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# Woodworking Network



## 2021 MEDIA KIT

Woodworking Network (WWN) is 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.

# Woodworking Network MEDIA KIT



## U.S. Market Size by Industry (in billions)



FURNITURE & RELATED PRODUCTS

**\$44.8**

U.S. Census Bureau projection for 2020



U.S. WOOD CABINETS & VANITIES

**\$15.2**

MarketResearch.com projection for 2020



U.S. OFFICE, EDUCATION & HEALTHCARE

**\$14.9**

BIFMA: Business and Institutional Furniture Manufacturers Assoc., 2019



CLOSETS & ORGANIZED STORAGE

**\$12.7**

Projected increase 3.8% per year to \$12.7 billion in 2023 according to MarketResearch.com



HARDWOOD FLOORING

**\$3.5**

Grand View Research estimates the North America wood flooring market size was at \$4.09 billion in 2017. It is anticipated to grow 5.1% annually through 2025



WOOD WINDOWS & DOORS

**\$13.4**

According to the research firm Statista, wood window and door manufacturing will reach approximately \$13.4 billion by 2022

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

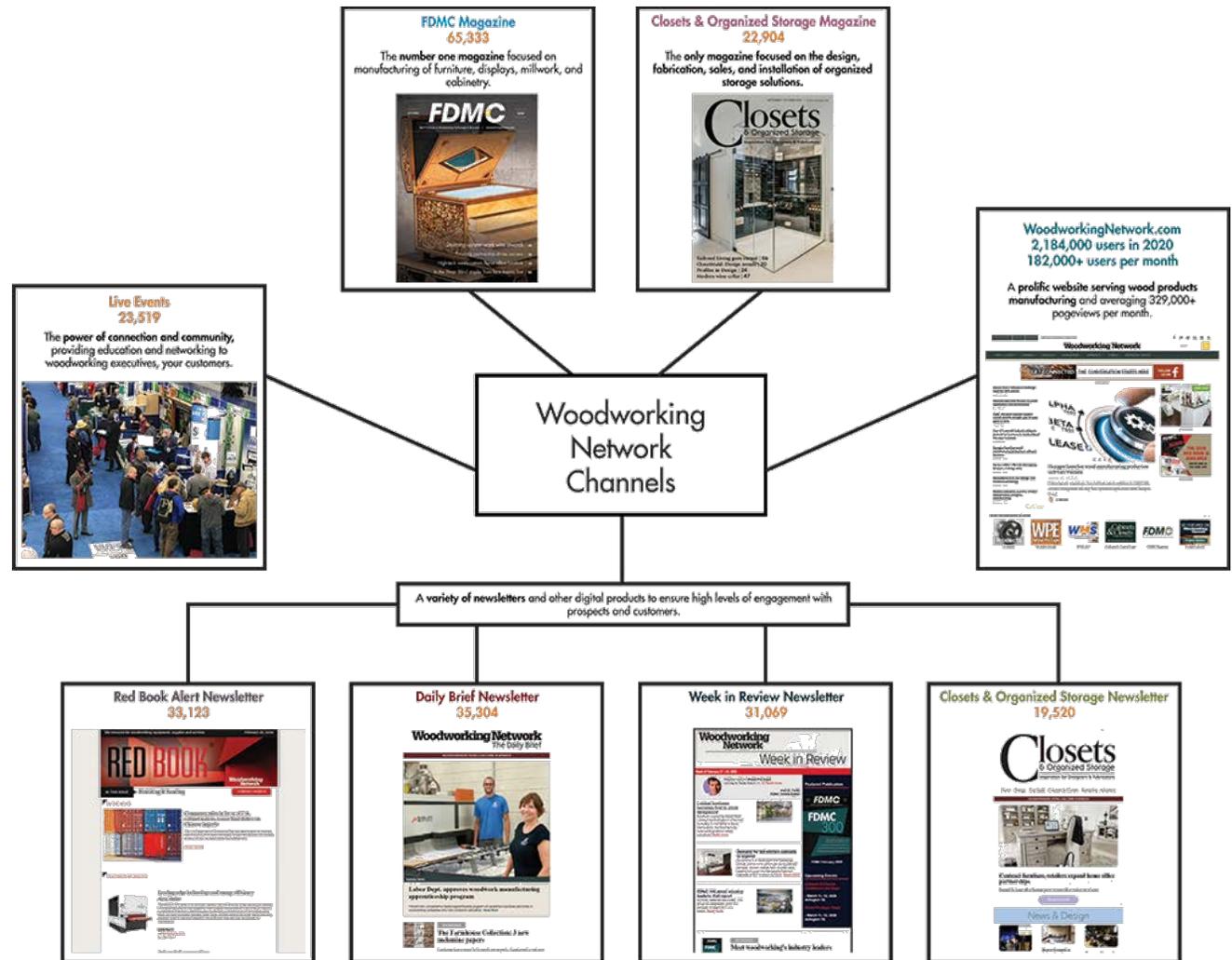
Marketing choices are plentiful in today's crowded media space. Choosing the right tools to carry your message is critical. Woodworking Network is **the** premiere supplier of marketing and communications tools to build brand awareness and preference among professional woodworkers. Nowhere else can you find the variety of options nor the database depth necessary to gain the market share your brands deserve.

Whether it be print, digital, events, or data, Woodworking Network offers **the** most trusted resources and widely recognized communication channels for reaching manufacturers of:

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

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



[View chart at full size](#)

Put your brands on the road to effective, efficient multichannel marketing with an individualized blend of print, digital interactive, face-to-face and data. Drive sales and build your brands by leveraging the unique strengths of each communications option.

## 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 2021 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



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 144,000 subscribers to our various products at more than 94,000+ sites.

