

Woodworking Network

MEDIA KIT 2024

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

DATA



PRINT



DIGITAL



EVENTS





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Why advertise with Woodworking Network?

Network (WWN) stands as the leading information source for professional woodworkers, cabinet makers, furniture manufacturers, home organization, closet companies and more, serving both small to medium sized shops and large wood products manufacturers.

In today's crowded media space for consumers' attention, marketing choices are plentiful so choosing the right platform for your message is critical.

The 2024 media planner is arranged by the four pillars of marketing:



Each pillar 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.

WoodworkingNetwork

Your most trusted source in reaching the wood products manufacturing industry.

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.



CABINETRY

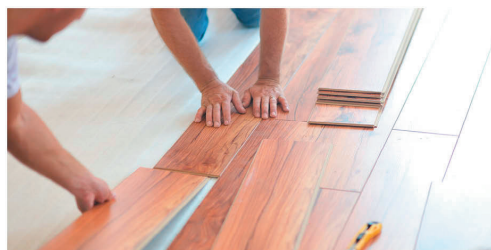
\$22.8 billion

Forecast to rise 3.1% annually to \$26.5 billion in 2026.

Source: 2021, The Freedonia Group, U.S. Cabinets (February 2023)

The global market is expected to grow from \$134.4 billion to \$147.15 billion in 2023 and is expected to reach \$199.9 billion by 2027.

Source: Reportlinker.com, Kitchen Cabinet Global Market Report 2023 (May 2023)



FLOORING

\$5.75 billion

Source: Catalina Research

The North America market was estimated at \$7.38 billion in 2022 and is projected to reach \$8.95 billion in 2030, while the global market was \$6.72 billion and is expected to reach \$101.31 billion by 2030, respectively.

Source: Research and Markets, North America Wood Flooring Market Size, Share & Trends Analysis Report



CONTRACT FURNITURE

\$14.1 billion

2022 preliminary estimates are \$16.163 billion

Source: S&P Global Market Intelligence/BIFMA (updated April 2023)

North American market figures are \$20.843 billion, a rise 4.2% rise over the previous year and forecasted to reach \$24.686 billion in 2022.

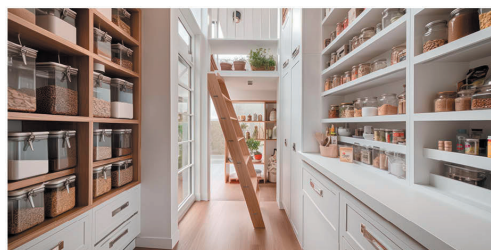


WINDOWS & DOORS

\$35 billion

Forecasted to increase slightly to \$35.9 billion in 2026 from an elevated 2021 base.

Source: The Freedonia Group, U.S. Windows & Doors (December 2022)



HOME ORGANIZATION PRODUCTS

\$13.5 billion (by 2025)

By 2025, modular home organization units are forecast to rise 2.9% per year to \$3.4 billion, closet modular units are forecast to increase 3.0% annually to \$2.0 billion, and garage organization units are forecast to increase 2.7% per year to \$3.4 billion.

Source: The Freedonia Group, Home Organization Products (June 2021), Modular Home Organization Products (August 2021), and Garage Organization Products (August 2021).

Global market size was valued at \$12.0 billion in 2022 and is projected to reach \$15.9 billion by 2030.



RESIDENTIAL FURNITURE

\$34.8 billion

Projected to register a CAGR of greater than 3% during the forecast period (2023-2028).

Source: Mordor Intelligence, U.S. Furniture Market Size & Share Analysis - Growth Trends & Forecasts (2023 - 2028).

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

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

+ Furniture + Cabinets + Millwork + Store Fixtures + Organized Storage Solutions + 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.



DIGITAL

Digital opportunities to help you achieve your marketing objective in this high-impact space including advertising on woodworkingnetwork.com, averaging 300K+ views monthly, newsletter ads, digital platform sponsorships and social channel campaigns.



PRINT

Solid B2B publications, FDMC and Closets & Organized Storage, delivers to more than 75,000+ wood manufacturing and closet professionals combined.



EVENTS

The power of connection and community at five Woodworking Network owned live events, providing education and networking to more than 29,000 woodworking executives to date.

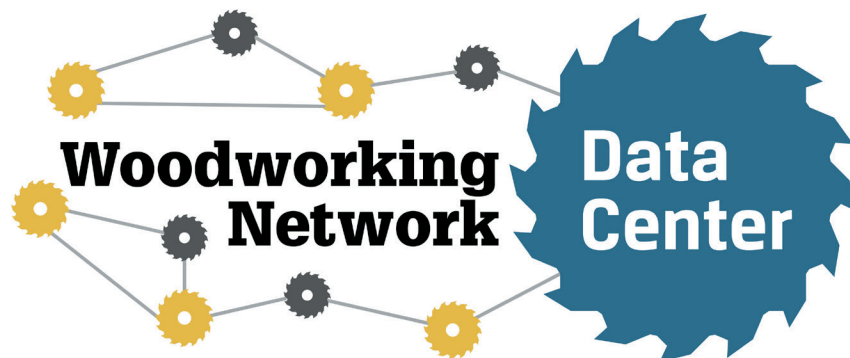


DATA

The world's largest database of active wood products manufacturers - **more than 153,342 subscribers** to our various products at **more than 101,000+ sites**.

Woodworking Network

CHANNELS

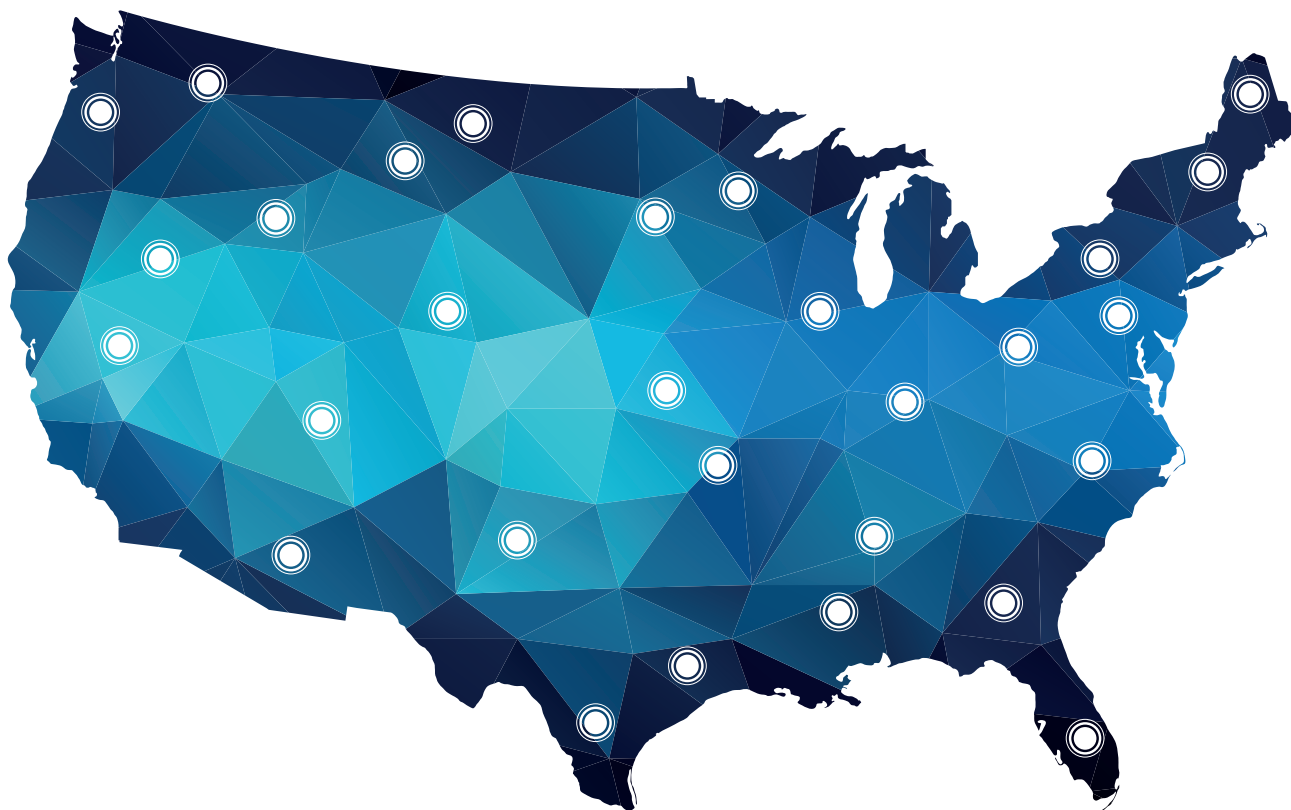


Clean, fresh, up-to-date data, giving you access to more than 153,000 subscribers to our various products at more than 101,000 sites.

