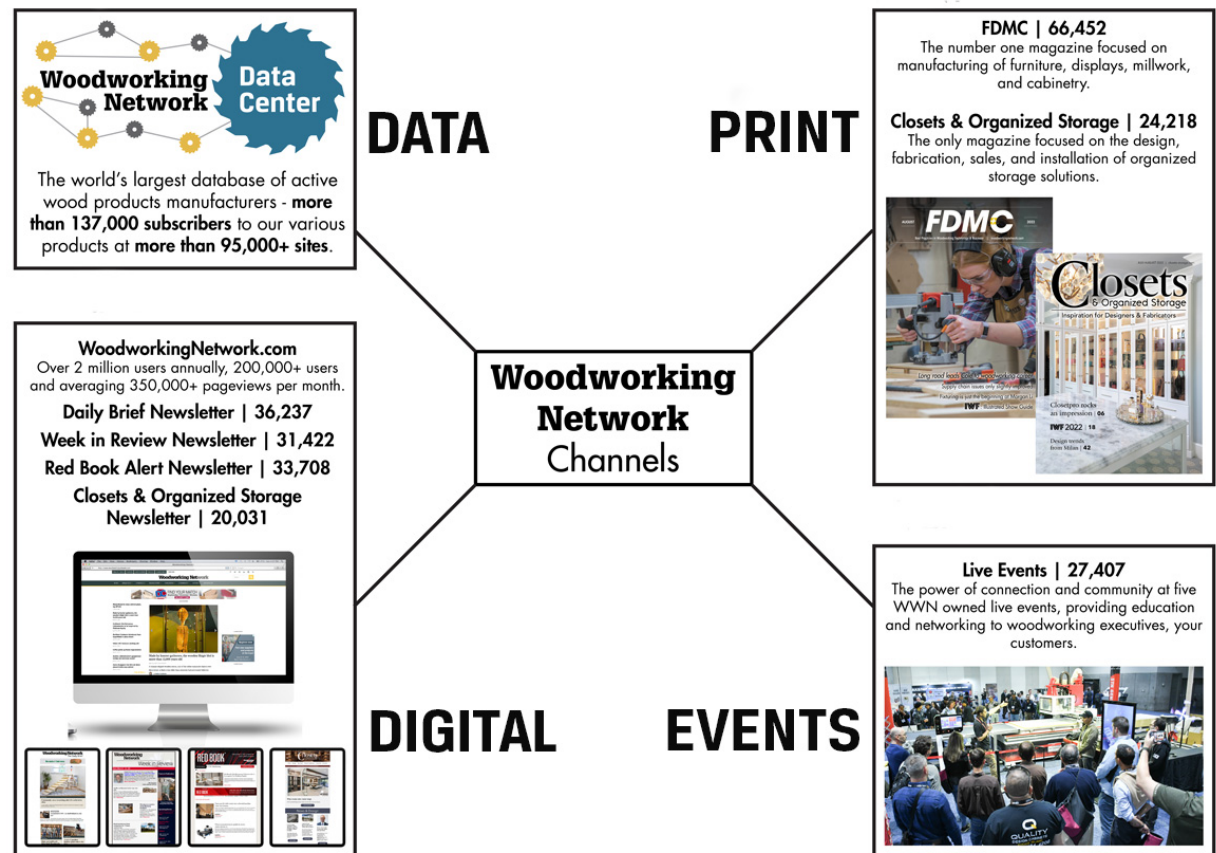
Woodworking Network offers **the** most trusted resources and widely recognized communication channels for reaching manufacturers of:

- ▶ Furniture
- ▶ Millwork
- ▶ Organized Storage Solutions
- ▶ Cabinets
- ▶ Store Fixtures
- ▶ and Other Wood Products

Put your brands on the road to effective, efficient multichannel marketing with an individualized blend of print, digital interactive, face-to-face and data.

Build the perfect marketing mix to deliver your brand message to the masses of woodworking executives and generate the qualified leads you are looking for with these great tools from the Woodworking Network.

The channels of the Woodworking Network



Why advertise with Woodworking Network?

In addition to the outstanding reach and penetration of the market, all Woodworking Network products have tremendous brand strength, credibility, and respect among woodworking executives in North America. Combine that with an impressive array of media and communications tools at your disposal and you can be assured that only the Woodworking Network has what you need to deliver your desired results! No other media company reaches more professional woodworkers or provides a more comprehensive portfolio of business communication tools.

The 2023 media planner is arranged by the four platforms for media:



Each platform is unique in its ability to achieve specific results, and when you integrate several or all four platforms you can develop a powerful marketing campaign.

Take a close look at the variety and depth of the communications vehicles offered here. And while doing so, note that Woodworking Network's mission is to bring buyers and sellers together through educational resources produced specifically for professional woodworkers and the wood products manufacturing community.

Woodworking Network
Your most trusted source in reaching the
wood products manufacturing industry

Woodworking Network

The **world's largest database** of active wood products manufacturers.

The missing piece to your marketing puzzle

The #1 priority at Woodworking Network is constant updating, refreshing, and growing the database of sites and people in the woodworking industry. And this is your #1 advantage to partnering with the Woodworking Network. Smart marketers know the answers to their most pressing questions can be found in the analysis of available data. The Woodworking Network comprehensive database offers you selections by plants (sites) and/or individual demographics. You can create aggregate data models for mass communications or drill down to specifics and append information to your existing customer data set to target specific segments.

Daily audience development activities give you clean, fresh, up-to-date data with access to more than 143,000 subscribers to our various products at more than 98,000+ sites.



98,511 woodworking plants (sites) and services

Demographic selects include:

- Primary business classification ←
- FDMC 300 ranking ←
- SIC and NAICS codes ←
- Number of employees at each site and more! ←



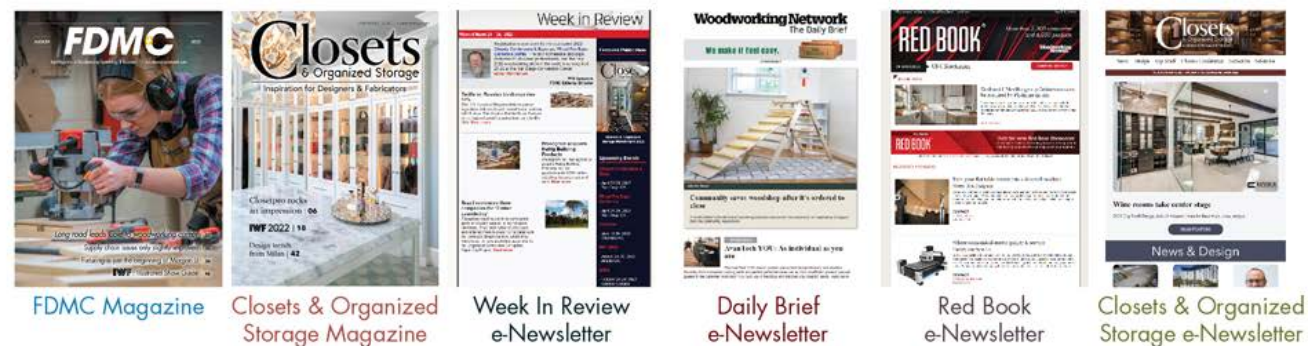
143,737 people within these sites

Demographic selects include:

- Title ←
- Phone Number ←
- Email Address ←
- and more! ←

Our audience chooses what they want to receive based on content and what's most important to them.

Number of subscribers in each product channel



FDMC Magazine

66,452

12,174

25,015

22,631

23,746

8,589

Closets & Organized Storage Magazine

12,174

24,218

6,642

7,003

7,636

10,567

Week In Review e-Newsletter

25,015

6,642

31,422

26,601

26,168

9,861

Daily Brief e-Newsletter

22,631

7,003

26,601

36,237

27,445

12,110

Red Book e-Newsletter

23,746

7,636

26,168

27,445

33,708

13,345

Closets & Organized Storage e-Newsletter

8,589

10,567

9,861

12,110

13,345

20,031

*Highlighted data represents cross-over of recipients from one product to the other

Woodworking Network

The data within the Woodworking Network Data Center also segments each site by primary business sector within the wood manufacturing industry.

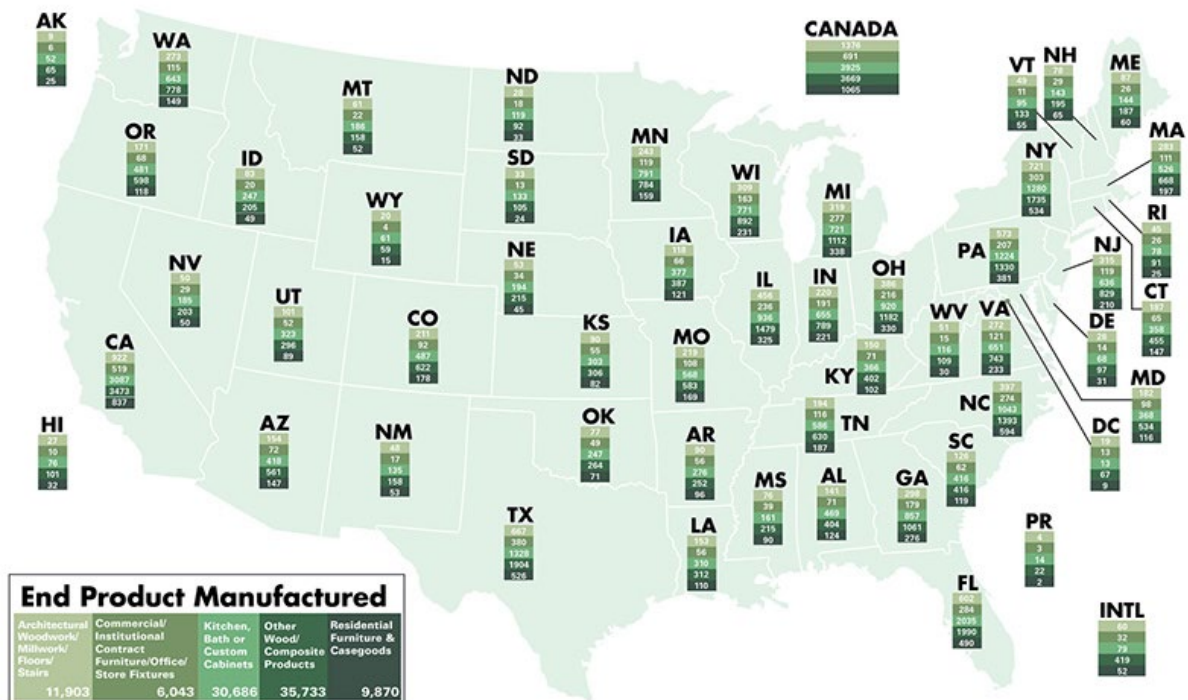
Robust data like this provides the opportunity to target specific sectors that are most important to you.