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

94,256 woodworking plants (sites) and services

- Demographic selects include:
  - Primary business classification ←
  - FDIC 300 ranking ←
  - SIC and NAICS codes ←
  - Number of employees at each site and more! ←

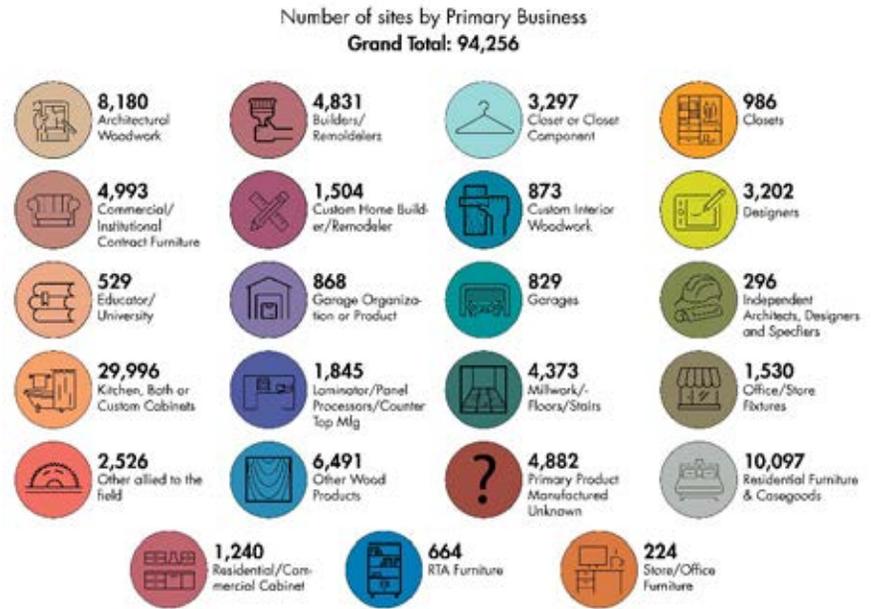


144,000+ people within these sites

- 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.

Take a look at the demographic break-down of our sites and subscribers within our database.



When it comes to reaching the sites where North America manufactures secondary wood products, no other media company can match the Woodworking Network. All of the information within the Data Center is updated continuously, eight hours a day, every workday of the year.

Number of subscribers in each product channel

FDMC Magazine	65,333	11,597	25,068	22,336	23,202	8,521
Closets & Organized Storage Magazine	11,597	22,904	6,731	6,998	7,609	10,036
Week In Review e-Newsletter	25,068	6,731	31,069	26,538	25,896	9,697
Daily Brief e-Newsletter	22,336	6,998	26,538	35,304	27,114	12,025
Red Back e-Newsletter	23,202	7,609	25,896	27,114	33,123	13,270
Closets & Organized Storage e-Newsletter	8,521	10,036	9,697	12,025	13,270	19,520

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

Number of sites/plants within top business classifications by state





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*

## How you can benefit from the use of Woodworking Network's database of more than 94,000 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.

Company	Address	City	State	Zip	Country	Phone	Fax	Primary Prod	Employees
H & M Paint Works	1121 Calle Hispana	Villa Comuna	Bayamon	PR	00906-1739	USA	787-340-1233	Kitchen Bath Cabinets	Not Reported
Super Plastics Inc	209 Calle Comercio		Bayamon	PR	00919-1838	USA	787-793-0833	Decor Distributor	20 to 49
Red Source of Engineering	1000 Ave 28 #200		Guayama	PR	00966	USA	787-247-2090	Not Reported	
Manufacture Inc	PO Box 7880		Guayama	PR	00970-7880	USA	787-730-8500	Kitchen Bath Cabinets	20 to 49
Apex Graphics	PO Box 900		Guayama	PR	00970-9000	USA	787-790-2842	Decor Distributor	Not Reported
Comercio Trazo de Madera S de RL	601 Ave. Box 4300		Trujillo Alto	PR	00976-1947	USA	787-276-2133	Decor Distributor	20 to 49
Regal Woodworking Inc	PO Box 2020		Trujillo Alto	PR	00977-2020	USA	787-830-7930	Kitchen Bath Cabinets	1 to 9
USP	620 W 961 St Lane Country Club		Carolina	PR	00982	USA	787-748-2800	Educator University	1 to 9
Caribbean Shaping Co	360 W 101 St Miramar		Carolina	PR	00987	USA	787-763-6300	Educator University	1 to 9
Orman	Transportes Co. 25 Mirar		Carolina	PR	00987	USA	787-276-7925	Educator University	1 to 9
Alper Inc	PO Box 6002		Carolina	PR	00988-6002	USA	787-448-2283	Other Wood Products	1 to 9
Alper Inc	PO Box 6004		Carolina	PR	00988-6004	USA	787-441-4039	Kitchen Bath Cabinets	1 to 9
Woodline By TheShelving	515 First Bridge Dr		Aguares	PR	00993-2094	USA	810-790-2133	Kitchen Bath Cabinets	20 to 49
Truwood Industries Inc	500 Springwood Dr		Aguares	PR	00993-2124	USA		Not Reported	1 to 9
Angels Wood Products	55 Alpacas Dr		Arborea	PR	00993-3400	USA		Educator University	Not Reported
Woodland House	180 Edge Hill Rd		Arborea	PR	00993-2749	USA	410-833-5484	Not Reported	1 to 9
Woodland House	280 North St		Norfolkham	VA	01907-4362	USA	410-887-1708	Arch Millwork	20 to 49
DeWain & Sons Restoration	172 Manning St		Ludlow	VA	01706-1204	USA	410-279-3504	Not Reported	1 to 9
Woodline Industries	180 North St		Norfolkham	VA	01910-1704	USA	410-240-6020	Arch Millwork	1 to 9