The world's largest, most up-to-date repository of people and businesses who design and manufacture cabinetry, furniture, closets, millwork, store fixtures, and myriad other products out of wood and wood-based substrates.

Use for:

- Sales territory planning
- Distribution engagement
- Targeted promotions
- Market share calculation
- Data cleansing
- Data verification

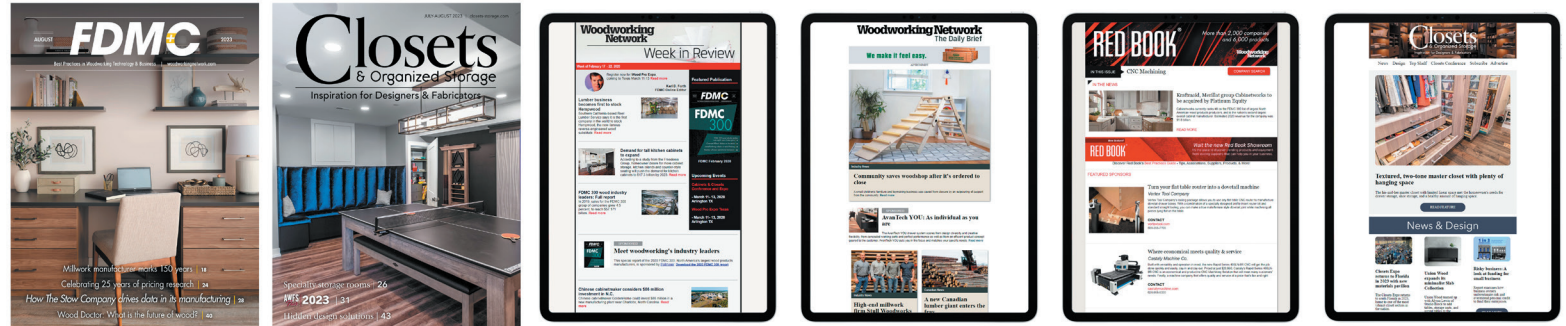


Select by:

- Primary end product produced
- Number of employees
- Number of sites by primary business
- FDMC 300
- Engagement score
- Title/Job function
- Site/Location/Geography
- FDMC300 ranking
- Engagement score

Select by the product channels our audience chooses to receive from the Woodworking Network.

Product Channels

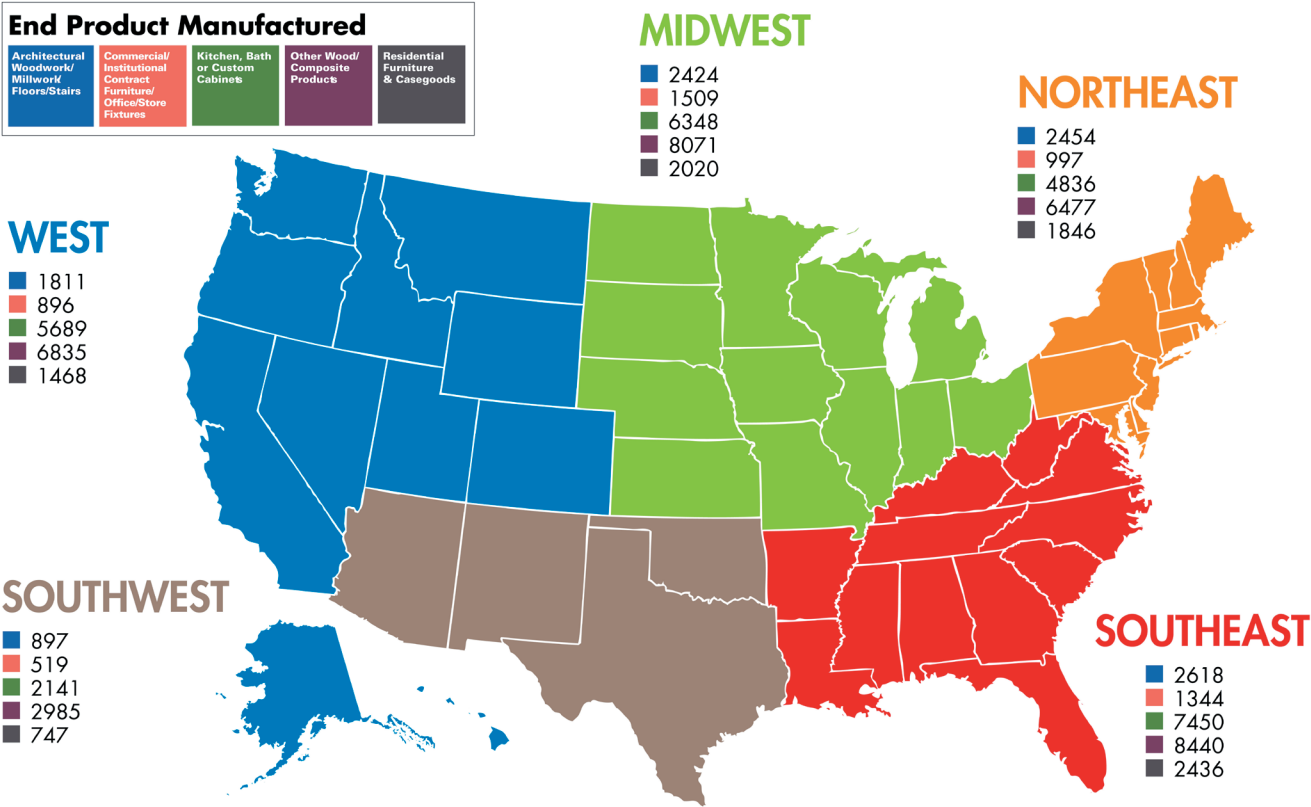


| | FDMC Magazine | Closets & Organized Storage Magazine | Week in Review e-Newsletter | Daily Brief e-Newsletter | Red Book e-Newsletter | Closets & Organized Storage e-Newsletter |
|--|---------------|--------------------------------------|-----------------------------|--------------------------|-----------------------|--|
| FDMC Magazine | 63,303 | 11,855 | 21,362 | 19,338 | 19,809 | 7,586 |
| Closets & Organized Storage Magazine | 11,855 | 24,315 | 5,523 | 5,910 | 6,087 | 8,591 |
| Week in Review e-Newsletter | 21,362 | 5,523 | 25,300 | 21,022 | 20,761 | 7,948 |
| Daily Brief e-Newsletter | 19,338 | 5,910 | 21,022 | 29,564 | 21,502 | 9,714 |
| Red Book e-Newsletter | 19,809 | 6,087 | 20,761 | 21,502 | 26,015 | 10,325 |
| Closets & Organized Storage e-Newsletter | 7,586 | 8,591 | 7,948 | 9,714 | 10,325 | 15,402 |

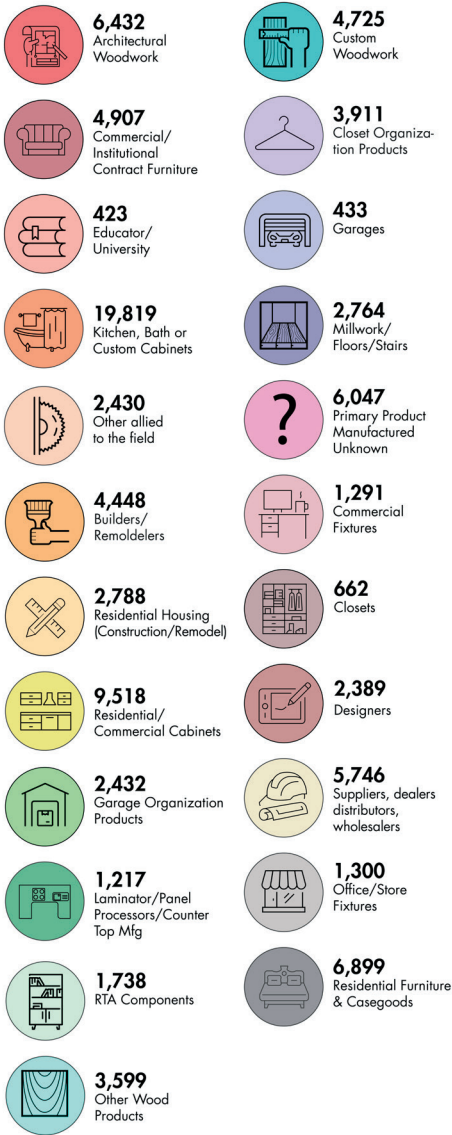
DATA

Reach our audience in the business sectors most important to helping you achieve your marketing goals.

