

# Closets & Organized Storage

Inspiration for Designers & Fabricators

**MEDIA KIT 2024**

Reaching the closets and home organization  
industry: In Print, Online, and In Person

A **Woodworking Network** Brand



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# Closets & Organized Storage

Inspiration for Designers & Fabricators

The only brand focused on the design, fabrication, sales, and installation of organized storage solutions.

Today, the closets and home organization market is a thriving \$13 billion industry and tapping into this niche industry has never been easier.

**Closets & Organized Storage** puts your messaging in the hands of 24,000+ professionals serving the industry. As the only print publication dedicated to the booming closets and home storage market, **Closets & Organized Storage** will connect you with the right buyers each and every issue. Couple that with our portfolio of communication tools across digital and at events and you have more ways than ever before to engage with your prospects and customers.

Explore the ways **Closets & Organized Storage** can help you reach your target audience in print, online or in person.

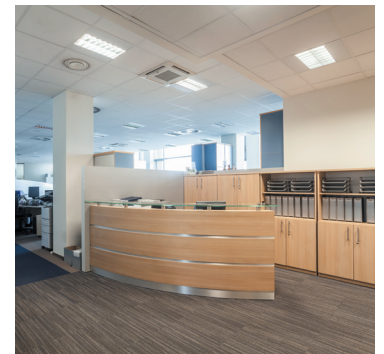




With a dedication to the entire closets and home organization industry, **Closets & Organized Storage** helps you reach the designers, franchises, dealers, independents, fabricators, installers, organizers, retailers and more.

A sampling of our reach to the closets and home organization industry:

- Artisan Custom Closets
- Bella Systems
- Bespoke Closets
- Buckeye Custom Cabinetry & Closets
- California Closets
- Canary Closets & Cabinetry
- Closet & Storage Concepts
- Closet America
- Closet Envy
- Closet Factory
- ClosetMaid
- Closets by Design
- Closets Las Vegas
- CLOZETIVITY
- CM Closet Design
- Encore Garage
- Inspired Closets
- Kitchen Wise & Closet Wise
- LA Closet Design
- Liberty Closet and Garage Co.
- More Space Place
- One Day Doors & Closets
- ORG Home
- Organized Living
- Organizers Direct Industries (ODI)
- P Miller Luxury Closets
- PremierGarage
- Saint Louis Closet Co.
- Sauder Closets
- ShelfGenie
- Susquehanna Closet & Garage Design
- The Closet Doctor
- The Closet Works Inc.
- The Couture Closet
- The Tailored Closet
- Timeless Closets & Cabinetry
- Up Closets
- WOW Your Closet