**Rate:** \$7,900 for the full Woodworking Network Site Database

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

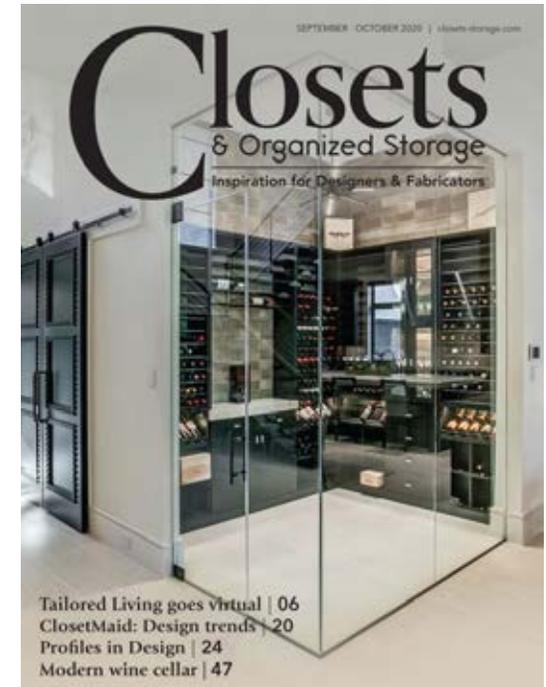
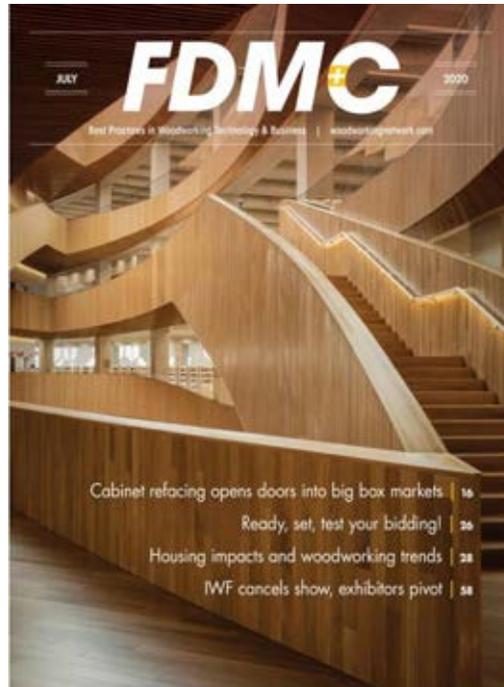


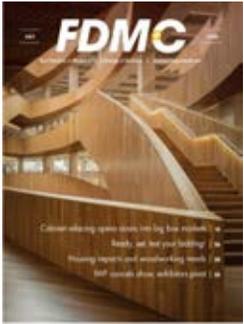
## A winning marketing combination among media brands

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.





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.

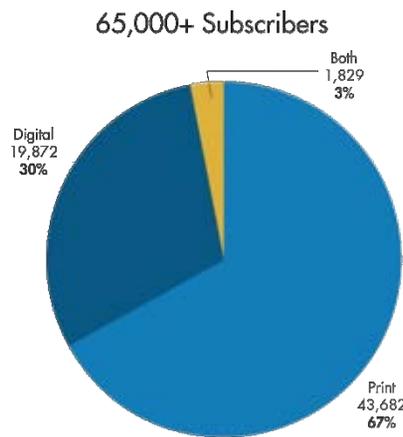
The magazine's monthly mission is to cover the best practices in woodworking technology, supplies, education and inspiration for professional woodworkers, from small business entrepreneurs to corporate managers at large automated plants. Fielding a seasoned editorial team with decades of combined experience,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

**100% requested by all who receive it**

FDMC's 100% direct request audience represents the ultimate opt-in. It's simple – no one receives the printed magazine without requesting it. The 65,000+ woodworking industry professionals who receive FDMC have requested it and they want it.

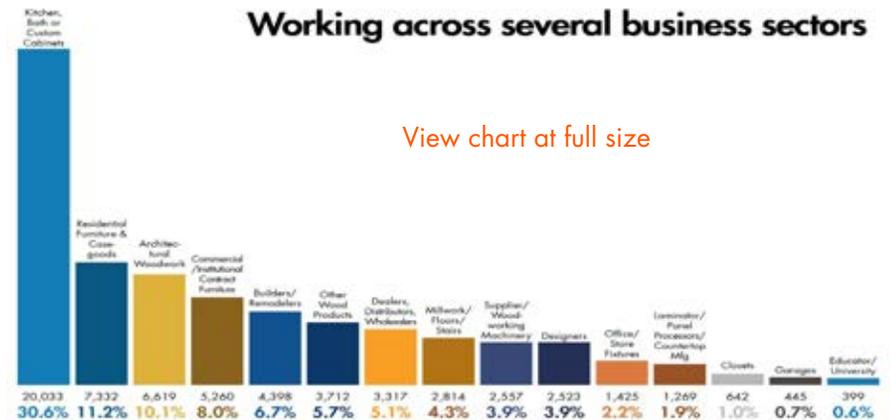
**Print...it's simply NOT "dead"**

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 27% request a digital version. And 3% 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.



**98%**  
have purchasing  
or recommending authority

**Working across several business sectors**



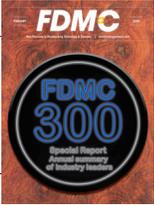
[View chart at full size](#)

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 – 98% 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.

**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

## 2021 Editorial Calendar

	Editorial Topics		Product Focus	Closing/Material Dates		
<b>January</b>	New developments in panels and surfaces Technology: Tooling	<b>Previewing WPE Florida and Closets Conference &amp; Expo</b>	Hardware	<b>Closing:</b> 12/4 <b>Material due:</b> 12/10		
<b>February</b>	Exclusive report: FDMC 300 Lean manufacturing, shop safety		Software	<b>Closing:</b> 1/8 <b>Material due:</b> 1/12		
<b>March</b>	Exclusive report: Cabinet trends survey Gene Wengert on solid wood technology		Finishing & Sanding	<b>Closing:</b> 2/5 <b>Material due:</b> 2/10		
<b>April</b>	CNC technology Finishing forum		Components & Outsourcing	<b>Closing:</b> 3/5 <b>Material due:</b> 3/10		
<b>Red Book</b>	A resource guide for best practices on all facets of woodworking manufacturing		Featured products from all market segments	<b>Closing:</b> 3/12 <b>Material due:</b> 3/19		
<b>May</b>	Architectural millwork Appeal for Pricing Survey projects	<b>Previewing WPE Florida and Closets Conference &amp; Expo</b>	Wood Waste Management	<b>Closing:</b> 4/6 <b>Material due:</b> 4/12		
<b>June</b>	Furniture trends Finishing Forum		Tooling	<b>Closing:</b> 5/5 <b>Material due:</b> 5/11		
<b>AWFS Pre-Show Planner</b>	A comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate			<b>Closing:</b> 5/11 <b>Material due:</b> 5/17		