Segment by region and by end product manufactured.
Further segmentation can be achieved by drilling down to specific states in your target reach.



Number of sites by Primary Business
Grand Total: 100,878



We're ready to put our powerful Woodworking Network Data Center to work for you.

Contact your Media Integration Manager today. They can demo our PowerBI platform of data to help you build your custom target to the Woodworking Network audience.

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.

Rate: \$9,581 for the full Woodworking Network Site Database

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



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

Unrivalled 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.



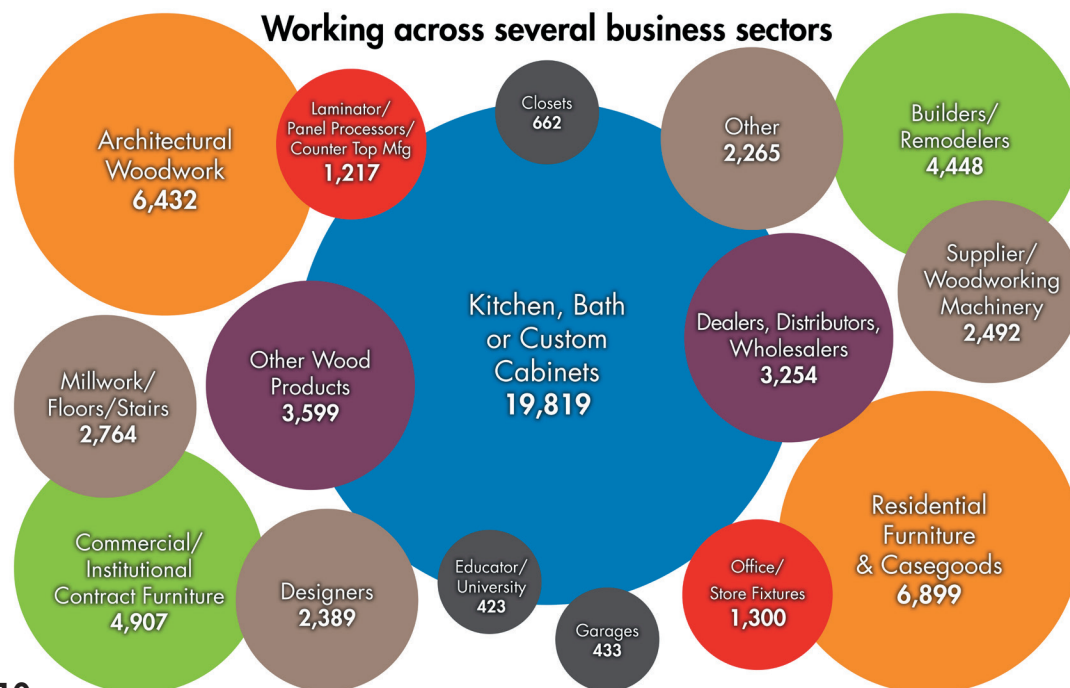
FDMC magazine is the premiere publication for woodworking industry professionals, with the largest circulation and the best content of any woodworking magazine anywhere on the globe. As the flagship publication of Woodworking Network, **FDMC** has been in publication for more than 40 years and still 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 2024 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 63,000+ woodworking industry professionals who receive **FDMC** have requested it and they want it.

Working across several business sectors

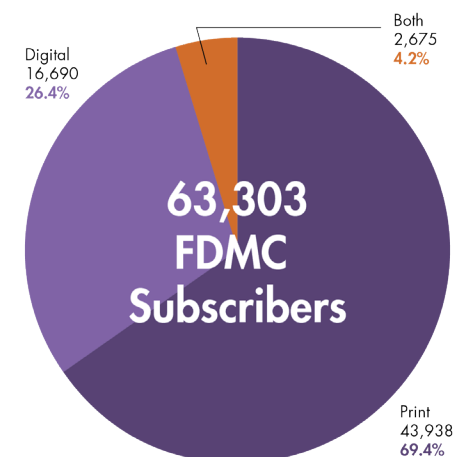


Print...it's simply NOT "dead"

At least not with your customers and prospects. Woodworking professionals request it because they want to read it. When presented with the choice, only 29.8% request a digital version. And 4.7% of those chose both print and digital. 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. 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



RED BOOK®

PRINT

The Annual Red Book Resource Guide for Best Practices is produced each February 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: acknowledged in our expanded ad index and a free product photo and copy to ensure visibility in this blockbuster issue.

Issue Closing Date: January 15, 2024 **Materials Due:** January 19, 2024



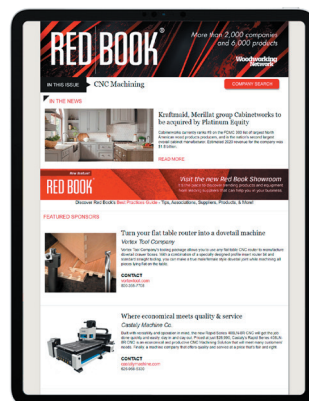
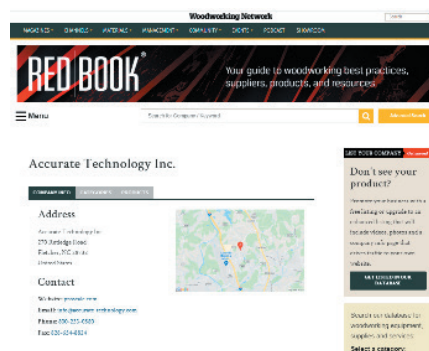
Check out Red Book's value add options:

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.

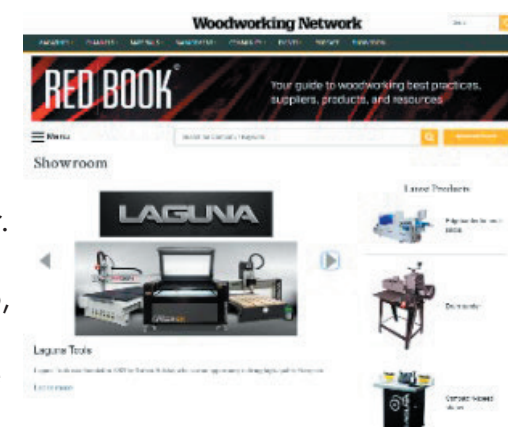
Red Book Alerts

Weekly newsletter sent every Wednesday to more than 29,000 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 \$1,242 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

Learn more about each offering in the Digital section beginning on page 20.












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

2024 Editorial Calendar

* Topics subject to change

| | Editorial Topics | Show Focus | Product Focus | Closing/Material Dates | |
|---|---|--|--|--|---|
| January | Technology: Tooling Education & training | Closets Conference & Expo/ WPE Illinois, April 17-19 | Hardware | Closing: 12/5 Material due: 12/11 |  |
| February | CNC technology | Closets Conference & Expo/ WPE Illinois, April 17-19 | Components & outsourcing | Closing: 1/8 Material due: 1/12 |  |
| RED BOOK <i>Now published in February.</i> | A resource guide for best practices on all facets of woodworking manufacturing | | Featured products from all market segments | Closing: 1/15 Material due: 1/19 |  |
| March | Exclusive report: Cabinet trends CPA Design Portfolio | Closets Conference & Expo/ WPE Illinois, April 17-19 | Finishing & sanding | Closing: 2/5 Material due: 2/9 |  |
| April <i>Now featuring the FDMC300!</i> |  Exclusive report: FDMC 300 Lean manufacturing | | Software | Closing: 3/5 Material due: 3/11 |  |
| May | Architectural millwork Finishing Forum | | Wood waste management | Closing: 4/5 Material due: 4/10 |  |
| June | Custom furniture Appeal for Pricing Survey projects | | Tooling | Closing: 5/6 Material due: 5/10 |  |
| IWF Pre-Show Planner Polybagged with June + distributed digitally in June and July | A comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate | IWF, August 6-9 | | Closing: 5/10 Material due: 5/17 |  |