Number of sites by Primary Business

Grand Total: 91,429



Number of sites/plants within top business classifications by state



► [View full-size map image](#)

Woodworking Network

How you can benefit from the use of Woodworking Network's database of more than 98,000 woodworking sites and plants:

- Supplement your database with the Woodworking Network Data Center.
- Research: Woodworking Network can help you script an effective research questionnaire to extract specific, critical information from our audience, customized to help you gain market insight.
- Generate sales leads, whether using a standard email product to deliver instantaneous results or delivering your own custom e-blast to the database, Woodworking Network can help you create a lead generating promotion.



Use the Woodworking Network Data Center to supplement your database and deliver intel to your sales teams to help them strategically plan their sales approach.

Woodworking Network Data Center reports are delivered to you in an Excel file so you can easily embed the data into the mapping software of your choice.

Here's what your report will include:

- *Company Name*
- *Address, Phone & Fax #s*
- *Primary End Product Produced*
- *Number of employees*
- *FDMC 300 ranking, if applicable*
- *SIC/NAICS codes, if available*

Company	Address	City	State	Zip	Phone	Fax	Primary End Product	Employees
A & M Paint Works	1121 Cally Haverlee	Wife Corners	Massachusetts	01905-0118	781-240-1218		Kitchen Bath Cabinets	Not Reported
Super Plastics Inc.	200 Cally Haverlee	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Ind Source of Organics	1000 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Non-Furniture	Not Reported
Marwood Inc.	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Non-Furniture	20 to 49
Non-Furniture	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Non-Furniture	20 to 49
Formative Design Co. Modern & Inc.	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Woodworking Inc.	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Non-Furniture	20 to 49
UPS	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Caribbean Shading Co.	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Group	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Alper Inc.	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Reister Inc.	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Kitchen & Home	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Various Mattress Factories Inc.	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Angels Way Creations	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Northwood House	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Demetri & Sons Restoration	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49
Restoration Fabrication	100 N. 28th St.	Wife Corners	Massachusetts	01905-0118	781-240-1218		Shower Enclosures	20 to 49

Rate: \$8,295 for the full Woodworking Network Site Database

Demo/Geo sorts are 15 cents/site with a \$5,000 minimum

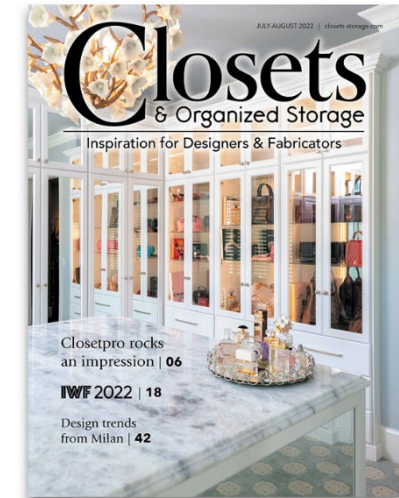
Woodworking Network

Build your **BRAND** with **PRINT**

Build Brand Awareness	Generate Brand Recognition
Ensure Brand Preference	Gain Market Share

Once they select your brand,
you have the business – you’ve
beat the competition!

**PRINT...The wise choice to
build your bottom line!**



A winning marketing combination among media brands

Unrivaled publications in the woodworking industry, **FDMC Magazine** and **Closets & Organized Storage** are solid B2B media brands providing essential, relevant business information to wood products manufacturers.

The Woodworking Network media brands are the industry’s most trusted business information resources. Everyone who receives a printed copy has requested to receive it...without exception!

An unmatched dedication to quality combined with a relentless pursuit of deeper demographic information from our subscribers, assure you that your message will always be delivered to active, engaged woodworking professionals.

Woodworking Network



Best Practices in Woodworking Technology & Business

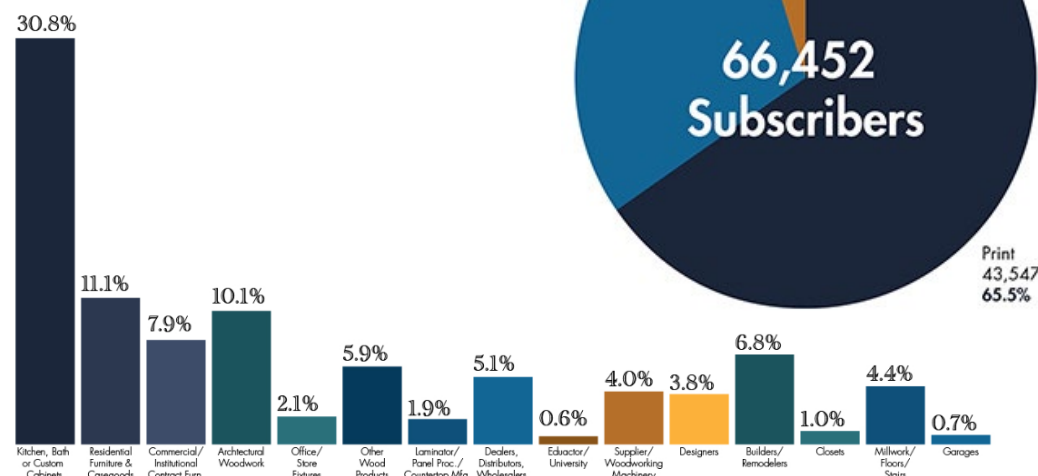


FDMC magazine is the premiere publication for woodworking industry professionals, with the largest circulation and the best content of any woodworking magazine anywhere on the globe. As the flagship publication of Woodworking Network, **FDMC** has been in publication for more than 40 years and still stands as the trusted resource for manufacturers of furniture, displays, millwork and cabinetry.

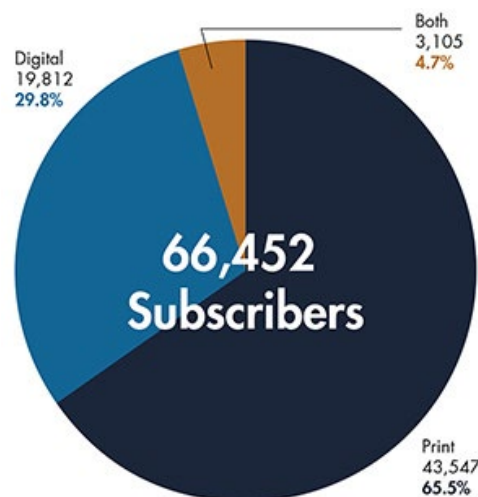
The magazine's monthly mission is to cover the best practices in woodworking technology, supplies, education and inspiration for professional woodworkers, from small business entrepreneurs to corporate managers at large automated plants. Fielding a seasoned editorial team with decades of combined experience, the well-curated content provides readers with the most trusted source of unbiased information and expertise in the wood manufacturing industry. View the [2023 Editorial Calendar](#) and start planning.

100% requested by all who receive it

FDMC's 100% direct request audience represents the ultimate opt-in. It's simple – one receives the printed magazine without requesting it. The 66,000+ woodworking industry professionals who receive **FDMC** have requested it and they want it.



Working across several business sectors



Print...it's simply NOT "dead"

At least not with your customers and prospects. Woodworking professionals request it because they want to read it. They want it in print. When presented with the choice, only 29.8% request a digital version. And 4.7% of those chose both print and digital. That may be different in other industries, but in this close-knit industrial market, it is a fact. And not only do they receive it, they read it, with more than 67% investing in excess of 30 minutes with each issue of **FDMC** when it arrives.

When considering the entire reach, **FDMC provides the best value available** for you to deliver your important brand message to woodworking professionals. They are the buyers – 88% of **FDMC** subscribers have purchasing and recommending authority for supplies and/or materials in their shops. So without a doubt, print should be at the core of your integrated marketing plan. There is simply no other medium to compare to the value you get from a print schedule in **FDMC**.

88%

have purchasing
or recommending authority

Woodworking Network

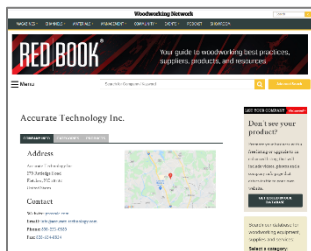
RED BOOK

The Annual Red Book Resource Guide for Best Practices is produced each April as a separate edition to **FDMC**. This fact-filled volume acts as an inspiration resource to buyers. The Resource Guide takes the reader through each process within a typical woodworking plant. Each chapter delivers FAQ answers, Case Studies, Products and information critical to the category. Advertisers get special treatment: a red colored listing in the Directory & Resources pages and a free product photo and copy to ensure visibility in this blockbuster issue.

Issue Closing Date: March 10, 2023 **Materials Due:** March 17, 2023



Check out Red Book's value add options:



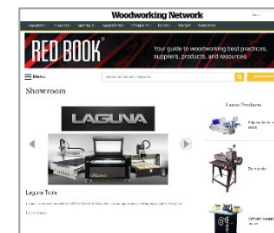
Red Book Online

A feature on WoodworkingNetwork.com, the Red Book guide to equipment and supplies is a user-friendly database of thousands of companies, products, resources, and best practices, available 24/7/365. Your print listing is replicated online as part of the searchable database.



Red Book Alerts

Weekly newsletter sent every Wednesday to more than 30,000 opt-in subscribers. Each is product specific which translates to qualified clicks. Advertisers with an enhanced listing on Red Book online will receive a free product listing on an appropriate Red Book Alert.



Red Book Showroom

If you want to show up in the top of the search, buy an enhanced Red Book Showroom listing for **only \$1,129 per year**. Your enhanced listing online will include a logo, photos and company information to encourage visitor clicks to your site.