Polybagged with June + distributed digitally in June and July



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2021 Editorial Calendar

	Editorial Topics		Product Focus	Closing/Material Dates	
<b>July</b>	AWFS Show Issue Gene Wengert on solid wood technology Visionary Award finalists	<b>Previewing the Executive Briefing Conference</b>	Show Products	<b>Closing:</b> 6/4 <b>Material due:</b> 6/10	
<b>AWFS Show Directory</b>	The AWFS Show Directory is a complete listing of exhibitor profiles and show schedules			<b>Closing:</b> 6/4 <b>Material due:</b> 6/10	
<b>AWFS Show Dailies</b>	Official Show Daily distributed during AWFS and includes news and happenings at the show as well as coverage of Awards Ceremonies			<b>Closing:</b> 6/25 <b>Material due:</b> 6/28	
<b>August</b>	Automation and material handling Lean manufacturing	<b>Previewing the Executive Briefing Conference</b>	Hardware	<b>Closing:</b> 7/6 <b>Material due:</b> 7/9	
<b>September</b>	Advanced panel processing Veneer & Veneering: Craftsman's Challenge Awards		Components & Outsourcing	<b>Closing:</b> 8/5 <b>Material due:</b> 8/10	
<b>October</b> Leadership Issue	Wood 100, Market Leaders 40 Under 40, FDMC 300 Top 10			<b>Closing:</b> 9/7 <b>Material due:</b> 9/10	
<b>November</b>	Exclusive report: Pricing Custom Woodwork Machine maintenance		Wood Waste Management	<b>Closing:</b> 10/5 <b>Material due:</b> 10/12	
<b>December</b>	Exclusive Woodworking Almanac & Industry Forecast for 2022		Editor's Picks of Top Products of 2021	<b>Closing:</b> 11/5 <b>Material due:</b> 11/10	



# 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 12, 2021

**Materials Due:** March 19, 2021

## 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 Showroom

**NEW FOR 2021**

If you want to show up in the top of the search, buy an enhanced Red Book Showroom listing for **only \$1,024 per year**. Your enhanced listing online will include a logo, photos and company information plus the ability to load videos and documents for download, all to encourage visitor clicks to



### Red Book Alerts

Weekly newsletter sent every Wednesday to more than 37,000 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.

**Text ad: \$651 per send**

*See schedule on page 16.*

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. The enhanced listing is now bigger and better also, with more of everything you need to give your brand that extra exposure.



# Closets & Organized Storage

Inspiration for Designers & Fabricators

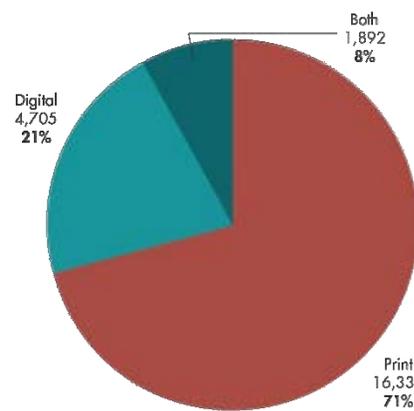
Closets & Organized Storage is the only publication in existence fully dedicated to the design, fabrication, sales, and installation of closets, and garage & organized storage solutions. It has defined an industry!

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.

### All 22,000+ 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!

22,000+ Subscribers



### Highly engaged in reading and receiving the magazine

80%

request a print issue

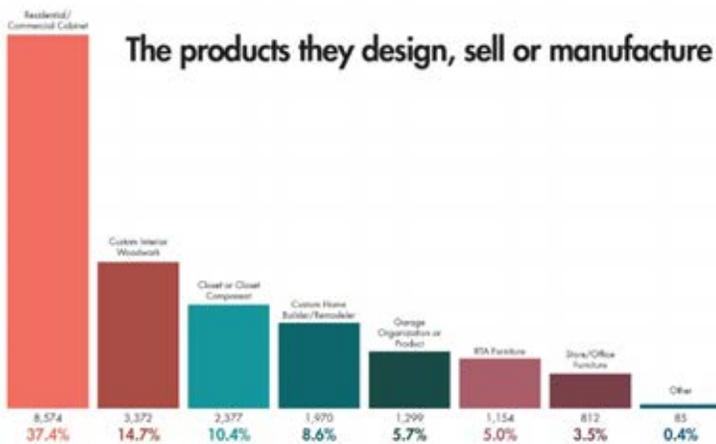
99%

spend time reading the magazine

57%

spend more than 30 minutes reading

### Validating once again that print is alive and well.



They are the buyers of your products

# 95%

have purchasing or recommending authority

### 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:**

- **NEW** Design notebook – successful projects
- **NEW** In the front office – marketing and business tips
- **NEW** Materials & trends – what’s trending in materials, colors and finishes

- **NEW** Tech corner – Latest tips and tools for manufacturers and installers
- Editors column
- New products by category and relevance
- **NEW** 10 questions: An interview with an inspired designer by publisher, Laurel Didier (live and in print)