# Closets

## & Organized Storage

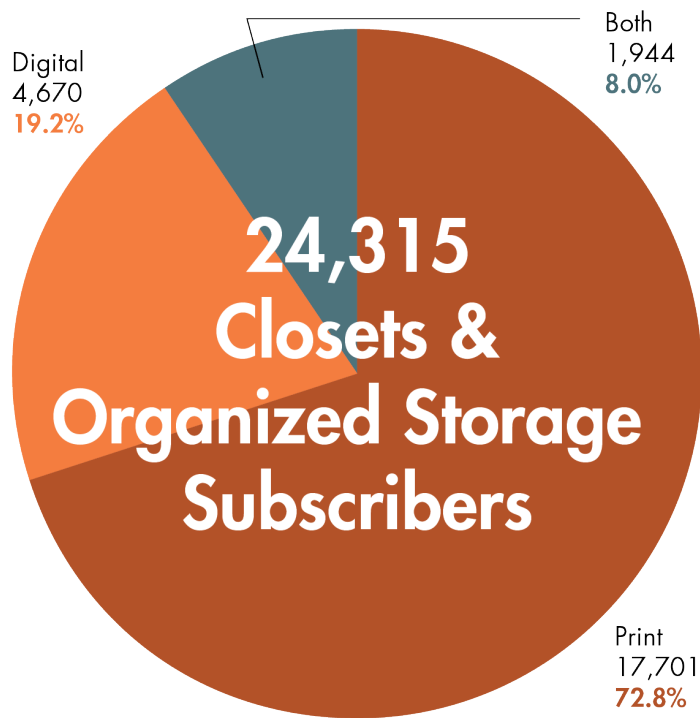
Inspiration for Designers & Fabricators



**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.

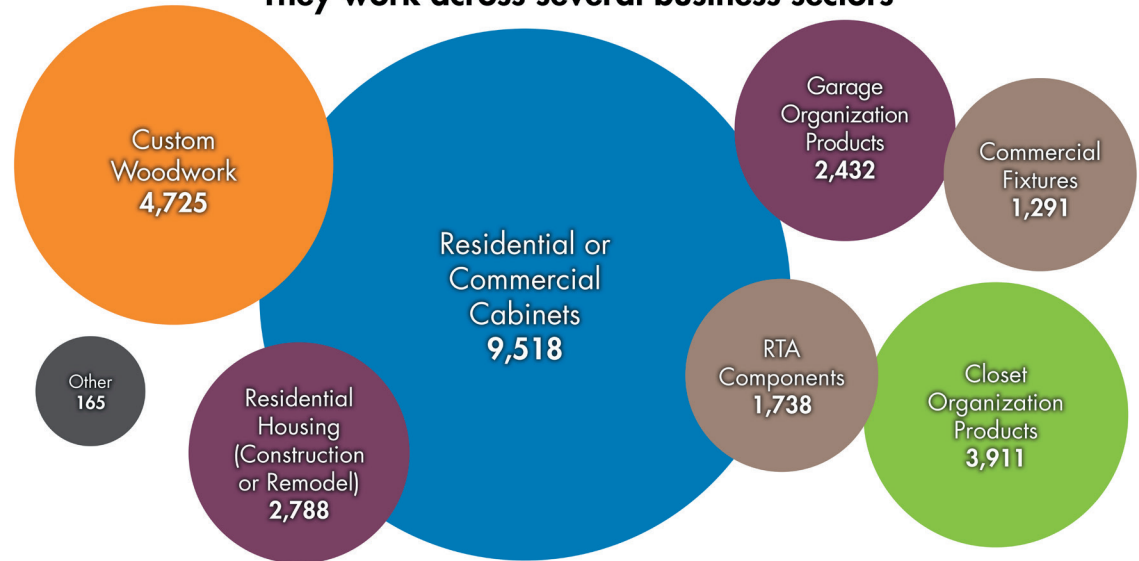


Reaching closet and home storage professionals is easy with **Closets & Organized Storage** magazine. All 24,000+ subscribers request it because they want it. They are the designers, franchises, dealers, independents, fabricators, installers, organizers, retailers, and most importantly, they are the **BUYERS** in this niche market.



Subscribers want to receive **Closets & Organized Storage** for the content, they want it for the advertising, and they want it for the inspiration. It's the inspiration they can't find anywhere else – **Closets & Organized Storage** is their trusted source!

### 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.

**93%** have purchasing or recommending authority

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:**

- 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
- ASID column **(NEW for 2024)**

## 2024 Editorial Calendar

\* Topics subject to change

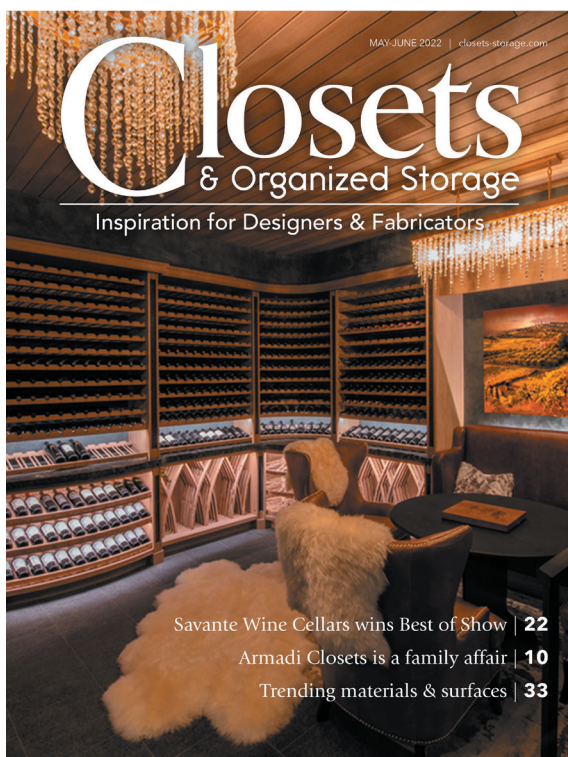
	Editorial Topics	Management	Product Focus	Closing/Material Dates
<b>January/February</b>	Functional and Stylish Kitchen & Bath Storage  <b>Preview:</b> KBIS 2024, February 27-29, Las Vegas, NV <b>Preview:</b> Closets Conference & Expo, April 17-19, Schaumburg, IL	Sustainable Business Practices	Decorative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