Included in your enhanced listing is the next best thing to an in person visit or trade show, the Red Book Showroom, a showcase of all enhanced listings. An enhanced listing includes everything you need to give your brand that extra exposure. Plus free product listings in the Red Book Alert newsletter deployed throughout the year at the discretion of the editorial team.










[See the schedule](#)

In Every Issue:

- Gene Wengert, the Wood Doctor, on wood technology
- Brad Cairns on lean manufacturing
- Coverage of furniture, millwork, and cabinet manufacturing, design, and materials
- Case studies of successful woodworking companies
- Industry news and events
- New products
- In the Shop: Hands-on product reviews and shop advice

2023 Editorial Calendar

* Topics subject to change



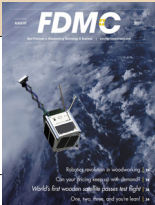




	Editorial Topics	Show Focus	Product Focus	Closing/Material Dates		
January	Technology: Tooling Education & Training	Closets Conference & Expo/ WPE Florida, April 12-14	Hardware	Closing: 12/6 Material due: 12/10		
February	Exclusive Report: FDMC 300 Lean manufacturing	Closets Conference & Expo/ WPE Florida, April 12-14	Software	Closing: 1/6 Material due: 1/12		
March	Exclusive Report: Cabinet Trends Survey Gene Wengert on solid wood technology	Closets Conference & Expo/ WPE Florida, April 12-14	Finishing & Sanding	Closing: 2/6 Material due: 2/10		
April	CNC technology		Components & Outsourcing	Closing: 3/6 Material due: 3/10		
Red Book	A resource guide for best practices on all facets of woodworking manufacturing		Featured products from all market segments	Closing: 3/10 Material due: 3/17		
May	Architectural millwork Appeal for Pricing Survey projects		Wood Waste Management	Closing: 4/5 Material due: 4/10		
June	Custom furniture Finishing Forum	Executive Briefing Conference (EBC), Sept. 2023	Tooling	Closing: 5/5 Material due: 5/10		
AWFS Pre-Show Planner	A comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate	AWFS, July 25-28		Closing: 5/11 Material due: 5/17		

In Every Issue:

- Gene Wengert, the Wood Doctor, on wood technology
- Brad Cairns on lean manufacturing
- Coverage of furniture, millwork, and cabinet manufacturing, design, and materials
- Case studies of successful woodworking companies
- Industry news and events
- New products
- In the Shop: Hands-on product reviews and shop advice

2023 Editorial Calendar

* Topics subject to change

	Editorial Topics	Show Focus	Product Focus	Closing/Material Dates	
July	AWFS Show issue Gene Wengert on solid wood technology	Executive Briefing Conf., Sept. 2023 WPE Lancaster, Oct. 2023	Show Products	Closing: 6/6 Material due: 6/9	
AWFS Show Dailies	Official Show Daily distributed during IWF and includes news and happenings at the show			Closing: 6/26 Material due: 6/29	
August	Manufacturing technology	EBC, Sept. 2023 WPE Lancaster, Oct. 2023	Hardware	Closing: 7/5 Material due: 7/11	
September	Veneer & Veneering Gene Wengert on solid wood technology	WPE Lancaster, Oct. 2023 WMS, Nov. 2-4	Components & Outsourcing	Closing: 8/7 Material due: 8/10	
October	WOOD 100, Market Leaders 40 Under 40, FDMC 300 Top 10	WMS, Nov. 2-4	CNC Automation	Closing: 9/6 Material due: 9/11	
November	Exclusive report: FDMC Pricing Survey Panel processing and assembly		Wood Waste Management	Closing: 10/5 Material due: 10/10	
December	Exclusive Woodworking Almanac & Industry Forecast for 2024		Editor's Picks of Top Products of 2023	Closing: 11/6 Material due: 11/10	

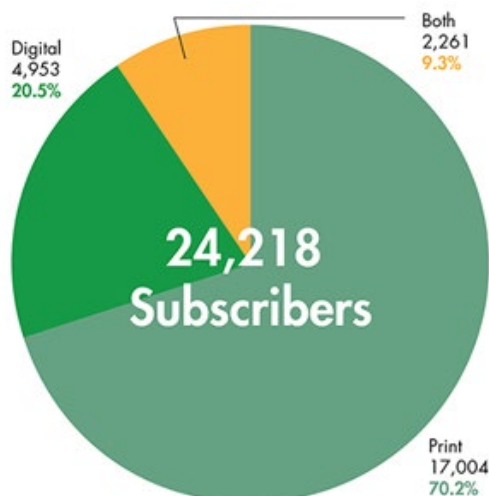


Closets & Organized Storage is the only publication in existence fully dedicated to the design, fabrication, sales, and installation of closets, and garage & organized storage solutions. It has defined an industry!

Delivering 6 issues per year, it is the only publication with content exclusively designed and engineered for this growing niche – closets & home organization professionals. Our audience is comprised of closet and storage professionals: manufacturers, retailers, designers and franchise dealers of commercial and residential closets, storage, garage and other custom organized storage products. Each issue is engineered to specifically address their needs. Every issue consistently delivers the content they need and desire most, making **Closets & Organized Storage** their most trusted resource for staying on top of design trends, new materials, technology and business tools to thrive in this growing \$13 billion market.

All 24,000+ subscribers requested it

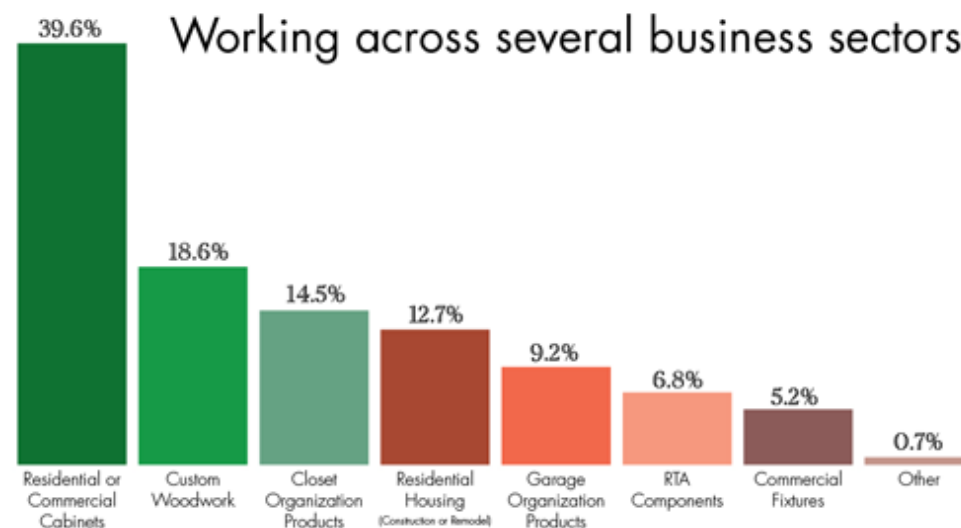
Every subscriber who receives a copy of **Closets & Organized Storage** has requested to receive it. They request it because they want it for the content, they want it for the advertising, and they want it for the inspiration. It's the information they can't find anywhere else – **Closets & Organized Storage** is their trusted source!



93%

have purchasing
or recommending authority

Working across several business sectors



It's an outstanding value for reaching this niche market







There is nothing like **COS** with which to build your brand image, communicate directly with this booming industry and grow your market share. Running in every issue is a small investment that will yield huge results for your company's bottom line. It is your opportunity to engineer and deliver your brand message to bolster the efforts of your sales team.

In Every Issue:

- Design notebook – successful projects
- In the front office – marketing and business tips
- Materials & trends – what's trending in materials, colors and finishes
- Tech corner – Latest tips and tools for manufacturers and installers
- Editors column
- New products by category and relevance

2023 Editorial Calendar

* Topics subject to change

	Editorial Topics	Management	Product Focus	Closing/Material Dates		
January/February	Working with small spaces Preview: KBIS 2023, January 31-February 2 8-10, Las Vegas, NV Preview: Closets Conference & Expo, April 12-14, West Palm Beach, FL	How to improve company culture	Functional hardware	Closing: 12/16 Material due: 12/20		
March/April	Garage design trends Extra Distribution: Closets Conference & Expo	Attracting and retaining employees	Nested-based manufacturing equipment	Closing: 2/22 Material due: 2/24		
May/June	Multi-family projects Preview: AWFS 2023, July 25-30, Las Vegas, NV	Selling upgrades	Jobsite tools	Closing: 4/20 Material due: 4/24		
July/August	Storage in specialty rooms Preview: Executive Briefing Conference (EBC), September, Colorado Springs, CO Extra Distribution: AWFS 2023	Marketing	Lighting	Closing: 6/21 Material due: 6/27		
September/October	Design issue Preview: Wood Pro Expo Lancaster, October, Lancaster, PA	How to source materials	Edgebanding equipment	Closing: 8/18 Material due: 8/25		
November/December	State of the Industry – research and industry reports Preview: KBIS 2024	Pricing and cost management	Software	Closing: 10/20 Material due: 10/25		

Woodworking Network

Digital – the wise choice to generate immediate response

That's a lot of competition, and you need to know which medium to use to achieve each specific objective and how to make your media spend count in the high-impact space of digital advertising.

However, determining which type of digital media to use is critical to your campaign's success. You will want to clearly define the objectives and goals of your campaign...is it brand awareness, product introduction, lead-gen etc.? Effective integration of your chosen media elements will help you yield the best results.

With a variety of digital offerings available, Woodworking Network can help you achieve the brand success you desire.

SOURCE: * eMarketer



Website Advertising

Drive traffic to your site. WoodworkingNetwork.com is a powerhouse for your brand message and will drive the right kind of traffic to your site. Averaging more than 350,000 page views per month, www.woodworkingnetwork.com will ensure your ad placement is seen by woodworking professionals with buying authority. This powerful website is content rich and attracting more professional woodworkers than ever before looking for valuable information.



Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$91
2	Medium Rectangle 1, 2 & 3	300w x 250h	\$91
3	Half Page Banner	300w x 600h	\$79
4	Welcome Banner	300w x 250h	\$121
5	Text Ads	300x250 image, text ad link, 7 word headline, 50 word body copy	\$121
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$182
2, 3	In-Banner Video Ad	300w x 250h or 300w x 600h or 728w x 90h	Rates above apply

* There is a minimum number of 10,000 impressions required for all web ad campaigns.

Woodworking Network

Podcast Sponsorship

Podcasts are one of the fastest growing content formats today. The Woodworking Network audience tunes in regularly to listen to editor Will Sampson discuss everything from bidding and estimating costs, technology, customer service, and best practices. This evergreen content is ideal for industry marketers looking to make an impression with Woodworking Network's dedicated audience. Podcast Sponsorship is an excellent branding opportunity to reach

the professional woodworker as they tune in from their computer or outside of the business on their mobile device.

1X: \$3,145 3X: \$3,040 6X: \$2,830 12X: \$2,500 24X: \$1,500

Retargeting

Retargeting is a powerful way to stay engaged with the Woodworking Network audience, regardless of where they are on the web. We can display your banner ad to people who have previously visited WoodworkingNetwork.com as they browse the Google Display Network. Or reach an expanded audience beyond the Woodworking Network site traffic, based on shared interests and characteristics that Google identifies from our existing visitors with a Look-alike campaign, further extending your reach to potential buyers.

Woodworking Network visitor campaign \$87 (cpm)

Woodworking Network look-alike campaign \$75 (cpm)

Webinar Sponsorship

Co-brand a Webinar with us and reach our audience of professional woodworkers, cabinet makers, furniture manufacturers, home organization and closet companies looking for best practices and ways to improve efficiency and productivity in their shops. Choose the option that works best for you; sponsor a WWN Produced Webinar or bring your developed content to us to produce and host. Either way, leave the Webinar production work to us. [View Schedule](#)

Produced Webinar: \$2,200 per webinar

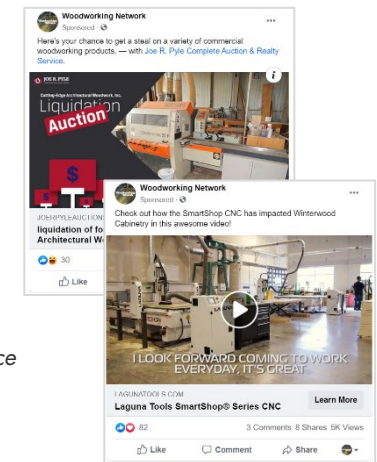
Hosted Webinar: \$5,507 per webinar

Sponsored Facebook Posts

Reach our audience on Facebook. With a sponsored Facebook post, you have large scale reach to potential customers where they are on the web. The base traffic campaign on Facebook can give you an estimated reach of 30,000 – 100,000 professional woodworkers over the course of the campaign, helping to drive sales activity and generate leads.

Base campaign: \$4,052 per post

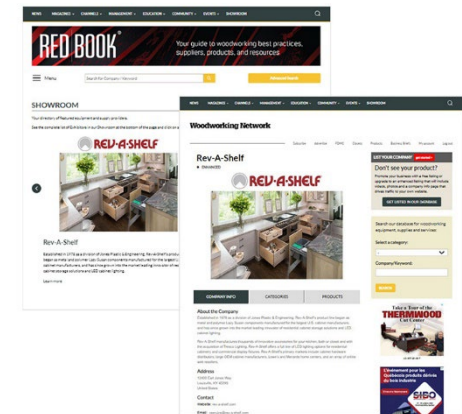
Campaigns can be customized further to maximize your reach, including specific audience selects based on location, age, gender, etc.



Red Book Showroom Enhanced Listing

It's important to ensure professional woodworkers can easily locate suppliers when looking for the products you sell. A Showroom Enhanced Listing is one of the most cost-effective options to stand out above your competition in the Red Book online directory of products and suppliers. An enhanced listing provides the ability to customize your listing with your company logo, company information, photos, documents and videos. Extra exposure is included via our Showroom, a slideshow listing of suppliers who have purchased an Enhanced Listing, drawing attention to those listed companies first. Your listing is also published in the Annual Red Book Resource Guide published in April 2023 and mailed and emailed to our audience of 65,000+.

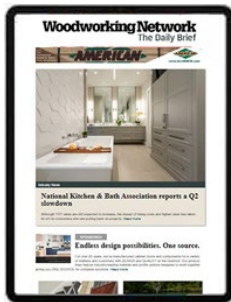
\$1,129 per listing



Woodworking Network

Newsletters

Our selection of newsletters gives you options for reaching the professional woodworker. Each possesses brand strength among our audience, displaying exceptional open rates, high readership, and measurable engagement. Consider the benefits of your message embedded into one of the Woodworking Network's newsletters.



Daily Brief

Our daily newsletter filled with the latest woodworking business and technology news affecting the wood manufacturing industry.

Delivered daily, Monday – Saturday at 6am CDT

Audience: 32,000+

Averages 24.6% open rate

Text Ad: \$718 per send

Leaderboard Ad: \$965 per send or \$5,160 weekly (6 times)

Video: \$876 per send or \$4,134 weekly (6 times)



Red Book Alert

Spotlight on new product technology and services which guarantees qualified opens. [View Schedule](#)

Delivers every Wednesday at 9am CDT

Audience: 30,000+

Averages 23.6% open rate

Text Ad: \$718 per send



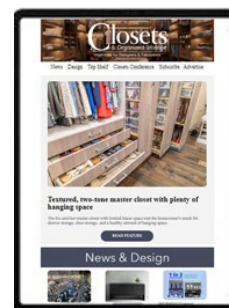
WMS Canadian News

We keep our audience informed as breaking industry events occur.

Audience: 8,300+

Averages 29.4% open rate

Text Ad: \$718 per send



Closets & Organized Storage

This newsletter is delivered to closets, garage & storage professionals to keep them informed on this niche market.

Delivers every Thursday, 10am CDT

Audience: 19,900+

Averages 24.1% open rate

Text Ad: \$718 per send



Week in Review

Week in Review is a recap of the best of the previous week's Daily Brief news coverage.

Delivers weekly on Sundays

Audience: 25,000+

Averages 24.7% open rate

Text Ad: \$718 per send



Breaking News

We keep our audience informed as breaking industry events occur.

Audience: 33,000

Averages 25.4% open rate

Exclusive Opportunity: \$869 per send

Woodworking Network

Product Showcase Newsletters

If your objective is to generate leads, this is the perfect opportunity. Our Product Showcase Newsletters are designed to deliver products, supplies, equipment and machinery options to professional woodworkers, cabinet makers, furniture manufacturers, home organization and closet companies. Each newsletter targets our most engaged audience, including those that have opened a WWN email 3 or more times in the past 120 days. This is the ideal option to magnify your products in the eyes of the buyers when they are considering purchases.

Woodworking Network Showcase



Averages 39.6% open rate

Lead-generator

Delivering the latest in wood machinery and supplies to 35,000+ woodworking professionals.

Text Ad: \$1,795

Schedule

January 27	July 28
February 24	August 25
March 31	September 29
April 28	October 27
May 19	November 17
June 23	December 15

Closets Showcase



Averages 35.9% open rate

Lead-generator

Nearly 11,000 closets and organization professionals need your products and look to the Closets Showcase to deliver.

Text Ad: \$1,250

Schedule

April 11	August 8
June 13	October 10

CNC Insider



Averages 40.8% open rate

Lead-generator

CNC focused case studies, products, and content delivered to 35,000+ precision woodworkers.

Text Ad: \$1,795

Schedule

January 12	July 13
March 9	September 14
May 11	November 9

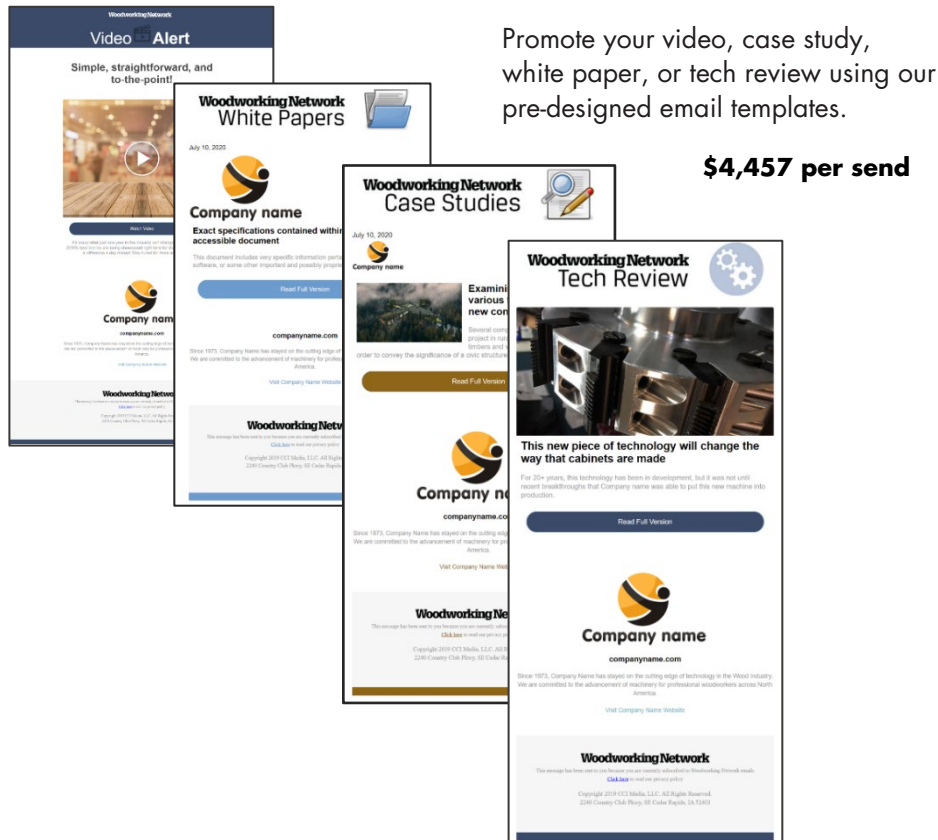
Woodworking Network

Email Marketing

Leverage the Woodworking Network database to send your exclusive message to our audience of qualified woodworking professionals, your customers.