## 2021 Editorial Calendar

	Editorial Topics	Product Focus	Closing/Material Dates	
<b>January/February</b>	<p>Working with builders on single and multi-family projects. Case studies from organization companies and interviews with builders.</p> <p><b>Preview:</b> KBIS &amp; International Builders Show, Orlando, FL</p>	Closet accessories and components	<p><b>Closing:</b> 12/18</p> <p><b>Material due:</b> 12/22</p>	
<b>March/April</b>	<p>Garages - Hear from garage experts and realtors on the power of an amazing garage</p> <p><b>Preview:</b> Closets/Wood Pro Expos, West Palm Beach, FL</p> <p><b>Preview:</b> Interzum, Cologne Germany and Ligna, Hannover Germany</p> <p><b>Post Show Coverage:</b> KBIS, Orlando, FL</p>	Overlays, edgbanding, and substrates	<p><b>Closing:</b> 2/22</p> <p><b>Material due:</b> 2/26</p>	
<b>May/June</b>	<p>Wellness in design will discuss the benefits of lighting, materials, and colors</p> <p><b>Preview:</b> AWFS, Las Vegas NV</p> <p><b>Show Distribution:</b> Closets/Wood Pro Expos, West Palm Beach, FL</p>	CNC in the shop, software	<p><b>Closing:</b> 4/20</p> <p><b>Material due:</b> 4/23</p>	
<b>July/August</b>	<p>Home office spaces to help productivity and wellness</p> <p><b>Preview:</b> EBC, Colorado Springs, CO</p> <p><b>Show Distribution:</b> AWFS, Las Vegas, NV</p> <p><b>Post Show Coverage:</b> NEOCON, Chicago, IL</p>	Hardware and lighting	<p><b>Closing:</b> 6/21</p> <p><b>Material due:</b> 6/25</p>	
<b>September/October</b>	<p>Multi-functional spaces, murphy beds, and unique storage options</p> <p><b>Event Distribution:</b> EBC, Colorado Springs, CO</p>	Tools for installs	<p><b>Closing:</b> 8/20</p> <p><b>Material due:</b> 8/24</p>	
<b>November/December</b>	<p>2022 Future Trends Products Showcase</p> <p>Top closet and garage companies discuss the future trends they see for next year</p>	The Products Showcase will feature the best products from 2021 grouped by equipment, tools, and supplies	<p><b>Closing:</b> 10/20</p> <p><b>Material due:</b> 10/25</p>	



Projections show that U.S. advertisers will spend 54.2%\* of their ad budgets on digital advertising, and by 2023 that figure will reach 66.8%\*.

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 300,000 page views per month, [www.woodworkingnetwork.com](http://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)	\$79
2	Medium Rectangle 1 & 2	300w x 250h	\$79
3	Half Page Banner	300w x 600h	\$68
4	Welcome Banner	300w x 250h	\$105
5	Brand Voice	300x250 image, text ad link, 7 word headline, 50 word body copy	\$105
1-5	Roadblock - Block all the ad spots for one day	Multiple ad sizes	\$158
2, 3	In-Banner Video Ad	300w x 250h or 300w x 600h or 970w x 90h	

## 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: \$2,995    3X: \$2,895    6X: \$2,695**

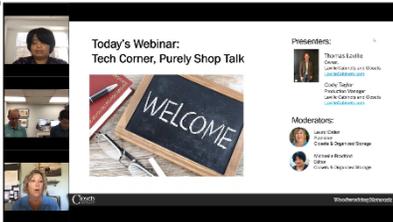
## Retargeting

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    \$79 (cpm)**  
**Woodworking Network look-alike campaign    \$68 (cpm)**

## Webinar Sponsorship

Co-brand a Webinar with us and reach our audience of professional woodworkers, 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: \$2,095 per webinar**  
**Hosted Webinar: \$5,245 per webinar**

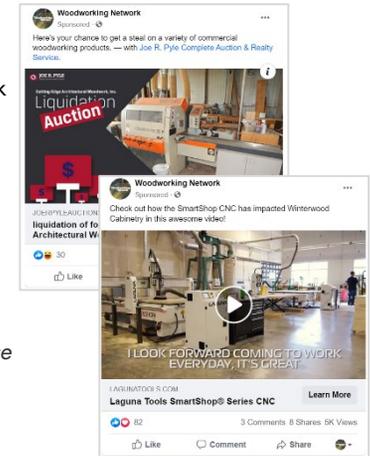
[View Schedule](#)

## 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.

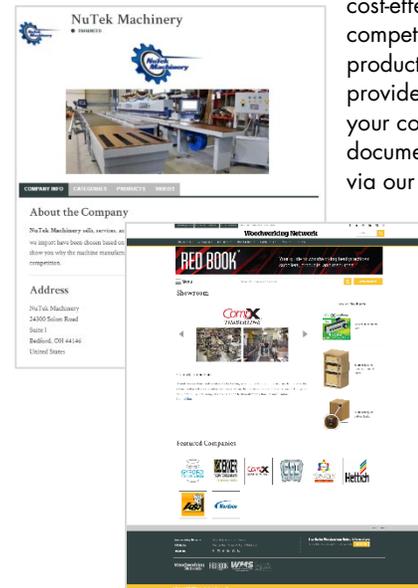
**Base campaign: \$3,675 per post**

*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 2021 and mailed and emailed to our audience of 64,000.



**\$1,024 per listing**

# Newsletters

Our wide selection of newsletters give you options for reaching the professional woodworker. Each newsletter 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: 34,000+

**Text Ad: \$651 per send**  
**NEW Leaderboard Ad: \$875 per send or \$4,680 weekly (6 times)**  
**NEW Video: \$795 per send or \$3,570 weekly (6 times)**

See Sample



### 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: 22,000+

**Text Ad: \$651 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: 27,000+

**Text Ad: \$651 per send**



### Breaking News

We keep our audience informed as breaking industry events occur.