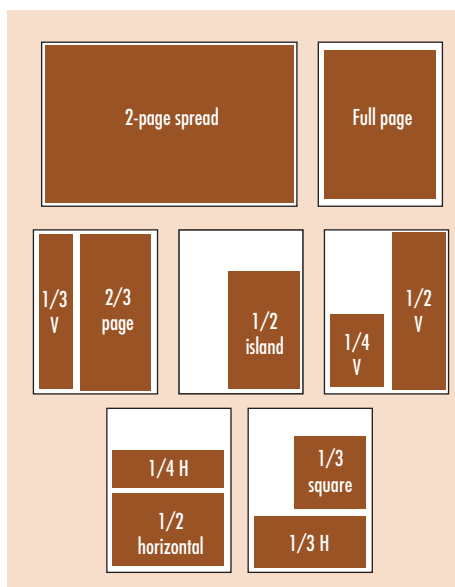
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

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
<b>*NO BLEED ON FRACTIONAL ADS*</b>		
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	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



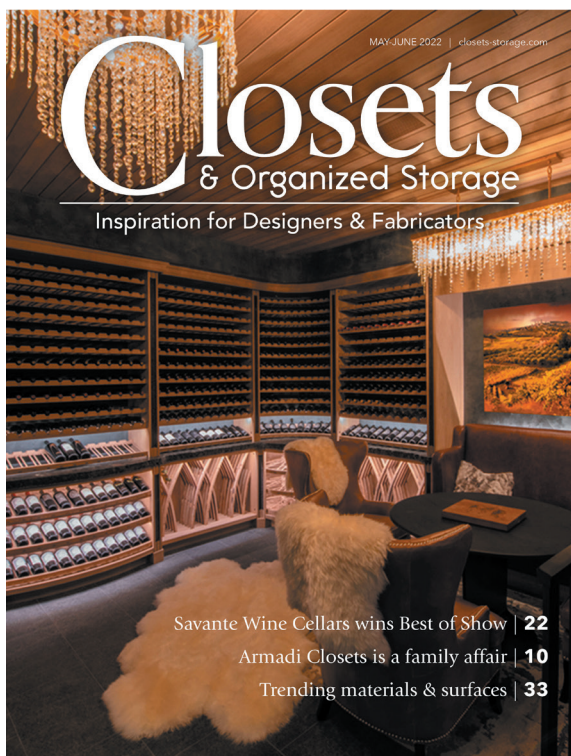


# Closets

& Organized Storage

Inspiration for Designers & Fabricators

## 2024 Print Specs



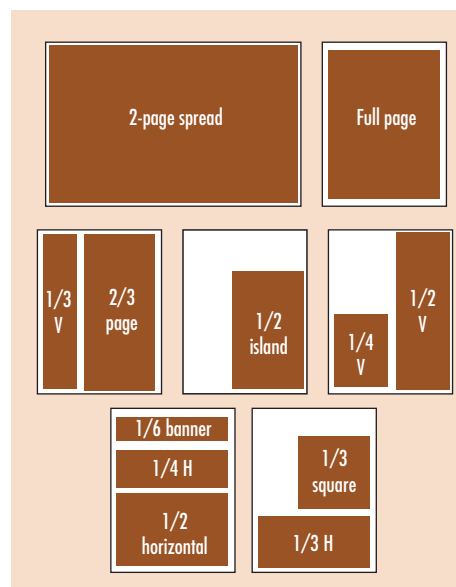
Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
<b>Spread</b> (2 facing pages)	16 x 10.75 (see dimensions for live area and trim)	388 x 254	Bleed = 16 x 10.75; Live area = 14.75 x 10
<b>Full page</b>	8.125 x 10.75 (see dimensions for live area 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>