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2024 Editorial Calendar

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|-----------------------------|---|---|---|--|---|
| July | IWF show issue Gene Wengert on solid wood technology | WPE Lancaster, Oct. 2024 | Show products | Closing: 6/5 Material due: 6/10 |  |
| IWF Show Dailies | Official Show Daily distributed during IWF and includes news and happenings at the show | | | Closing: 6/26 Material due: 6/28 |  |
| August | Manufacturing technology | WPE Lancaster, Oct. 2024 | Hardware | Closing: 7/8 Material due: 7/11 |  |
| September | Veneer & veneering Brad Cairns on lean manufacturing | WPE Lancaster, Oct. 2024 SIBO, Oct. 24-26 | Components & outsourcing | Closing: 8/5 Material due: 8/9 |  |
| October Leadership Issue | WOOD 100, Market Leaders 40 Under 40, FDMC 300 Top 10 | SIBO, Oct. 24-26 | CNC automation | Closing: 9/6 Material due: 9/10 |  |
| November | Exclusive Report: FDMC Pricing Survey Panel processing and assembly | | Wood waste management | Closing: 10/7 Material due: 10/11 |  |
| December | Exclusive Woodworking Almanac & Industry Forecast for 2025 | | Editor's Picks of Top Products of 2024 | Closing: 11/5 Material due: 11/11 |  |



2024 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.

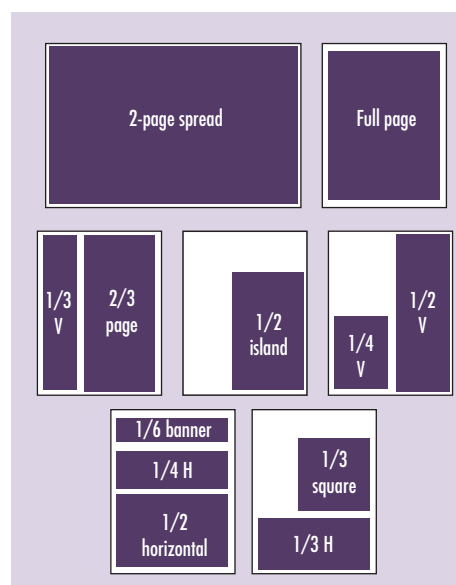
| Ad Unit | 2024 PRINT ADVERTISING RATES | | |
|-------------------------------------|---|----------|---------|
| | All rates are gross and include 4-color | | |
| | 1X | 6X | 12X |
| Spread (2 facing pages) | \$11,240 | \$10,469 | \$9,700 |
| Full page | \$7,617 | \$6,997 | \$6,436 |
| *NO BLEED ON FRACTIONAL ADS* | | | |
| 2/3 page | \$5,393 | \$5,088 | \$4,748 |
| 1/2 Page Island | \$5,036 | \$4,755 | \$4,476 |
| 1/2 Page Horizontal | \$4,616 | \$4,336 | \$4,195 |
| 1/2 Page Vertical | | | |
| 1/3 Page Horizontal | \$3,216 | \$3,047 | \$2,935 |
| 1/3 Page Square | | | |
| 1/3 Page Vertical | | | |
| 1/4 Page Horizontal | \$2,375 | \$2,235 | \$2,095 |
| 1/4 Page Vertical | | | |
| 1/6 Page Banner | \$2,080 | \$1,940 | \$1,799 |

| Ad Unit | 2024 CLASSIFIED AD RATES | | |
|-----------------------|-----------------------------|-------|-------|
| | Rates are net per insertion | | |
| | 1X | 6X | 12X |
| Column = 2 3/16" wide | | | |
| 1" x 1 column | \$334 | \$300 | \$267 |
| 2" x 1 column | \$433 | \$414 | \$394 |
| 3" x 1 column | \$513 | \$460 | \$433 |
| 4" x 1 column | \$601 | \$567 | \$534 |
| 5" x 1 column | \$667 | \$634 | \$567 |
| 6" x 1 column | \$734 | \$700 | \$667 |

Ad Closing Dates for 2024

| | Ad Sales |
|---------------------|----------|
| January | 12/5/23 |
| February | 1/8/24 |
| *Red Book | 1/15/24 |
| March | 2/5/24 |
| April | 3/5/24 |
| May | 4/5/24 |
| June | 5/6/24 |
| IWF Preshow Planner | 5/10/24 |
| July | 6/5/24 |
| IWF Show Dailies | 6/26/24 |
| August | 7/8/24 |
| September | 8/5/24 |
| October | 9/6/24 |
| November | 10/7/24 |
| December | 11/5/24 |

*NEW issue date





2024 Print Specs



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 |

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

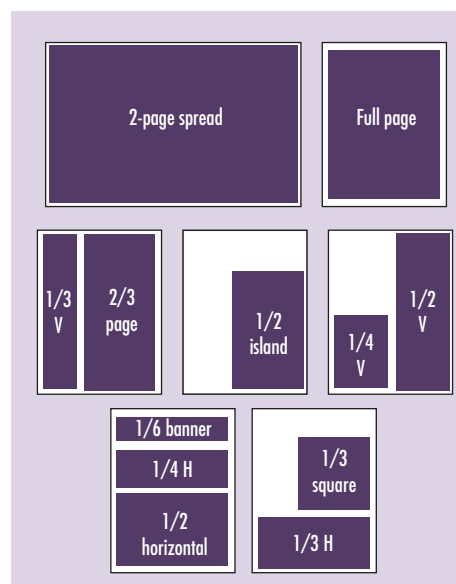
Password: Admaterial2013

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

Material Due Dates for 2024

| | Materials |
|---------------------|-----------|
| January | 12/11/23 |
| February | 1/12/24 |
| <i>*Red Book</i> | 1/19/24 |
| March | 2/9/24 |
| April | 3/11/24 |
| May | 4/10/24 |
| June | 5/10/24 |
| IWF Preshow Planner | 5/17/24 |
| July | 6/10/24 |
| IWF Show Dailies | 6/28/24 |
| August | 7/11/24 |
| September | 8/9/24 |
| October | 9/10/24 |
| November | 10/11/24 |
| December | 11/11/24 |

**NEW issue date*



Closets & Organized Storage

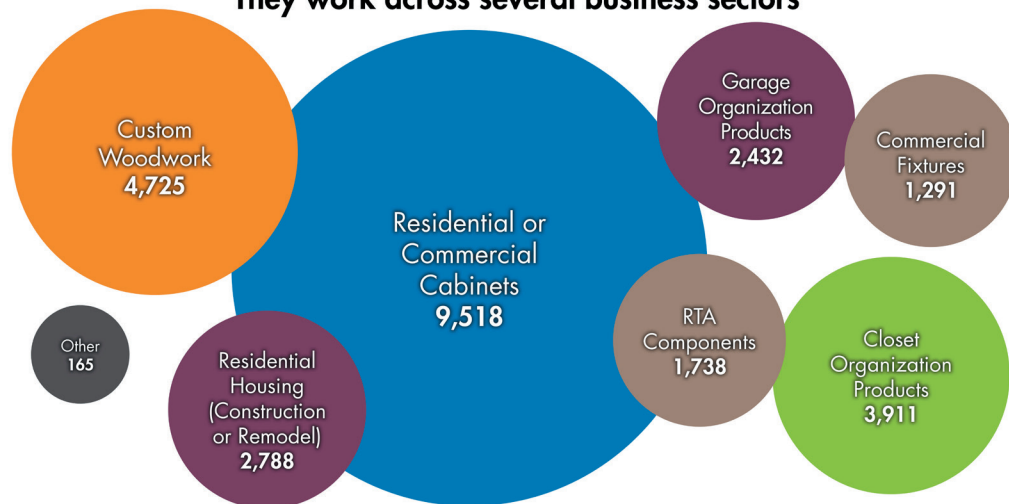
Inspiration for Designers & Fabricators

PRINT



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.

They work across several business sectors



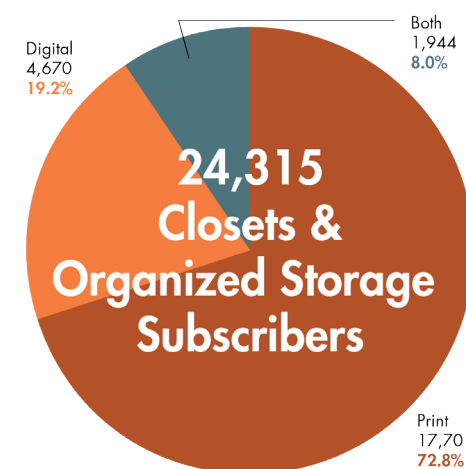
It's an outstanding value for reaching this niche market

There is nothing like **Closets & Organized Storage** 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.