Audience: 37,000

**Exclusive Opportunity: \$788 per send**



### Red Book Alert

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

Delivers every Wednesday at 9am CDT

Audience: 33,000+

**Text Ad: \$651 per send**

### Schedule

- |                                      |                                      |                                     |                                      |
|--------------------------------------|--------------------------------------|-------------------------------------|--------------------------------------|
| 1/6 Finishing & Sanding              | 4/7 CNC Machining                    | 7/7 Panel Product/Laminates/Veneers | 10/6 CNC Machining                   |
| 1/13 Cutting Tools                   | 4/14 Panel Product/Laminates/Veneers | 7/14 Wood Components                | 10/13 Wood Components                |
| 1/20 Wood Components                 | 4/21 Wood Components                 | 7/21 Cutting Tools                  | 10/20 Finishing & Sanding            |
| 1/27 Gluing/Laminating/Edgebanding   | 4/28 Gluing/Laminating/Edgebanding   | 7/28 Finishing & Sanding            | 10/27 Cutting Tools                  |
| 2/3 Panel Product/Laminates/Veneers  | 5/5 Finishing & Sanding              | 8/4 Dust Collection                 | 11/3 Dust Collection                 |
| 2/10 Dust Collection                 | 5/12 Dust Collection                 | 8/11 Wood Components                | 11/10 Wood Components                |
| 2/17 Wood Components                 | 5/19 Wood Components                 | 8/18 Solid Wood Machining           | 11/17 Solid Wood Machining           |
| 2/24 Finishing & Sanding             | 5/26 Solid Wood Machining            | 8/25 Finishing & Sanding            | 11/24 Gluing/Laminating/Edgebanding  |
| 3/3 CNC Machining                    | 6/2 CNC Machining                    | 9/1 CNC Machining                   | 12/1 CNC Machining                   |
| 3/10 Panel Product/Laminates/Veneers | 6/9 Panel Product/Laminates/Veneers  | 9/8 Panel Product/Laminates/Veneers | 12/8 Panel Product/Laminates/Veneers |
| 3/17 Wood Components                 | 6/16 Wood Components                 | 9/15 Wood Components                | 12/15 Wood Components                |
| 3/24 Solid Wood Machining            | 6/23 Cutting Tools                   | 9/22 Solid Wood Machining           | 12/22 CNC Machining                  |
| 3/31 Gluing/Laminating/Edgebanding   | 6/30 CNC Machining                   | 9/29 Gluing/Laminating/Edgebanding  | 12/29 Solid Wood Machining           |

## 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

**\*Lead-generator\***

Delivering the latest in wood machinery and supplies to 29,000+ woodworking professionals.

**Text Ad: \$1,628**

#### Schedule

January 29	July 23
Feb <b>SOLD</b> 26	August 27
Mar <b>SOLD</b> 26	September 24
Apr <b>SOLD</b> 0	October 29
May <b>SOLD</b> 8	November 19
Jun <b>SOLD</b> 5	December 17



### Closets Showcase

**\*Lead-generator\***

10,600 closets and organization professionals need your products and look to the Closets Showcase to deliver.

**Text Ad: \$1,045**

#### Schedule

Feb <b>SOLD</b> 9	August 10
April 13	October 12
<b>SOLD</b>	December 14



### CNC Insider

**\*Lead-generator\***

CNC focused case studies, products, and content for precision woodworkers.

**Text Ad: \$1,628**

#### Schedule

Feb <b>SOLD</b> 4	August 5
<b>SOLD</b>	November 4

# Email Marketing

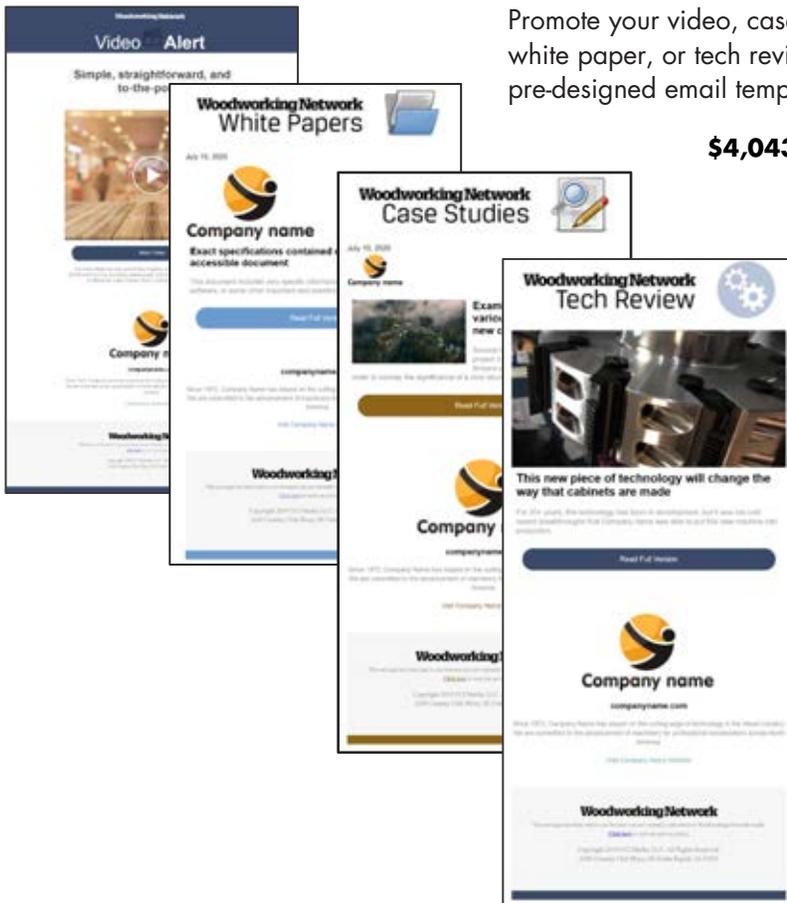
Leverage the Woodworking Network database to send your exclusive message to our audience of qualified woodworking professionals, your customers.

## 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 35,000+ 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.

**\$4,043 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.

**\$4,410 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**



## 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.

**\$4,043 per send**



## 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.

**75%\***

#### Networking Opportunities

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

**82%\***

#### Destination/location

The location influences their decision to attend.

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.



June 8-10, 2021

Palm Beach 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. When you exhibit at this annual event, featuring a full-day conference, plant tour and exposition, you are instantly in touch with your target market.

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, combing 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](mailto:laurel.didier@woodworkingnetwork.com) | 847-334-3038

Visit the Closets event site

Visit the WPE event site

View the Prospectus

## Closets Conference & Expo/ Wood Pro Expo by the numbers





**September 8-10, 2021**

The Broadmoor  
Colorado Springs, CO

EBC 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](mailto:harry.urban@woodworkingnetwork) | 708-373-4344

Visit the EBC event site

Here is a list of some partner opportunities for you to stand out among this elite group of executives:

What	When	Cost	Details	Value Add*
Platinum Partner	Duration of Event	\$25,000	Exclusive in your product category	2 comp registrations + 2 at 1/2 price
Dinner Sponsor	Sunday & Monday	\$15,000	3 available	2 comp registrations
Lunch Sponsor	Monday, Tuesday	\$12,500	3 available	1 comp registration
Breakfast Sponsor	Monday, Tuesday	\$10,000	3 available	1 comp registration
Plant Tour Sponsor	Monday	\$5,000	3 available	1 comp registration
Keynote Sponsor	Sunday, Monday & Tuesday	\$5,000 each	3 available	1 comp registration
After Hours Reception	Sunday & Monday	\$5,000 each	1 each night	1 comp registration

\*All partners/sponsors will be acknowledged in pre-promotion materials, on signage and from the podium at the event. Sponsors may also provide one item for the attendee goody bags.