Templated Email

Our designed templates make it turn-key for you to deliver an exclusive email to our audience. It's simple. You provide the required elements and we do the rest to set-up and deliver your email to 30,000+ professional woodworkers, cabinet makers, furniture manufacturers, home organization and closet companies.



Promote your video, case study, white paper, or tech review using our pre-designed email templates.

\$4,457 per send

Custom Email

Go completely custom and deploy your own creative to the right audience. Target your message to a specific segment of our database by narrowing in on personal demographics or geo selections. Or choose to send to the full list. Either option delivers your personal message to the audience you wish to reach.

\$4,862 per send for full list of 38,000 qualified woodworkers. Or you pick the list by choosing demographics and/or geo selects, **\$500 set-up charge, 10,000 minimum at \$168/1,000**



Lead Nurturing/Trigger Campaign

Add a nurturing campaign to your email marketing efforts. There is no better way to grow your sales pipeline and increase lead volume quickly. Avoid wasting valuable time calling contacts that don't have the budget or need your product. Engage your target audience with relevant information and take them from prospects to buyers.

\$4,457 per send

Woodworking Network

The Power of Connection and Community

Events are powerful tools for positioning your brand and finding new prospects. As an exhibitor or sponsor, you gain increased visibility and a relevant platform to promote products, services, and capabilities, meet face-to-face with clients and future customers, and establish your presence and leadership in the industry. In fact, the majority (87%*) of B2B marketers say in-person events are a critical component to their company's success.

SOURCE: * Bizzabo

There are several ways to participate in an event but before you commit, consider the reasons why business people attend events:

The top 3 reasons individuals choose to attend events

*As reported by Meetings Imagined

91%*

Education

Most attendees want to take away learning points they can apply to their business.

82%*

Destination/location

Location influences their decision to attend.

75%*

Networking Opportunities

They want to make new connections, especially true of millennials.

Above and beyond, the **#1 reason** woodworkers attend Woodworking Network Events is to find new products.

Meet your customers and prospects face-to-face, teach a little for them to take away and give extra exposure to your product offering at one of the upcoming events from Woodworking Network.



Woodworking Network



October 27-29, 2022

Drummondville, Quebec

SIBO is back and ready to connect you with professional woodworkers from Quebec and the surrounding provinces and states in 2022. The three day event will be held at Centrexpo Cogeco in Drummondville, Quebec, just a 90-minute drive of 70% of the population and the vast majority of business in Quebec.

Woodworkers come to SIBO to find innovative products and solutions to help them increase productivity, improve quality, expand into new markets and grow their profits.

Take advantage of the SIBO expo to showcase your company's products and services to Quebec manufacturers of:

Furniture ■ Cabinets ■ Windows ■ Store fixtures ■ Other wood products

To reserve booth space, please contact

Rob Roszell

rob.roszell@woodworkingnetwork.com | 919-725-6604

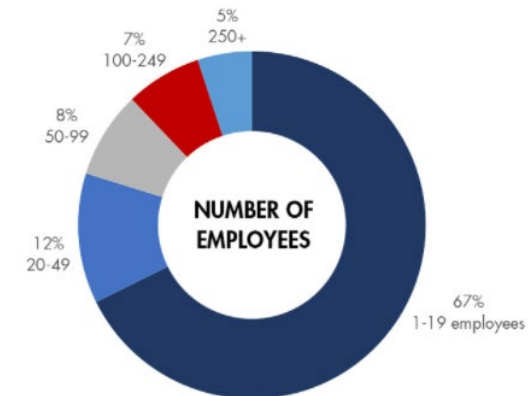
To inquire about advertising or sponsorship opportunities, please contact

Harry Urban

harry.urban@woodworkingnetwork.com | 708-373-4344

Visit the SIBO event site

SIBO by the numbers



WOOD PRODUCT SECTORS



58% of attendees are top managers

33% President/Owner
19% Cabinetmaker
9% Sales, Marketing
6% Foreman, Production Executive
6% Senior Executive
4% General Manager
4% Plant Manager
4% Purchasing Manager
4% Maintenance Service
4% Designer
3% Others allied to the industry
2% Plant, Industrial Engineer
1% Quality Control Manager

88%

of SIBO attendees are involved in the purchasing process!

Woodworking Network

Closets
Conference & Expo
For Designers & Fabricators of Organized Storage

WPE
Wood Pro Expo
FLORIDA

April 12-14, 2023

Conference: April 12 | Expo: April 13-14
Palm Beach County Convention Center
West Palm Beach, FL

Where design meets manufacturing: Closets Conference & Expo co-located with Wood Pro Expo brings together two professional woodworking events in one great location!

Closets Conference & Expo is the largest North American event to connect you with professionals in design, manufacturing and installation of closets, cabinets and home storage solutions. Wood Pro Expo is a regional marketplace for professional woodworkers, providing them with a showcase of top industry brands in equipment, hardware, software, materials and services. It is the event for technology, supplies and education, and a meeting place for inspiration and community.

This single event brings all your best customers and potential customers together in one location, combining the trade show floor for new products, components and machinery. Exhibiting at the co-located expo saves you a great deal of time prospecting and finding the right buyers. Let us bring them to you in the aisles of Closets Expo and Wood Pro Expo, all in one place, at one time.

To reserve booth space, advertising or sponsorship opportunities, please contact:

Laurel Didier, Closets & Organized Storage Publisher & Exhibit Sales
Laurel.didier@woodworkingnetwork.com | 847-334-3038

Visit the Closets event site

Visit the WPE event site

By the Numbers

Closets Conference & Expo | Wood Pro Expo



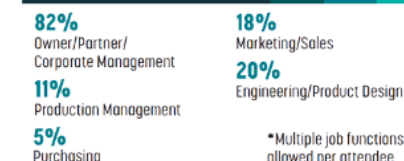
67% of attendees said they plan to attend another show in the future.

Meet your prospective buyers with the Whova app.
Our app is your direct access to attendees before, during and after the show.
72% downloaded the Whova app.
65% found the app helpful in connecting with exhibitors and other attendees.

Primary Business



Job Function*



Woodworking Network



September 26-28, 2023

The Broadmoor
Colorado Springs, CO

The Executive Briefing Conference is the premier event that connects forward-thinking professionals who want to network and explore new ways to lead and succeed.

EBC provides strategic and practical information addressing technological challenges and innovations, emerging trends in materials and design, best business practices, and exciting new opportunities. As an EBC partner, you have the opportunity to network and support this event for hundreds of key decision makers from some of the most influential companies within our industry.

To learn more or to reserve your sponsorship, please contact:

Harry Urban, FDMC Publisher
harry.urban@woodworkingnetwork | 708-373-4344

Visit the EBC event site



EBC by the numbers

Attendance included:

23

companies were represented from the FDMC 300 of top-ranking woodworking companies in North America.

Four

Woodworking Network Market Leaders

Seven

40 under 40 honorees

50%

of the attendees are from companies with more than 100 employees

50%

of the attendees are owners or CEOs of their companies

Woodworking Network

WPETM Wood Pro Expo LANCASTER PA

October 12-13, 2023

Warehouse at the Nook
Lancaster County, PA

Located in the iconic heart of woodworking country, Wood Pro Expo Lancaster is the only professional woodworking event to serve the Northeast and Mid-Atlantic regions.

Woodworking professionals involved in furniture, cabinets, millwork, fixtures, storage solutions and other wood products flock to the event every year.

Wood Pro Expo Lancaster's two-day run fills 15,000 square feet with exhibits and draws more than 600 attendees looking for the latest in machinery and supplies. Educational features such as the Running Machinery Program, Classic Machine Program and classroom sessions and keynotes are popular highlights of Wood Pro Expo Lancaster.

To reserve booth space, advertising or sponsorship opportunities, please contact:

Lewis Goldman, Show Manager
lewis@woodproexpo.com | 800-969-2212

Visit the WPE event site

Wood Pro Expo Lancaster by the numbers

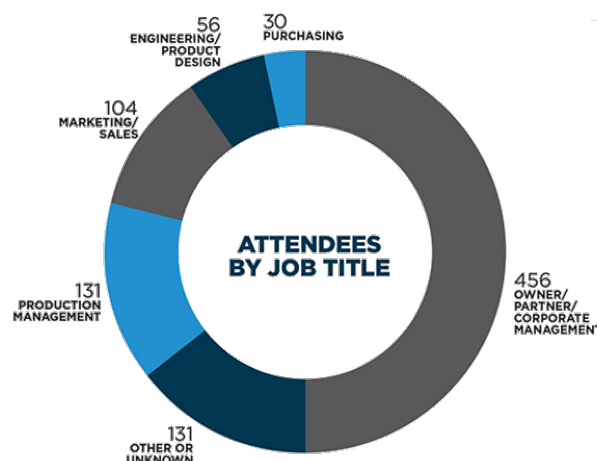
More than **96%** would consider coming to the event again with **77.6%** a resounding yes and **19%** indicating maybe.

Top 3 reasons they attend

- #1 – Looking for new products
- #2 – Evaluate and compare products for future purchase
- #3 – Looking for specific products

94%

of Wood Pro Expo attendees are involved in the purchasing process!



ATTENDEES BY PRIMARY BUSINESS

Residential & Commercial Cabinets	328
Residential & Commercial Furniture	93
Architectural Woodworking & Millwork	119
Custom Woodwork & Other Wood Products	252
Laminator/Panel Processor/CounterTops	18
Dealers/Dist/Wholesalers	52
Education/University	12
Closet & Garage Organization	6
Building Contractor/Remodeler	28

Woodworking Network

The National Event for Canada's Wood Industry



Woodworking Machinery & Supply
Conference and Expo

November 2-4, 2023

The International Centre,
Mississauga, Toronto, Canada

For more than four decades, WMS has connected Canada's professional woodworking buyers with the world's most prominent machinery manufacturers and suppliers.

WMS 2019 attracted attendees from all 10 Canadian provinces and 2 territories. It is the national event for Canada's wood industry!