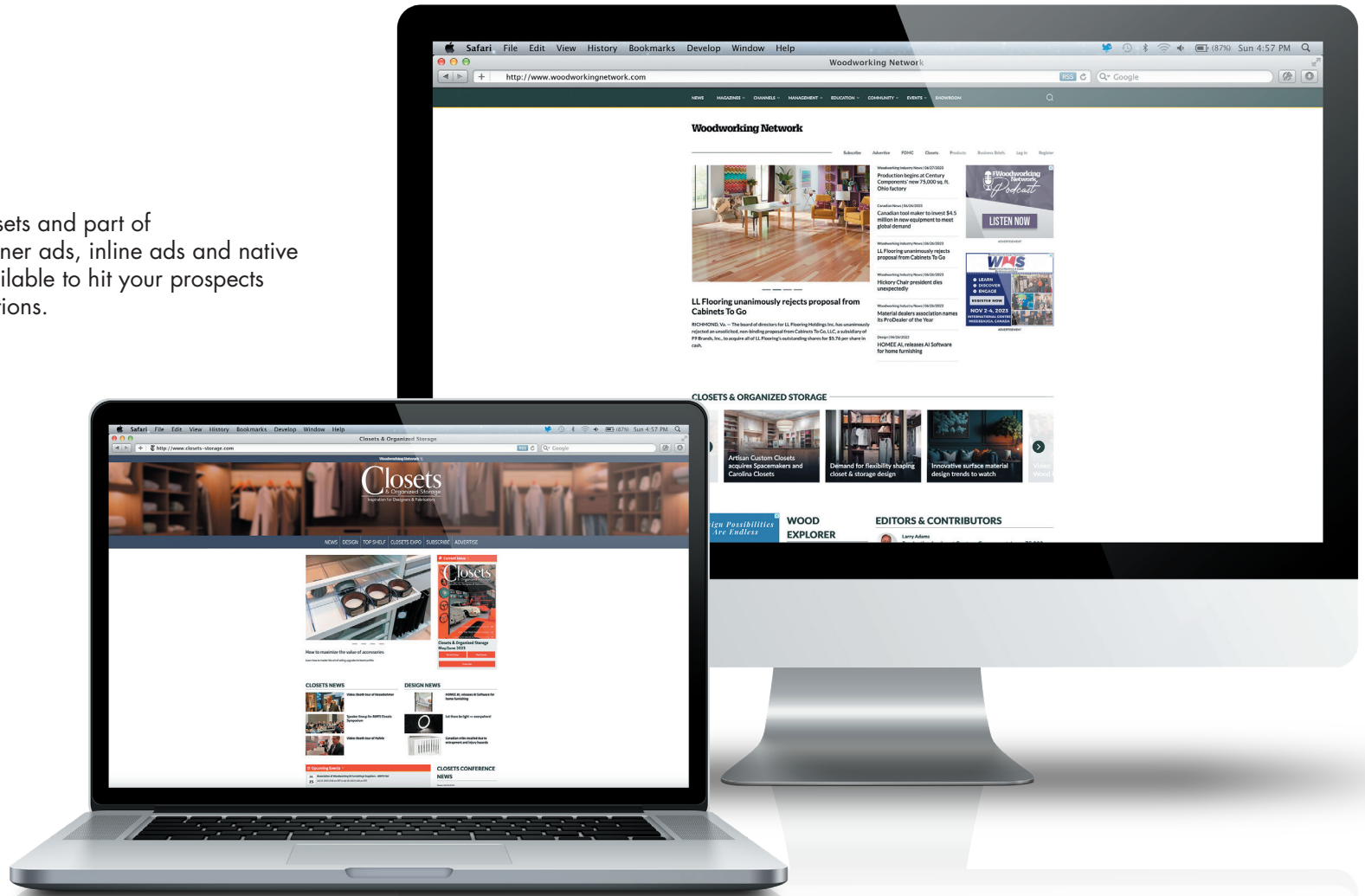


Determining which type of digital media to use is critical to your campaign's success. With a variety of digital offerings available, **Closets & Organized Storage** can help you achieve the brand success you desire.

## Closets-Storage.com

A dedicated site location for Closets and part of WoodworkingNetwork.com. Banner ads, inline ads and native advertising opportunities are available to hit your prospects while they are searching for solutions.

Visit **Closets-Storage.com**





## Newsletters

Reach closet and home storage professionals by embedding your message into an e-newsletter. Each option possesses brand strength among our audience, displaying exceptional open rates, high readership, and measurable engagement.

### Closets & Organized Storage

Every Thursday the **Closets & Organized Storage** e-newsletter is sent to more than 19,000 closets, garage, and storage professionals to keep them informed on this niche market. It's a perfect opportunity to get your sales message in front of these prequalified subscribers by invading their smartphones, tablets, laptops and desktops.

**Audience: 19,000+**  
**Averages 25.1% open rate**  
**Inline Ad: \$790 per send**

### Closets Showcase

If your objective is to generate leads, this is the perfect opportunity. Our Showcase e-Newsletter is designed to deliver industry news and the latest products, supplies, and technology to home organization and closet companies. Each newsletter delivers to more than 10,000 of our most engaged audience, including those that have opened 3 or more WWN 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.