**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

*\* Collected from the 2019 event*

# WPE™

## Wood Pro Expo

LANCASTER PA

October 14-15, 2021

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 Mid-Atlantic region.

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 in 2019, drew more than 700 attendees and attracted more than 80 exhibitors in 15,000 sq. feet of exhibit space. Feedback from attendees and exhibitors has been evaluate to make the 2021 event even better. Educational features such as the Running Machinery 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](mailto:lewis@woodproexpo.com) | 800-969-2212

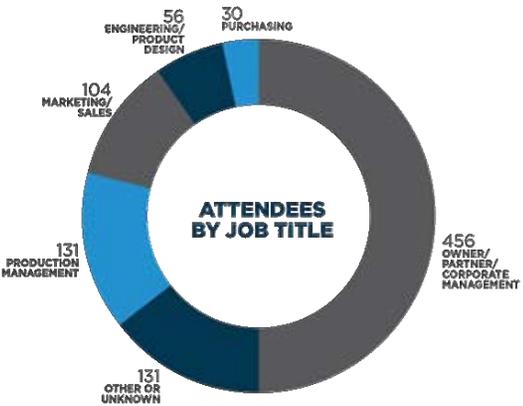
Visit the WPE event site

Visit the Prospectus

### Wood Pro Expo Lancaster by the numbers

**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

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



**November 4-6, 2021**

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:**

Exposition Management  
[wms@heiexpo.com](mailto:wms@heiexpo.com) | 630-434-7779

Visit the WMS event site

View the Prospectus

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

**86%**

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

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

For AWFS Fair 2021, Woodworking Network will offer these sponsorship and advertising opportunities to help exhibitors reach attendees and stand out in the crowd.

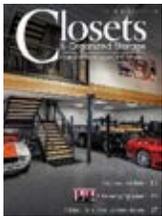
# AWFS<sup>®</sup> Fair | JULY 20-23 2021



## 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 for you in 2021.

**Ad Closing:** 5/11/21    **Materials Due:** 5/17/21



## Closets & Organized Storage Preview Issue and Bonus Distribution

A preview of the AWFS Fair inside the pages of the May/June 2021 issue, with a special focus on the all new Closets Pavilion on the AWFS show floor and bonus distribution of the July/August issue at AWFS. [See print rate card.](#)

**May/June Ad Closing:** 4/20/21    **Materials Due:** 4/23/21  
**July/August Ad Closing:** 6/21/21    **Materials Due:** 6/25/21



## FDMC Preview Issue and Bonus Distribution

July 2021 will be the AWFS at-show issue and includes show floor updates, exhibitor list and a focus on show products. This issue will also be distributed on the show floor at the AWFS Fair. [See print rate card.](#)

**July Ad Closing:** 6/4/21    **Materials Due:** 6/10/21



## AWFS Official Show Directory

Distributed as the official show directory to all AWFS attendees on site, this Commemorative Guide to the event has real take-home value and will work for your brands well beyond the dates of the show. The directory contains a complete listing of exhibitor profiles, floor plans, show schedules, and important venue announcements.

**Full page** – \$2,079

**Ad Closing:** 6/4/21    **Materials Due:** 6/10/21



## AWFS Today Show Dailies

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**, \$3,780 for both issues

**Full page**, \$1,985 for both issues

**Standard Half Page**, no islands \$990 for both issues

**Ad Closing:** 6/25/21    **Materials Due:** 6/28/21



## 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 [woodworkingnetwork.com](http://woodworkingnetwork.com).

**Video** – \$3,250



## Live Streaming at AWFS with Woodworking Network

Reserve a Woodworking Network live stream broadcast at AWFS and make your key messages accessible to AWFS attendees on-site and beyond. Your brand, booth number and live stream broadcast details will be promoted pre-AWFS, on-site and post-AWFS through:

**PRINT** – in FDMC Magazine and the AWFS Today show Dailies

**ONLINE** – on [WoodworkingNetwork.com](http://WoodworkingNetwork.com)

**DIGITAL** – Woodworking Network newsletters and e-messages leading up to AWFS

**SOCIAL** – on Woodworking Network Facebook, YouTube, Twitter, LinkedIn

**Package** – \$7,750

# CO-BRANDING/SPONSORSHIP OPPORTUNITIES



## Wood Industry 40 Under 40 | January 1, 2021 Sponsorship: \$10,000 2 of 6 SOLD



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.

6 non-competing annual sponsorships available. Includes acknowledgement at the Woodworking Network Leadership Reception at AWFS 2021 and other Woodworking Network events involving 40 Under 40 Class of 2021 honorees.

## FDMC 300 | February 2021 EXCLUSIVE SOLD Sponsorship: \$3,000



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 2021 EXCLUSIVE Sponsorship: \$3,000



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, June 2021 and engagement with finalists and winners.

## Veneer Tech Craftsman's Challenge | Summer 2021 EXCLUSIVE Sponsorship: \$5,000



The world's most prestigious competition honoring the best work in veneer woodworking.

The exclusive 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. Also, recognition at the awards presentation at AWFS 2021 in July in Las Vegas.

## Top Shelf Awards | June 2021 Sponsorship: \$5,000



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

6 sponsorship available. Investment includes sponsorship of the June 9 awards reception at the Hilton's gardens during Closets Conference & Expo 2021 as well as engagement with finalists and winners.

## Market Leaders | September & October 2021 EXCLUSIVE Sponsorship: \$3,000



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 2021 EBC at The Broadmoor. Also includes recognition throughout the year when Market Leaders is referenced in editorial coverage in print and online.

## Wood 100 | Fall 2021 EXCLUSIVE SOLD Sponsorship: \$3,000



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 2021 EXCLUSIVE Sponsorship: \$3,000



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.