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



In Every Issue:

- Designer Notebook – successful projects
- Front Office – marketing and business tips
- Materials & Trends – what's trending in materials, colors and finishes
- ACSP Update
- Editors Column
- New products by category and relevance

2024 Editorial Calendar

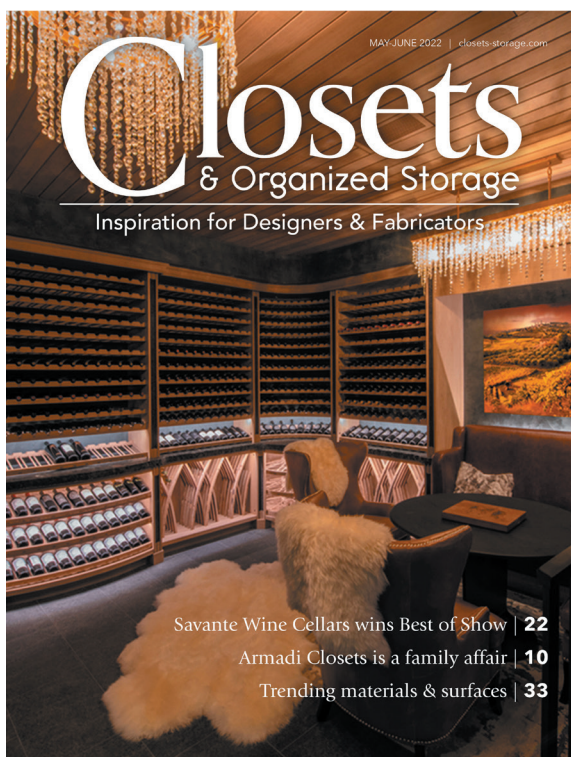
* Topics subject to change

| | Editorial Topics | Management | Product Focus | Closing/Material Dates | |
|--------------------------|---|---|-----------------------|---|---|
| January/February | Functional and Stylish Kitchen & Bath Storage Preview: KBIS 2024, February 27-29, Las Vegas, NV Preview: Closets Conference & Expo, April 17-19, Schaumburg, IL | Sustainable Business Practices | Decorative hardware | Closing: 12/14 Material due: 12/18 |  |
| March/April | Custom Closet Styles & Finishes Preview: Milan Design Week, April 16-21, Italy Preview: ICFF, May 19-21, New York, NY Extra Distribution: Closets Conference & Expo | How to Develop Your Brand Influencer Marketing | Closet accessories | Closing: 2/21 Material due: 2/26 |  |
| May/June | Home Offices and Hidden Storage Preview: IWF Atlanta, August 6-9, Atlanta, GA | How to Become a Franchise or Dealer | Edgebanding | Closing: 4/22 Material due: 4/26 |  |
| July/August | Multifunctional Spaces in Apartments Extra Distribution: IWF 2024 | Employee Training and Development | Decorative surfaces | Closing: 6/21 Material due: 6/27 |  |
| September/October | Design issue Artificial Intelligence in Design Preview: Wood Pro Expo Lancaster, October, Lancaster, PA Preview: High Point Market, October 27-30, | Data-Driven Decision-Making in Business Operations | Software & technology | Closing: 8/19 Material due: 8/26 |  |
| November/December | State of the Industry Technology and Smart Storage Preview: KBIS 2025 | Client & Vendor Management Best Practices | Sliding doors | Closing: 10/18 Material due: 10/25 |  |

Closets

& Organized Storage
Inspiration for Designers & Fabricators

2024 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

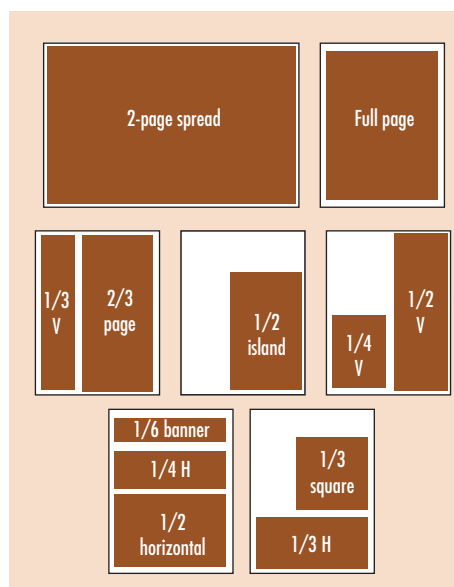
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

| Ad Unit | 2024 PRINT ADVERTISING RATES All rates are gross and include 4-color | |
|-------------------------------------|---|---------|
| | 1X | 6X |
| Spread (2 facing pages) | \$10,124 | \$8,393 |
| Full page | \$5,679 | \$4,796 |
| *NO BLEED ON FRACTIONAL ADS* | | |
| 1/2 Page Island | \$3,595 | \$3,102 |
| 1/2 Page Horizontal | \$3,462 | \$2,990 |
| 1/2 Page Vertical | | |
| 1/3 Page Horizontal | \$2,124 | \$1,967 |
| 1/3 Page Square | | |
| 1/3 Page Vertical | | |
| 1/4 Page Horizontal | \$1,731 | \$1,574 |
| 1/4 Page Vertical | | |

| Ad Unit Column = 2 3/16" wide | 2024 CLASSIFIED AD RATES Rates are per insertion | |
|----------------------------------|---|-------|
| | 1X | 6X |
| 1" x 1 column | \$334 | \$300 |
| 2" x 1 column | \$433 | \$414 |
| 3" x 1 column | \$513 | \$460 |
| 4" x 1 column | \$601 | \$567 |
| 5" x 1 column | \$667 | \$634 |
| 6" x 1 column | \$734 | \$700 |

Closing Dates for 2024 Issues

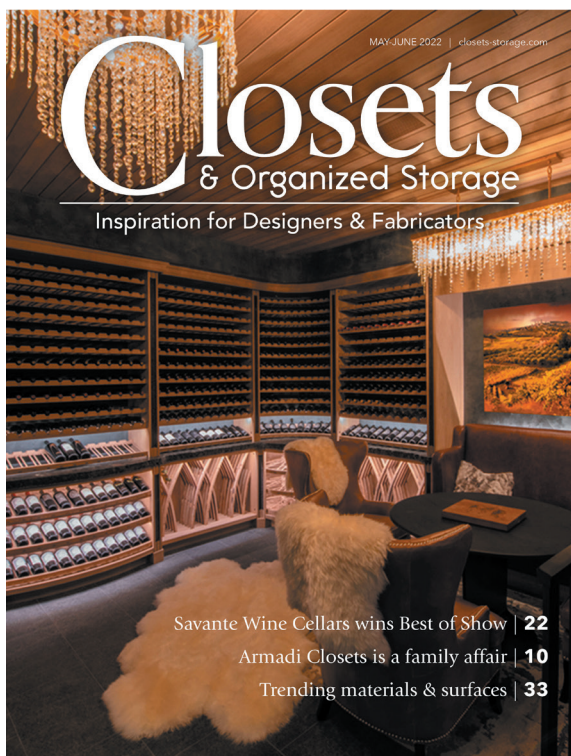
| | Ad Sales |
|-------------------|----------|
| January/February | 12/14/23 |
| March/April | 2/21/24 |
| May/June | 4/22/24 |
| July/August | 6/21/24 |
| September/October | 8/19/24 |
| November/December | 10/18/24 |



Closets & Organized Storage

Inspiration for Designers & Fabricators

2024 Print Specs



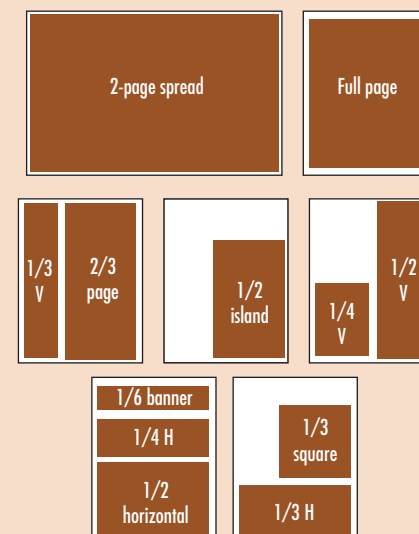
| Ad Unit (showing bleed dimensions) | Standard Dimensions width x depth | | Bleed Dimensions |
|---------------------------------------|--|-------------|--|
| | Inches | Millimeters | |
| Spread (2 facing pages) | 16 x 10.75 (see dimensions for live area and trim) | 388 x 254 | Bleed = 16 x 10.75; Live 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 2024

| | Materials |
|-------------------|-----------|
| January/February | 12/18/23 |
| March/April | 2/26/24 |
| May/June | 4/26/24 |
| July/August | 6/27/24 |
| September/October | 8/26/24 |
| November/December | 10/25/24 |



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>



Digital – the wise choice to generate immediate response

So many choices in the high-impact space of digital advertising, it's important to identify which medium to use to achieve each specific objective and how to make your media spend count.