Woodworking machinery and supply companies have relied on WMS to reach Canadian decision-makers. The entire scope of the industry's suppliers and manufacturers should plan to participate:

- ▶ Panel processing machinery
- ▶ Solid wood processing equipment
- ▶ Advanced CNC equipment
- ▶ Cutting tools
- ▶ Sanding & finishing equipment & materials
- ▶ Computer software
- ▶ Functional and decorative hardware & fasteners
- ▶ Decorative surfaces
- ▶ Wood components
- ▶ Portable power tools
- ▶ Panel products, lumber, veneer
- ▶ Closet, garage & home organization products
- ▶ Green products

To reserve booth space, please contact:

Gavin McAuliffe

gavin@corcexpo.com | 312-265-9649

Visit the WMS event site

To inquire about advertising or sponsorship opportunities, please contact

Harry Urban

harry.urban@woodworkingnetwork.com | 708-373-4344

WMS by the numbers

Top **2** reasons attendees go to WMS is to see new products or evaluate and compare products for future purchases.

More than 76% of attendees have specifying and/or purchasing authority.

87%

of exhibitors indicated that WMS 2019 met or exceeded their expectations for their top 3 objectives:

- 1. Obtain sales leads**
- 2. Close sales**
- 3. Product exposure**

Business Type in Attendance

Residential & Commercial Cabinets	24.0%
Residential Furniture/Office/Institutional Furniture	15.0%
Cabinet Components and Hardware	14.0%
Millwork, Moulding, Doors, Windows and Stairs	10.5%
Architectural Woodwork	9.2%
Woodworking Machinery Dealer or Distributor	2.5%
Equipment, Cutting Tool Services, or Distribution	2.0%
Store & Office Partitions & Fixtures	2.0%
Laminate Panel Products	1.4%
Veneers, Plywood, Particle Board, MDF, OSB	1.4%
Hardwood Dimensions, Components, Flooring	1.4%
Other	10.6%

86%

of 2019 attendees stated that they plan to attend WMS 2021.

STAND OUT IN THE CROWD AT

Attendees of AWFS Fair follow Woodworking Network for show news, schedules, and exhibitor information.



Woodworking Network will offer these sponsorship and advertising opportunities to help exhibitors reach attendees and stand out in the crowd.



AWFS Official Pre-Show Planner

Drive traffic to your booth with this comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate. Polybagged and distributed with FDMC June, delivered with the FDMC June and July digital issues, and distributed to the AWFS pre-registration list, this workhorse will deliver results long before you arrive on the show floor.

Ad Closing: 5/11/23

Materials Due: 5/17/23

PREVIEW ISSUES AND SHOW DISTRIBUTION



Closets & Organized Storage

May/June

AWFS Fair preview inside the pages of the May/June 2023 issue.

Ad Closing: 4/20/23

July/August

Bonus distribution of the July/August issue at AWFS.

Ad Closing: 6/21/23



FDMC

July

Issue includes show floor updates, exhibitor list and a focus on show products. This issue will also be distributed on the show floor.

Ad Closing: 6/6/23

TRAFFIC DRIVERS: Draw attention to your booth at AWFS

AWFS Today Show Dailies

The **ONLY** show daily sanctioned by AWFS and allowed to distribute at the Las Vegas Convention Center

Your best last-minute option for driving traffic to your booth, the Official Show Daily will be distributed during AWFS and includes news and happenings at the show as well as coverage of Awards Ceremonies.

Spread, \$3,969 for both issues |

Full page, \$2,084 for both issues

Standard Half Page, no islands \$1,040 for both issues

Ad Closing: 6/26/23 **Materials Due:** 6/29/23



Product Sneak Peek-AWFS Edition

Special show e-mail promotion showcasing AWFS exhibitor products; distributed to our Woodworking Network subscribers.

Text ads available – \$651



AWFS Fair Booth Video

A 3-4 min. video shot at your booth with a Woodworking Network interviewer that promotes your key marketing messages. Your edited video will be distributed electronically post-AWFS to Woodworking Network audiences, and available on wodworkingnetwork.com.

Video – \$3,413



Woodworking Network Symposia Sponsorship

Join Woodworking Network and industry experts as a sponsor of one of two symposia during AWFS Fair week. These full-day education sessions will be held July 24, the day prior to the expo floor opening. Choose from two uniquely different educational topics: The Closets Symposium or CNC Bootcamp.

Rate: \$3,500 each

[LEARN MORE](#)



Woodworking Network

Wood Industry 40 Under 40 | January 2023

Co-Sponsorship: \$11,025



The Wood Industry 40 Under 40 program honors the next generation of wood industry professionals who are making an impact at their jobs, in the community, and on wood products manufacturing in North America.

3 non-competing annual sponsorships available. Includes acknowledgement at the Woodworking Network Leadership Reception at AWFS 2023 and other Woodworking Network events involving 40 Under 40 Class of 2023 honorees.

FDMC 300 | February 2023

Co-Sponsorship: \$3,308



Ranking of the 300 largest cabinet, furniture, millwork, store fixture, office/contract and component producers in North America.

Sponsorship includes recognition when the rankings are published in the February issue of **FDMC**, branding on FDMC 300 landing page on Woodworkingnetwork.com and recognition throughout the year when FDMC 300 is referenced in editorial coverage in print and online.

Young Woodworking Pro | Early 2023

Co-Sponsorship: \$3,308



The Young Woodworking Professionals competition recognizes outstanding projects and the young wood pros that create them.

Includes sponsorship of awards presentation at Wood Pro Expo Florida, April '23 and engagement with finalists and winners. In addition, your logo and linked URL will be included on the contest landing page on WoodworkingNetwork.com, in contest emails, and logo or sponsorship mention included on any marketing to promote the Awards Presentation.

Top Shelf Awards | April 2023

Co-Sponsorship: \$5,000



Popular, long-standing celebration held annually to honor designers for their creative closet and home organization designs.

Investment includes sponsorship of the April awards reception during Closets Conference & Expo 2023, as well as engagement with finalists and winners, plus your logo included on the contest landing page on WoodworkingNetwork.com, in contest emails, and recognition when the Awards are referenced in editorial coverage in print and online.

Veneer Tech Craftsman's Challenge | Summer 2023

Co-Sponsorship: \$5,513



The world's most prestigious competition honoring the best in veneer woodworking. Sponsorship includes branding on Craftsman's Challenge landing page on Woodworkingnetwork.com and recognition throughout the year when it's referenced in editorial coverage in print and online.

Market Leaders | September & October 2023

Co-Sponsorship: \$3,308



Recognizing an elite group of professionals in woodworking leadership for their influences, insights and strategies in business as well as working for the betterment of their respective industries and their communities.

Sponsorship recognition included with publishing of recipients in the October **FDMC** Leadership Issue and acknowledged at the September 2023 EBC at The Broadmoor. Also recognition throughout the year when Market Leaders is referenced in editorial coverage in print and online.

Wood 100 | Fall 2023

Co-Sponsorship: \$3,308



An exclusive annual report detailing the successful strategies and best practices put in place by 100 North American secondary wood and panel products manufacturers to grow their businesses in the furniture, cabinetry, architectural woodwork, store fixture, components, closet systems and other industry markets.

Sponsorship includes recognition when the winners are announced in the October Leadership Issue of **FDMC** and recognition throughout the year when Wood 100 is referenced in editorial coverage in print and online.

Pricing Survey | November 2023

Co-Sponsorship: \$3,308



The industry's only custom woodworking pricing tool, an exclusive report for Woodworking Network. Prominent visibility in print and online.

Sponsor recognition as part of the published results in the November issue of **FDMC**, prominent visibility both in print and online. Also includes recognition throughout the year when the Pricing Survey is referenced in editorial coverage in print and online.

Almanac & Industry Forecast | December 2023

Co-Sponsorship: \$3,308

Published annually since 2014, the Almanac is packed with pages of detailed charts, data, and forecasting for the woodworking industry. It is a definite read for the 66,000+ readers looking for business intelligence for the coming year.



Sponsorship includes recognition in the Almanac published in the December issue of **FDMC**, with prominent visibility both in print and online, as well as recognition throughout the year as the Almanac is referenced.



2023 Print Rates



Cancellations

Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Short Rates and Rebates

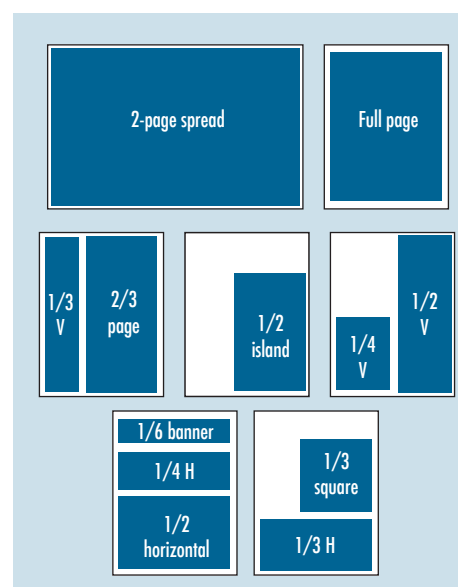
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Ad Unit	2023 PRINT ADVERTISING RATES		
	All rates are gross and include 4-color		
	1X	6X	12X
Spread (2 facing pages)	\$10,218	\$9,517	\$8,818
Full page	\$6,924	\$6,361	\$5,851
NO BLEED ON FRACTIONAL ADS			
2/3 page	\$4,903	\$4,626	\$4,316
1/2 Page Island	\$4,578	\$4,323	\$4,069
1/2 Page Horizontal	\$4,196	\$3,942	\$3,814
1/2 Page Vertical			
1/3 Page Horizontal	\$2,923	\$2,770	\$2,668
1/3 Page Square			
1/3 Page Vertical			
1/4 Page Horizontal	\$2,159	\$2,032	\$1,905
1/4 Page Vertical			
1/6 Page Banner	\$1,891	\$1,764	\$1,635

Ad Unit Column = 2 3/16" wide	2023 CLASSIFIED AD RATES		
	Rates are net per insertion		
	1X	6X	12X
1" x 1 column	\$304	\$273	\$243
2" x 1 column	\$394	\$377	\$358
3" x 1 column	\$467	\$418	\$394
4" x 1 column	\$546	\$515	\$485
5" x 1 column	\$606	\$576	\$515
6" x 1 column	\$668	\$636	\$606

Ad Closing Dates for 2023

	Ad Sales
January	12/6/22
February	1/6/23
March	2/6/23
April	3/6/23
Red Book	3/10/23
May	4/5/23
June	5/5/23
AWFS Preshow Planner	5/11/23
July	6/6/23
AWFS Show Dailies	6/26/23
August	7/5/23
September	8/7/23
October	9/6/23
November	10/5/23
December	11/6/23





Art Requirements

- Keep all live area material 0.25" (13mm) away from edges (page trim size 7.875" x 10.5" or 200mm x 267mm).
- All images MUST be at least 300 dpi.
- Convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.
- Print file modifications: If supplied digital files require additional work, charges over \$15 will be billed to the advertiser.
- Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable. Identify "For Position Only" by clearly labeling.
- Please provide ad materials in one of the following

preferred file types: .PDF (PDF/x-1a or distilled with Press Quality job settings). We cannot accept files from the following programs: Microsoft Word, Microsoft Publisher or Power Point, Crude paint programs (Paint or MacPaint), Spreadsheet database (i.e. Excel).