**Audience: 10,000+**  
**Averages 35.9% open rate**  
**Inline Ad: \$1,375**

### Webinar Sponsorship



Co-brand a Webinar with us and reach our audience of professional home organization and closet companies looking for best practices and ways to improve efficiency and productivity on their design projects. 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**

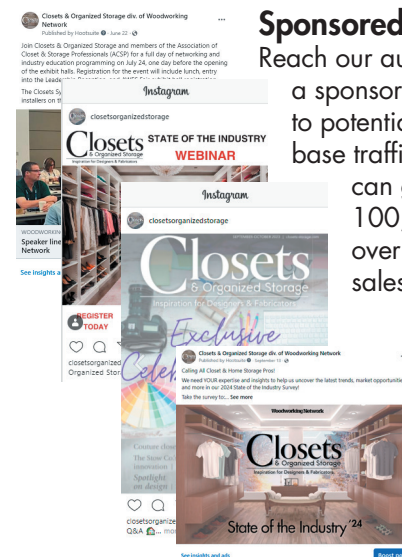
[View the schedule of webinars](#)

### 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 and Instagram can give you an estimated reach of 30,000 – 100,000 closet and home storage professionals over the course of the campaign, helping to drive sales activity and generate leads.

**Base campaign: \$4,457 per campaign**

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



## Email Marketing

Leverage the Woodworking Network database to send your exclusive message to our audience of qualified closet and home organization 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.

WoodworkingNetwork  
**Video Alert**

**\$4,903 per send**

Simple, straightforward, and to-the-point!




**Company name**  
Exact specifications contained within one easily accessible document

[Read Full Version](#)

July 10, 2020

**WoodworkingNetwork White Papers**




**Company name**  
This document includes very specific information pertaining to hard software, or some other important and possibly proprietary process

[Read Full Version](#)

July 10, 2020


**WoodworkingNetwork Case Studies**



**Company name**  
Examining the use various types of tin new construction

[Read Full Version](#)

**WoodworkingNetwork Tech Review**



**Company name**  
This new piece of technology will change the way that cabinets are made

[Read Full Version](#)

### 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**





As an exhibitor or sponsor of a Closets event, you gain increased visibility for your brand and establish your presence and leadership in the industry.



### Closets Conference & Expo

**Closets Conference & Expo** is a totally unique event. There is no other event dedicated to this growing niche. **Closets Conference & Expo** is an annual show with a different location each year, carefully selected to deliver local crowds for the expo combined with a national audience for the conference. Exhibitors of supplies and equipment show their wares to this niche market of more than 700 purchasing influencers that attend the expo. The 2024 event heads to Schaumburg, IL. Join **Closets Conference & Expo** as an exhibitor and position your brand in front of top buyers at the industry's only face-to-face event.

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

**Laurel Didier** | Exhibit Sales  
laurel.didier@woodworkingnetwork.com  
847-334-3038

### Top Shelf Design Awards

Each year **Closets & Organized Storage** honors design excellence in closets and home organization with its Top Shelf Design Awards. The presentation of the 2024 awards will take place at an exhibitor reception to be held at the **Closets Conference & Expo** in Schaumburg, IL. Three sponsorship opportunities are available. This is a great opportunity for your brand to be associated with the best of the best.

**Co-sponsorship: \$5,000**



### Closets Symposium Sponsorship at IWF

The Closets Symposium, moderated by Michaelle Bradford, Editor of **Closets & Organized Storage**, will address the latest trends in the closets industry.

- 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

# Closets & Organized Storage

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Contact your Media Integration Manager today to build an integrated marketing plan for reaching the niche closets and home organization market.



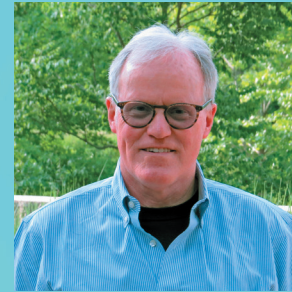
**Tom Cahill**

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



**Emily Rogier**

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emily.rogier@woodworkingnetwork.com  
**(319) 640-6151**



**Pete Page**

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

Visit the Woodworking Network media kit for a complete portfolio of offerings. Our mission is to bring buyers and sellers together through educational resources produced specifically for professional woodworkers, cabinet makers, furniture manufacturers, home organization, closet companies and more.

[www.woodworkingnetwork.com/mediakit](http://www.woodworkingnetwork.com/mediakit)