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.

| WoodworkingNetwork.com Advertising | | | |
|------------------------------------|---|---|-------------------|
| Ad | Unit | Dimensions | Rate* (cpm) |
| 1 | Leaderboard | 970w x 90h (320x50 mobile) | \$100 |
| 2 | Medium Rectangle 1 & 2 | 300w x 250h | \$100 |
| 3 | Half Page Banner | 300w x 600h | \$86 |
| 4 | Welcome Banner | 300w x 250h | \$133 |
| 5 | Inline Ad | 300x250 image, text ad link, 7 word headline, 50 word body copy | \$133 |
| 1-5 | Road Block - Block all the ad spots for one day | Multiple ad sizes | \$201 |
| 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.

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 300,000 views per month, 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 everbefore looking for valuable information.



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.

More than 30k podcast downloads/listens to date with an average of 1,000 per month and growing.

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.

Woodworking Network visitor campaign: \$96 (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.

Produced Webinar: \$2,420 per webinar
Hosted Webinar: \$6,058 per webinar

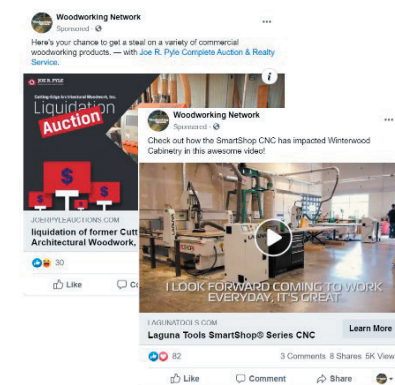
[View the schedule](#)

Sponsored Facebook/Instagram Campaigns

Reach our audience on Facebook and Instagram. With a sponsored campaign, 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.

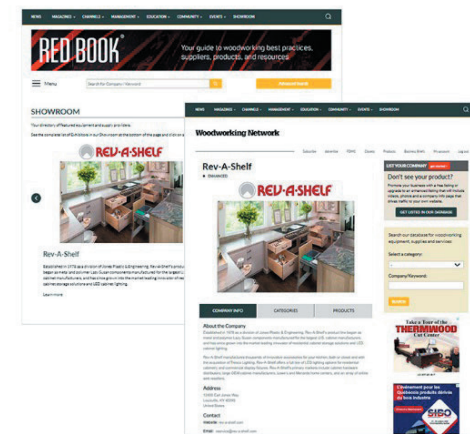
Base campaign: \$4,457 per post

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 February (**NEW ISSUE DATE IN 2024**) and mailed and emailed to our audience of 63,000+.



Showroom Listing: \$1,242

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.

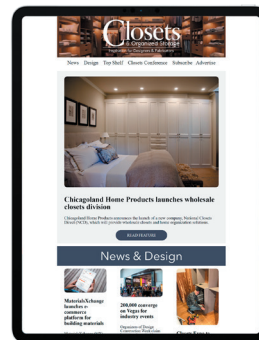


Daily Brief

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: 33,000+
Averages 24.4% open rate

Inline Ad: \$790 per send
Leaderboard Ad: \$1,061 per send or \$5,676 weekly (6 times)
Video: \$964 per send or \$4,548 weekly (6 times)



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 25.1% open rate

Inline Ad: \$790 per send



Red Book Alert

Spotlight on new product technology and services which guarantees qualified opens.

Delivers every Wednesday at 9am CDT
Audience: 29,000+
Averages 24.2% open rate

Inline Ad: \$790 per send

[View the schedule](#)



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: 24,000+
Averages 23.2% open rate

Inline Ad: \$790 per send

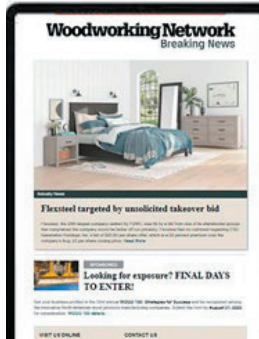


WMS Canadian News

We keep our audience informed as breaking industry events occur.

Audience: 10,000+
Averages 26.8% open rate

Inline Ad: \$790 per send



Breaking News

We keep our audience informed as breaking industry events occur.

Audience: 33,000+
Averages 25.7% open rate

Exclusive Opportunity: \$956 per send

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 3 or more Woodworking Network emails 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 32,000+ woodworking professionals.

Inline Ad: \$1,974

| Schedule | | |
|-------------|--------------|--------------|
| January 26 | July 26 | July 28 |
| February 23 | August 30 | August 25 |
| March 29 | September 27 | September 29 |
| April 26 | October 25 | October 27 |
| May 17 | November 22 | November 17 |
| June 28 | December 20 | December 15 |

Closets Showcase



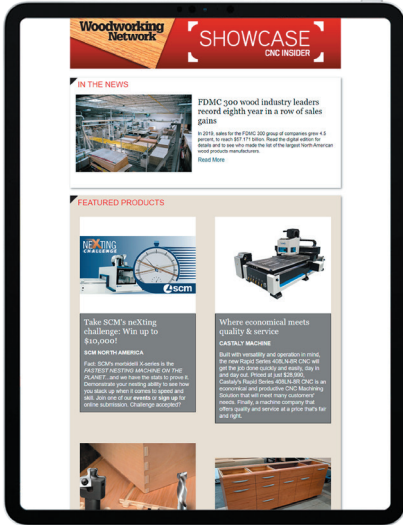
Averages 35.9% open rate
Lead-generator

More than 10,000 closets and organization professionals need your products and look to the Closets Showcase to deliver.

Inline Ad: \$1,375

| Schedule | |
|----------|------------|
| April 16 | August 20 |
| June 18 | October 15 |

CNC Insider



Averages 40.8% open rate
Lead-generator

CNC focused case studies, products, and content delivered to 33,000+ precision woodworkers.

Inline Ad: \$1,974

| Schedule | |
|------------|--------------|
| January 11 | July 11 |
| March 14 | September 12 |
| May 9 | November 14 |

Email Marketing

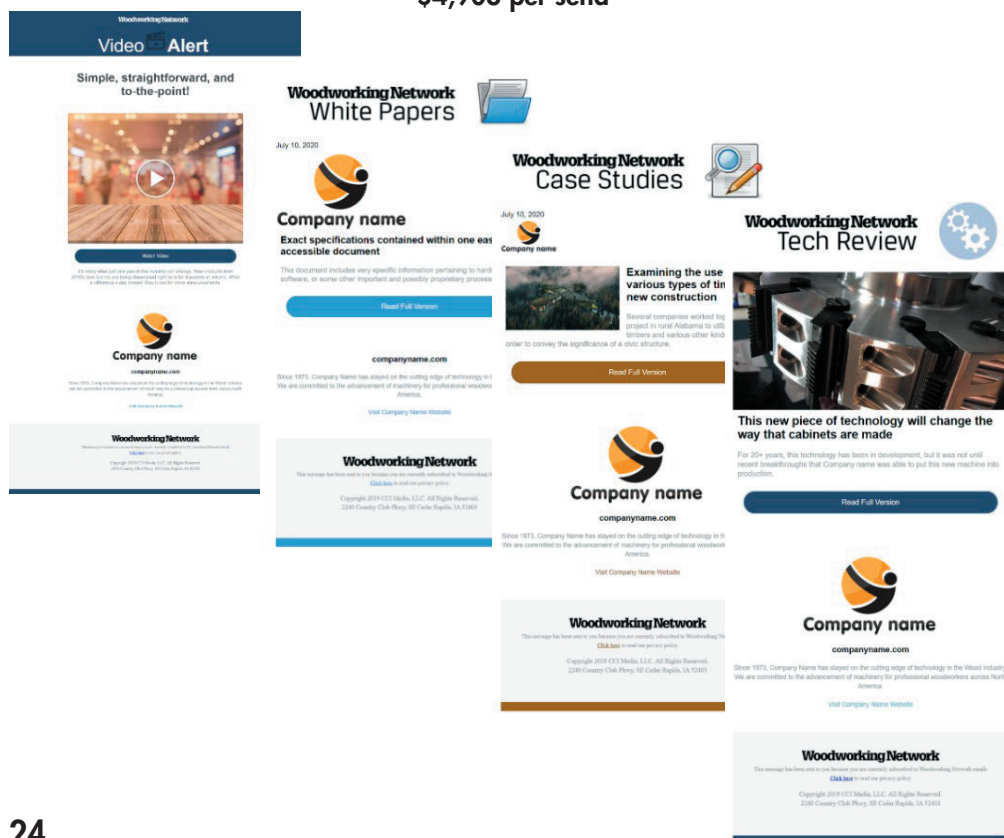
Leverage the Woodworking Network database to send your exclusive message to our audience of qualified woodworking professionals, your customers.