Cancellations: Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

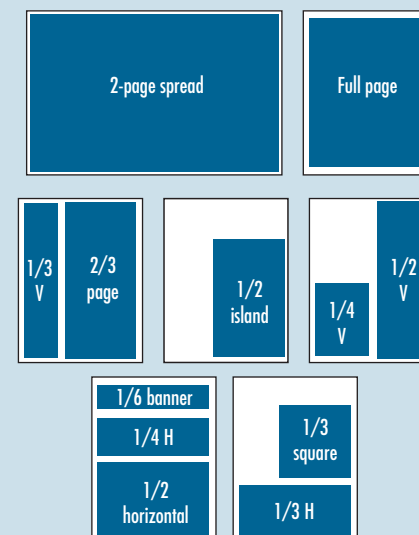
Short Rates and Rebates: Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
Spread (2 facing pages)	16 x 10.75 (see dimensions for live area and trim)	388 x 254	Bleed = 16 x 10.75; Live area = 14.75 x 10
Full page	8.125 x 10.75 (see dimensions for live area and trim)	188 x 254	Bleed = 8.125 x 10.75 Live area = 7.375 x 10 Trim = 7.875 x 10.5
2/3 page	4.5 x 10	114 x 254	No bleed available on fractional ads.
1/2 Page Island	4.5 x 7.5	114 x 191	
1/2 Page Horizontal	7.375 x 4.625	188 x 117	
1/2 Page Vertical	3.375 x 10	85 x 254	
1/3 Page Horizontal	7.375 x 3.25	188 x 83	
1/3 Page Square	4.5 x 4.625	114 x 118	
1/3 Page Vertical	2.125 x 10	54 x 254	
1/4 Page Horizontal	7.375 x 2.625	188 x 60	
1/4 Page Vertical	3.375 x 4.625	85 x 118	
1/6 Page Banner	7.375 x 1.5	188 x 38	

Classified Ads (Column = 2 3/16" wide)		
1" x 1 column	2" x 1 column	3" x 1 column
4" x 1 column	5" x 1 column	6" x 1 column

Material Due Dates for 2023

	Materials
January	12/10/22
February	1/12/23
March	2/10/23
April	3/10/23
Red Book	3/17/23
May	4/10/23
June	5/10/23
AWFS Preshow Planner	5/17/23
July	6/9/23
AWFS Show Dailies	6/29/23
August	7/11/23
September	8/10/23
October	9/11/23
November	10/10/23
December	11/10/23



Acceptable Media

FTP, CD, email (8Mb limit) or cloud file sharing service (e.g., Dropbox, YouSendIt).

SEND AD FILES TO:

Email: ads@ccimedia.net

FTP: FTP software is required and can be obtained for free from FileZilla: <https://filezilla-project.org>

Host: 035f999.netsolhost.com

User: ads_ccimedia

Password: Admaterial2013

FTP software is required and can be obtained for free from FileZilla: <https://filezilla-project.org>

Closets

& Organized Storage

Inspiration for Designers & Fabricators

2023 Print Rates



Cancellations

Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Short Rates and Rebates

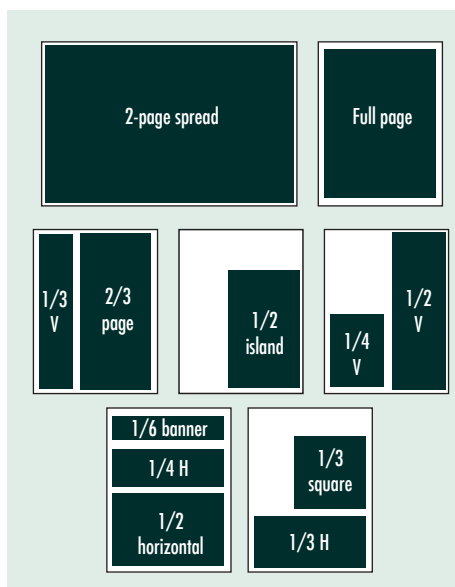
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Ad Unit	2023 PRINT ADVERTISING RATES	
	All rates are gross and include 4-color	
	1X	6X
Spread (2 facing pages)	\$9,204	\$7,630
Full page	\$5,162	\$4,360
NO BLEED ON FRACTIONAL ADS		
1/2 Page Island	\$3,268	\$2,820
1/2 Page Horizontal	\$3,147	\$2,718
1/2 Page Vertical		
1/3 Page Horizontal	\$1,931	\$1,789
1/3 Page Square		
1/3 Page Vertical		
1/4 Page Horizontal	\$1,574	\$1,431
1/4 Page Vertical		

Ad Unit	2023 CLASSIFIED AD RATES	
	Rates are per insertion	
	1X	6X
Column = 2 3/16" wide		
1" x 1 column	\$304	\$273
2" x 1 column	\$394	\$377
3" x 1 column	\$467	\$418
4" x 1 column	\$546	\$515
5" x 1 column	\$606	\$576
6" x 1 column	\$668	\$636

Closing Dates for 2023 Issues

	Ad Sales
January/February	12/16/22
March/April	2/22/23
May/June	4/20/23
July/August	6/21/23
September/October	8/18/23
November/December	10/20/23



Closets

& Organized Storage
Inspiration for Designers & Fabricators

2023 Print Specs

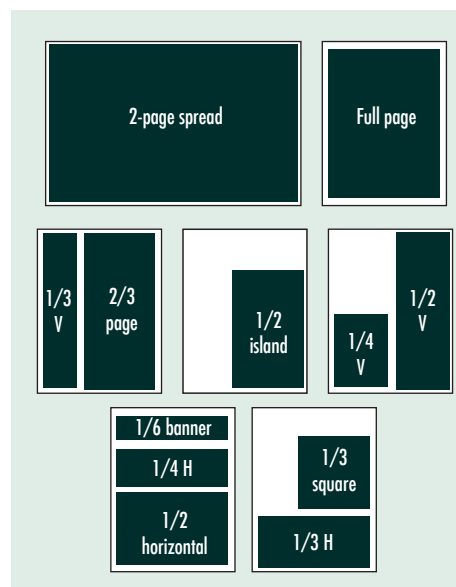


Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
Spread (2 facing pages)	16 x 10.75 (see dimensions for live area and trim)	388 x 254	Bleed = 16 x 10.75; Live area = 14.75 x 10
Full page	8.125 x 10.75 (see dimensions for live area and trim)	188 x 254	Bleed = 8.125 x 10.75 Live area = 7.375 x 10 Trim = 7.875 x 10.5
1/2 Page Island	4.5 x 7.5	114 x 191	No bleed available on fractional ads.
1/2 Page Horizontal	7.375 x 4.625	188 x 117	
1/2 Page Vertical	3.375 x 10	85 x 254	
1/3 Page Horizontal	7.375 x 3.25	188 x 83	
1/3 Page Square	4.5 x 4.625	114 x 118	
1/3 Page Vertical	2.125 x 10	54 x 254	
1/4 Page Horizontal	7.375 x 2.625	188 x 60	
1/4 Page Vertical	3.375 x 4.625	85 x 118	

Classified Ads (Column = 2 3/16" wide)		
1" x 1 column	2" x 1 column	3" x 1 column
4" x 1 column	5" x 1 column	6" x 1 column

Material Due Dates for 2023

	Materials
January/February	12/20/22
March/April	2/24/23
May/June	4/24/23
July/August	6/27/23
September/October	8/25/23
November/December	10/25/23



Art Requirements

- Keep all live area material 0.25" (13mm) away from edges (page trim size 7.875" x 10.5" or 200mm x 267mm).
- All images MUST be at least 300 dpi.
- Convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.
- Print file modifications: If supplied digital files require additional work, charges over \$15 will be billed to the advertiser.
- Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable. Identify "For Position Only" by clearly labeling.
- Please provide ad materials in one of the following

preferred file types: .PDF (PDF/x-1a or distilled with Press Quality job settings). We cannot accept files from the following programs: Microsoft Word, Microsoft Publisher or Power Point, Crude paint programs (Paint or MacPaint), Spreadsheet database (i.e. Excel).

Cancellations: Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Short Rates and Rebates: Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Acceptable Media

FTP, CD, email (8Mb limit) or cloud file sharing service (e.g., Dropbox, YouSendIt).