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.

\$4,903 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.

\$5,348 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 \$185/1,000



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.

\$4,903 per send

Woodworking Network

2024 Digital Rates

*All Rates are Net

| WoodworkingNetwork.com Advertising | | | |
|------------------------------------|---|---|-------------------|
| Ad | Unit | Dimensions | Rate* (cpm) |
| 1 | Leaderboard | 970w x 90h (320x50 mobile) | \$100 |
| 2 | Medium Rectangle 1 & 2 | 300w x 250h | \$100 |
| 3 | Half Page Banner | 300w x 600h | \$86 |
| 4 | Welcome Banner | 300w x 250h | \$133 |
| 5 | Inline Ad | 300x250 image, text ad link, 7 word headline, 50 word body copy | \$133 |
| 1-5 | Road Block - Block all the ad spots for one day | Multiple ad sizes | \$201 |
| 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 | \$96 |
| Woodworking Network look-alike campaign | | \$82 |



2

2

5

4

| Webinar Sponsorship | | |
|---------------------|--|---------------------|
| Produced Webinar | Exclusive content developed and produced by our editorial team | \$2,420 per webinar |
| Hosted Webinar | You supply the Webinar content and we do the complete Webinar production | \$6,058 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 | \$1,242 per listing |

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

| Social/Sponsored Facebook Posts | |
|--|------------------|
| Traffic campaign on Facebook with an estimated reach of 30,000 – 100,000 | \$4,457 per post |

| Woodworking Network Site Database | |
|--|---------|
| Full database or demo/geo selects for 0.15 per site. | \$9,581 |

| Sponsored Content | |
|---|---------|
| Place your content on woodworkingnetwork.com and we'll drive traffic to it. | \$4,500 |

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

2024 Digital Rates

*All Rates are Net



| 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 | \$1,061 per send -OR- \$5,676 weekly (6 times) |
| | | | Video <ul style="list-style-type: none"> 728 x Variable Height pixel image plus video URL | \$964 per send -OR- \$4,548 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 | \$790 |
| 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 | \$790 |
| 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 | | \$956 |

| Product Showcase Newsletters (includes leads) | | 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 | \$1,974 |
| 8 | Closets Showcase | Four times a year | | \$1,375 |
| 9 | CNC Insider | Six times a year | | \$1,974 |

| 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 | \$4,903 |
| Case Studies | | |
| Tech Review | | |
| White Paper | | |
| Custom | Deploy your custom message to the right audience | \$5,348 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 \$185/1,000 addresses |
| Lead Nurturing/Trigger | Add a nurturing campaign to generate leads | \$4,903 |

*All Rates are Net

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.



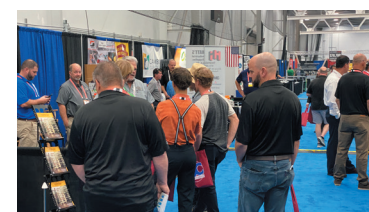
75%*

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 Machinery & Supply Conference and Expo

November 2-4, 2023 | International Centre, Mississauga, Ontario

The National Event for Canada's Wood Industry

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!

WMS will make a welcomed return in 2023 for woodworking machinery and supply companies that 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 ■ Decorative surfaces ■ Solid wood processing equipment ■ Wood components ■ Advanced CNC equipment
- Portable power pools ■ Cutting tools ■ Panel products, lumber, veneer ■ Sanding & finishing equipment & materials
- Closet, garage & home organization products ■ Computer software ■ Green products ■ Functional and decorative hardware & fasteners

By The Numbers

WMS

**Top 2
reasons**

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

87%

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

1. Obtain sales leads
2. Close sales
2. 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 attendees stated that they plan to attend the next WMS.

**More than
76%**

of attendees have specifying and/or purchasing authority.

To reserve booth space, please contact:
Gavin McAuliffe
gavin@corcexpo.com | 312-265-9649

To inquire about advertising or sponsorship opportunities, please contact
Harry Urban
harry.urban@woodworkingnetwork.com | 708-373-4344

Visit the WMS event site



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.

By The Numbers

Closets Conference & Expo | Wood Pro Expo



88% 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.

63% downloaded the Whova app.

90% found the app helpful in connecting with exhibitors and other attendees.

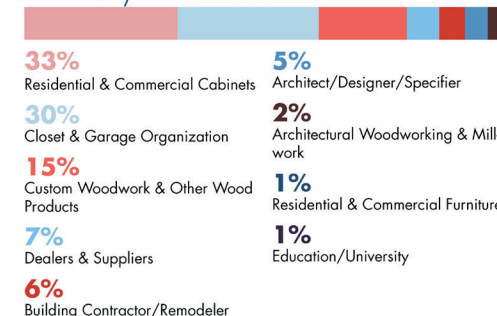
Job Function *

73% Owner/Partner/Corporate Management
39% Closet/Kitchen Design
13% Marketing/Sales

11% Production Management
5% Purchasing

*Multiple job functions allowed per attendee.

Primary Business

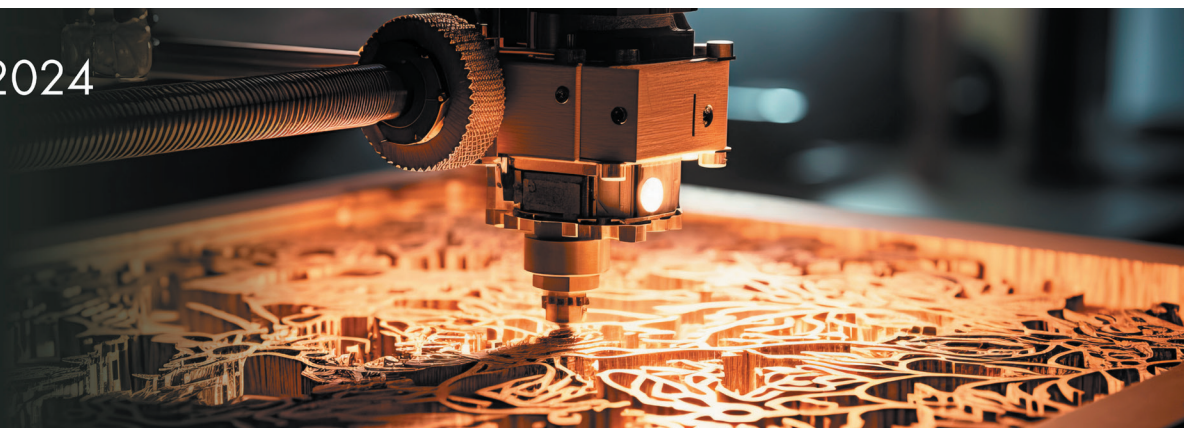


To reserve booth space, advertising or sponsorship opportunities, please contact:
Laurel Didier, Closets & Organized Storage Publisher & Exhibit Sales
Laurel.didier@woodworkingnetwork.com | 847-334-3038

Visit the Closets event site

Visit the WPE event site

Spooky Nook
Sports Center
Manheim, PA -
Lancaster County



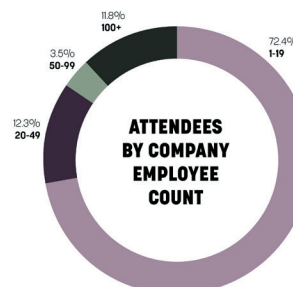
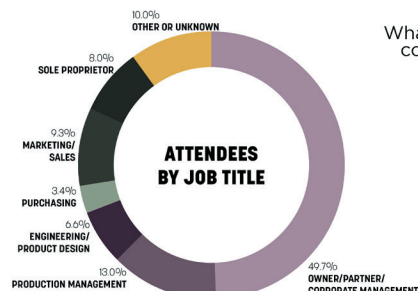
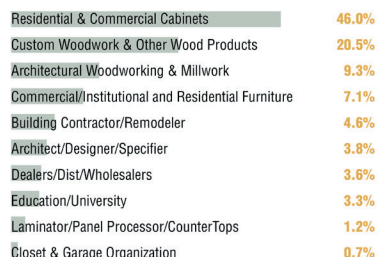
Wood Pro Expo Lancaster is the only professional woodworking event in 2024 to serve the Northeast and Mid-Atlantic regions. Exhibitors can expect strong participation from not only Pennsylvania, but the woodworking base from the surrounding states. Surrounded by woodworking-rich states, with New Jersey and Delaware on the east, West Virginia and Virginia to the south/southwest, New York and Massachusetts to the north/northwest, and Ohio on the west, it's an exceptional opportunity to cash in by meeting cabinet makers, custom woodworkers, and other wood product manufacturers from the region. Wood Pro Expo Lancaster's two-day event includes not only a booming expo hall, but also educational opportunities to help attendees improve their businesses.

Wood Pro Expo

70.7%
Final Decision Maker

36.2 %
Specify or Recommend

5.2%
No influence



- #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!

Lewis Goldman, Show Manager

lewis@woodproexpo.com | 800-969-2212

SIBO

Salon Industriel du Bois Ouvré

Quebec's Industrial Woodworking Show

Expo

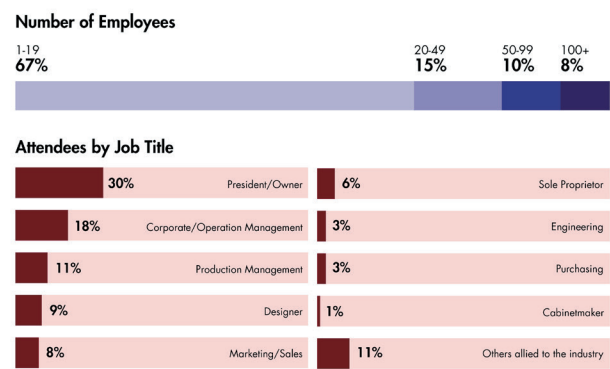
October 24-26 | Drummondville, Québec, Canada



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 and nearly 1,000 professional woodworkers from Quebec and the surrounding provinces and states passed through the doors of the 2022 show.

The three day event will be held at Centrexpo Cogeco in Drummondville, Quebec, just a 90-minute drive for 70% of the population and the vast majority of business in Quebec.

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



By The Numbers

SIBO Expo



Attendee Buying Power

54%

approve the purchase of machinery, products and services

29%

recommend the supplier or product

13%

evaluate and specify products for purchase



To reserve booth space, please contact Rob Roszell
rob.roszell@woodworkingnetwork.com | 919-725-6604

To inquire about advertising or sponsorship opportunities, please contact Kim Lebel
kim.lebel@woodworkingnetwork.com | 773-842-7509

Visit the SIBO event site

IWF ATLANTA

STAND OUT IN THE CROWD AT IWF ATLANTA

The International Woodworking Fair® is one of the world's top events for the custom and general woodworking industries. Woodworking Network offers a number of outstanding sponsorship and advertising opportunities to help exhibitors reach attendees and stand out at IWF 2024.



IWF 2022 Pre-Show Planner



IWF 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 IWF pre-registration list. The pre-show planner is worth the investment and is sure to deliver results for you in 2024.

Ad Closing: 5/10/24
Materials Due: 5/17/24

Refer to standard pricing

PREVIEW ISSUES AND SHOW DISTRIBUTION



Closets & Organized Storage

May/June

Includes a preview of closet and home storage exhibitor's products you'll see on the IWF expo floor.

Ad Closing: 4/22/24
Materials Due: 4/26/24

July/August

Bonus distribution of the July/August issue at IWF.

Ad Closing: 6/21/24
Materials Due: 6/27/24



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: 6/5/24
Materials Due: 6/10/24

IWF

ATLANTA

TRAFFIC DRIVERS: Draw attention to your booth at IWF



IWF Today Show Dailies

The only official show daily distributed to all attendees during IWF at the entrances of the Georgia World Congress Center and at the registration desk. Two editions will be distributed, one on the first day and another on the third day of the show, plus digital distribution that will include linking to your website. This comprehensive guide includes the world's largest IWF floor plan with advertisers highlighted plus up-to-date show happenings and things to do after hours, making it a well-received guide for attendees. This is your last-minute value to drive traffic to your booth.

Spread: \$4,366 for both issues

Full page: \$2,292 for both issues

Standard Half Page: no islands \$1,144 for both issues

Ad Closing: 6/26/24

Materials Due: 6/29/24

Product Sneak Peek—IWF Edition

Build anticipation for your product offerings in advance of the show. For 6 weeks leading up to IWF, we'll deliver Sneak Peek emails dedicated to showcasing exhibitors and their products to our Woodworking Network subscribers. This text ad opportunity includes your product image, a headline and 50 words of body copy, including your booth number at the show.

Inline ads: \$790

IWF 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-IWF to Woodworking Network audiences, and available on woodworkingnetwork.com.

Video: \$3,413



Closets Symposium and CNC Symposium at IWF Sponsorship

The Closets Symposium, moderated by Michaelle Bradford, Editor of Closets & Organized Storage, will address the latest trends in the closets industry. The CNC Symposium presents leading CNC technology pros discussing what's new, what's coming and offering practical advice for new and current CNC users and will be moderated by Will Sampson, Editorial Director of FDMC. A robust, multi-level sponsorship package is available for each symposium that includes but is not limited to:

- sponsor logo recognition on IWF educational mentions and signage,
- sponsor logo recognition on Woodworking Network promotional materials promoting the symposium,
- pre-event and during event recognition,
- plus more.

Gold Package: \$6,500 **Silver Package:** \$3,500 **Bronze Package:** \$2,000

[See the complete package deliverables](#)

AUDIENCE RECOGNITION

**Wood Industry 40 Under 40** January 2024**Co-Sponsorship: \$12,128**

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 IWF and other Woodworking Network events involving 40 Under 40 Class of 2024 honorees, as well as recognition throughout the year when the 40 Under 40 is referenced in editorial coverage in print and online.

**FDMC 300** April 2024**Co-Sponsorship: \$3,638**

Ranking of the 300 largest cabinet, furniture, millwork, store fixture, office/contract and component producers in North America. This sponsorship includes recognition when the rankings are published in the April 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 2024**Co-Sponsorship: \$3,638**

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 Illinois, April 2024 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 2024**Co-Sponsorship: \$5,000**

Popular, long-standing celebration held annually to honor designers for their creative closet and home organization designs. 3 sponsorships available. Investment includes sponsorship of the April awards reception during Closets Conference & Expo 2024, as well as engagement with finalists and winners. Your sponsorship also includes logo and linked URL included on the contest landing page on WoodworkingNetwork.com, in contest emails, and recognition when the Top Shelf Design Awards is referenced in editorial coverage in print and online.

**Veneer Tech Craftsman's Challenge** Summer 2024**Co-Sponsorship: \$6,064**

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

AUDIENCE RECOGNITION

**Market Leaders** September & October 2024**Co-Sponsorship: \$3,638**

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 recognition throughout the year when Market Leaders is referenced in editorial coverage in print and online.

**Wood 100** Fall 2024**Co-Sponsorship: \$3,638**

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 2024**Co-Sponsorship: \$3,638**

The industry's only custom woodworking pricing tool, an exclusive report for Woodworking Network, and a favorite for the **FDMC** audience. Prominent visibility in print and online. Sponsorship recognition as part of the published results in the November issue of **FDMC**, prominent visibility both in print and online, as well as recognition throughout the year when the Pricing Survey is referenced in editorial coverage in print and online.

**Almanac & Industry Forecast** December 2024**Co-Sponsorship: \$3,638**

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 63,000+ readers looking for business intelligence for the coming year. The 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.

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:

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

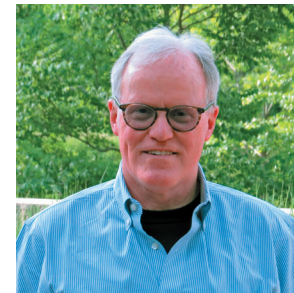
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