SEND AD FILES TO:

Email: ads@ccimedia.net

FTP: FTP software is required and can be obtained for free from FileZilla: <https://filezilla-project.org>

Host: 035f999.netsolhost.com

User: ads_ccimedia

Password: Admaterial2013

FTP software is required and can be obtained for free from FileZilla: <https://filezilla-project.org>

Woodworking Network

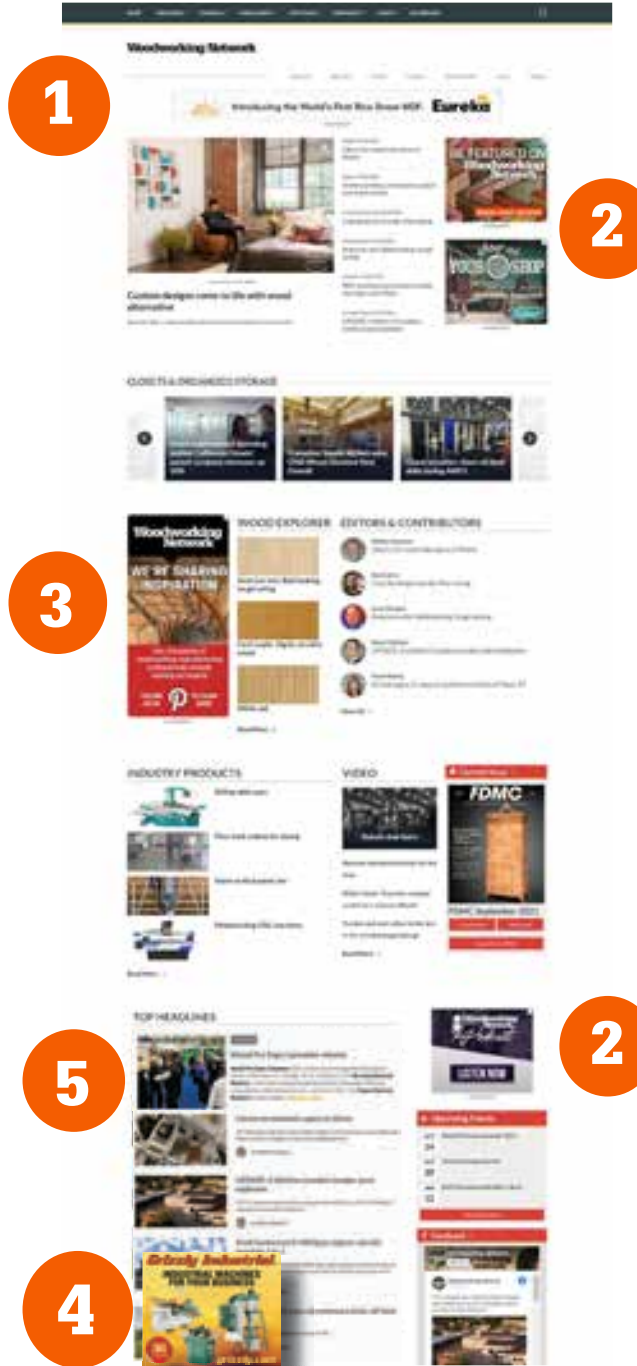
2023 Digital Rates

*All Rates are Net

WoodworkingNetwork.com Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$91
2	Medium Rectangle 1, 2 & 3	300w x 250h	\$91
3	Half Page Banner	300w x 600h	\$79
4	Welcome Banner	300w x 250h	\$121
5	Text Ads	300x250 image, text ad link, 7 word headline, 50 word body copy	\$121
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$182
2, 3	In-Banner Video Ad	300w x 250h or 300w x 600h or 728w x 90h	Rates above apply

* There is a minimum number of 10,000 impressions required for all web ad campaigns.

Retargeting		Rate (cpm)
Woodworking Network visitor campaign	Multiple ad sizes Follow the audience with your ad as they browse sites on the Google Display Network	\$87
Woodworking Network look-alike campaign		\$75



DIGITAL

Webinar Sponsorship		
Produced Webinar	Exclusive content developed and produced by our editorial team	\$2,200 per webinar
Hosted Webinar	You supply the Webinar content and we do the complete Webinar production	\$5,507 per webinar

Red Book Online	
A showroom listing in the Red Book online database, includes logo, photos, company information and the ability to load videos and PDF files	\$1,129 per listing

Podcast Sponsorship (per podcast)			
Branding opportunity to sponsor the Woodworking Network Podcast	1X: \$3,145	3X: \$3,040	6X: \$2,830
	12X: \$2,500	24X: \$1,500	

Social/Sponsored Facebook Posts	
Traffic campaign on Facebook with an estimated reach of 30,000 – 100,000	\$4,052 per post

Woodworking Network Site Database	
Full database or demo/geo selects for 0.15 per site with a \$5,000 minimum	\$8,710

Cancellations

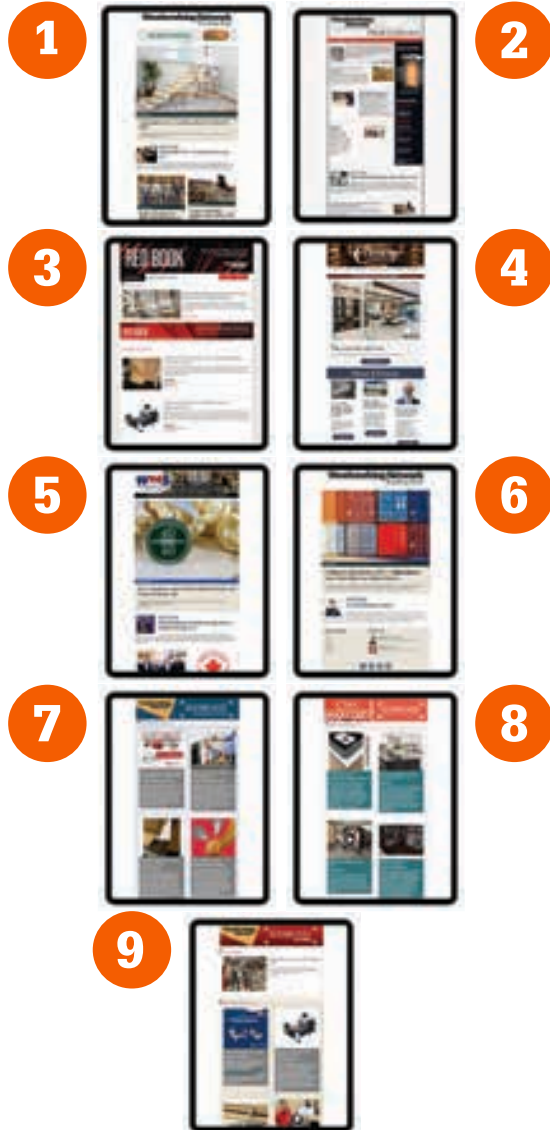
Digital cancellations must be received within 30 days of initial placement. Cancellations following 30 days after placement of order will be billed to the advertiser in full.

*All Rates are Net

Woodworking Network

2023 Digital Rates

*All Rates are Net



DIGITAL

Newsletters		Frequency	Ad Unit	Rate per send
1	Daily Brief	Daily, Monday-Saturday at 6 am CDT	Leaderboard Ad <ul style="list-style-type: none">• 728x90 banner ad• URL	\$965 per send -OR- \$5,160 weekly (6 times)
			Video <ul style="list-style-type: none">• 1280x720 pixel image plus video• URL	\$876 per send -OR- \$4,134 weekly (6 times)
			Text Ad <ul style="list-style-type: none">• High-res image (300 dpi)• Headline (7 words max)• Body text, 50 words max• URL	\$718
2	Week in Review	Weekly, Sundays at 3 pm CDT	Text Ad <ul style="list-style-type: none">• High-res image (300 dpi)• Headline (7 words max)• Body text, 50 words max (Red Book only: 70 words max)• URL	\$718
3	Red Book	Weekly, Wednesday at 10 am CDT		
4	Closets & Organized Storage	Weekly, Thursday at 10 am CDT		
5	WMS Canadian News	Every other week		
6	Breaking News	As needed, exclusive		
				\$869
Product Showcase Newsletters <i>(includes leads)</i>		Frequency	Ad Unit	Rate per send
7	Woodworking Network Showcase	Monthly, last Friday of the month	Text Ad <ul style="list-style-type: none">• High-res image (300 dpi)• Headline (7 words max)• Body text (50-70 words max)• URL	\$1,795
8	Closets Showcase	Four times a year		\$1,250
9	CNC Insider	Six times a year		\$1,795
Email Marketing			Rate per send	
Video Alert		Exclusive opportunity to promote your video, case study, white paper, or tech review using our pre-designed email templates	\$4,457	
Case Studies				
Tech Review				
White Paper				
Custom		Deploy your custom message to the right audience	\$4,862 per send for full list of 39,000 qualified woodworkers. Or you pick the list by choosing demographics and/or geo selects, \$500 set-up charge, 10,000 minimum at \$168/1,000 addresses	
Lead Nurturing/Trigger		Add a nurturing campaign to generate leads	\$4,457	

*All Rates are Net
35 of 36

Leave the creative work to us

Expertise: Let the Woodworking Network assist you in tackling some of your creative marketing challenges. All copy and design services are performed by individuals with years of experience in marketing and selling to wood products manufacturers. Our team knows the woodworking industry inside and out. We understand the needs of professionals who manufacture furniture, cabinetry, millwork, store fixtures and all kinds of specialty wood products, and we understand how to hit their hot buttons.

Whether you are looking to generate leads, build brand awareness, or stimulate instantaneous response, we can assist you in selecting the right products to influence your targeted audience segments at just the right times throughout the year.

Services include:

- Creative copywriting
- Ad design and layout
- Digital and print advertising services

There are no limits to creativity.

If you can think it, you can dream it...we'll work to help you make it happen. If you have an idea for your brand but not sure how to get there, please contact your Media Integration Manager and let us put our creativity to work.



Specifications

The typical full-page or ½ page ad or series will take between 3-5 hours for our team to create, modify with your changes, and finalize. Because of our understanding of the industry, you are sure to get the results you seek.

RATE:
\$250/hour

This cost will never have you paying for uptime for our creative staff to learn the industry or just how your products and services fit with our audience.

Elements needed to start the process for a print ad series:

- 1 Company and brand logos in a high-resolution format (.eps, .ai, .png, or .tiff) with no background
- 2 Access to high-res photos either in a zip file or on website
- 3 Decision on ad sizes and frequency for campaign

Contact your Media Integration Manager today to get started.

Woodworking Network

Build an integrated marketing plan that works for you.
Contact your Media Integration Manager today.



Tom Cahill

Midwest, PA, Quebec & Ontario
tom.cahill@woodworkingnetwork.com
(319) 432-3894



Emily Rogier

West, Southwest, TN, Western Canada
emily.rogier@woodworkingnetwork.com
(319) 640-6151



Pete Page

Southeast, Mid-Atlantic, New England
pete.page@woodworkingnetwork.com
(319) 777-1003