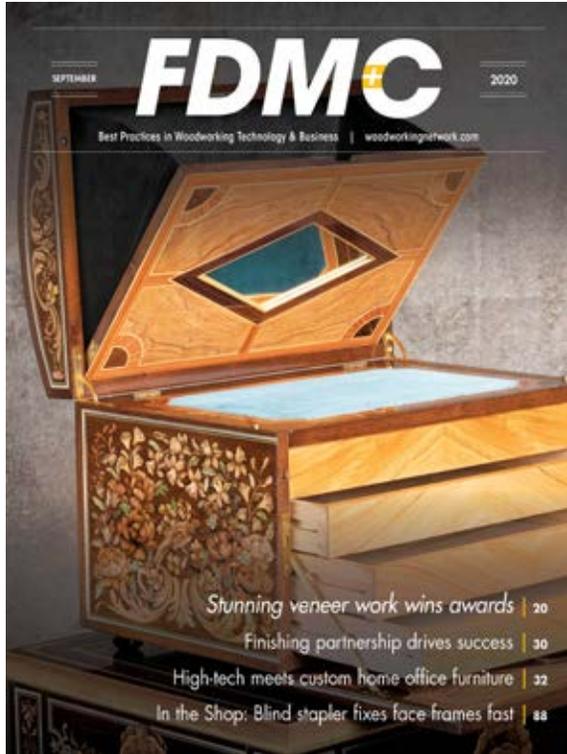
## Almanac & Industry Forecast | December 2021 EXCLUSIVE Sponsorship: \$3,000



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 43,000+ readers looking for business intelligence for the coming year.

The **exclusive 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.

## 2021 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

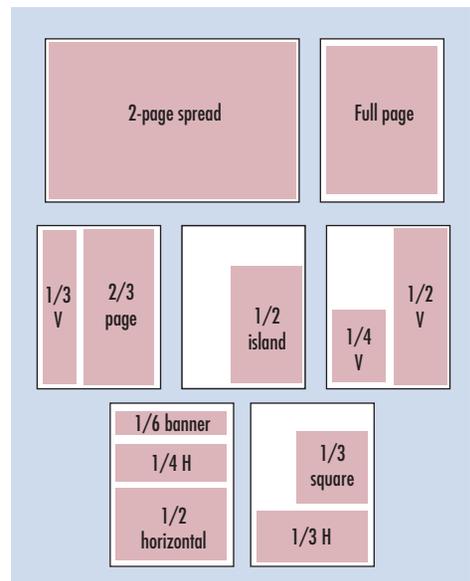
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

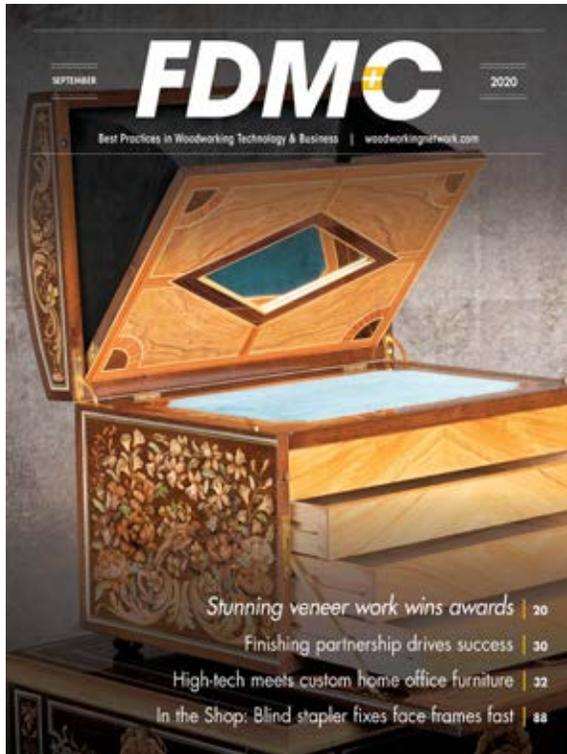
Ad Unit	2021 PRINT ADVERTISING RATES		
	All rates are gross and include 4-color		
	1X	6X	12X
Spread (2 facing pages)	\$8,847	\$8,240	\$7,635
Full page	\$5,995	\$5,507	\$5,066
<b>*NO BLEED ON FRACTIONAL ADS*</b>			
2/3 page	\$4,245	\$4,005	\$3,737
1/2 Page Island	\$3,964	\$3,743	\$3,523
1/2 Page Horizontal	\$3,633	\$3,413	\$3,302
1/2 Page Vertical			
1/3 Page Horizontal	\$2,531	\$2,398	\$2,310
1/3 Page Square			
1/3 Page Vertical			
1/4 Page Horizontal	\$1,869	\$1,759	\$1,649
1/4 Page Vertical			
1/6 Page Banner	\$1,637	\$1,527	\$1,416

Ad Unit	2021 CLASSIFIED AD RATES		
	Rates are per insertion		
	1X	6X	12X
1" x 1 column	\$263	\$236	\$210
2" x 1 column	\$341	\$326	\$310
3" x 1 column	\$404	\$362	\$341
4" x 1 column	\$473	\$446	\$420
5" x 1 column	\$525	\$99	\$446
6" x 1 column	\$578	\$551	\$525

## Ad Closing Dates for 2021

	Ad Sales
January	12/4/20
February	1/8/21
March	2/5/21
April	3/5/21
Red Book	3/12/21
May	4/6/21
June	5/5/21
AWFS Preshow Planner	5/11/21
July	6/4/21
AWFS Show Directory	6/4/21
AWFS Show Dailies	6/25/21
August	7/6/21
September	8/5/21
October	9/7/21
November	10/5/21
December	11/5/21





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
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		
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 2021

	Materials
January	12/10/20
February	1/12/21
March	2/10/21
April	3/10/21
Red Book	3/19/21
May	4/12/21
June	5/11/21
AWFS Preshow Planner	5/17/21
July	6/10/21
AWFS Show Directory	6/10/21
AWFS Show Dailies	6/28/21
August	7/9/21
September	8/10/21
October	9/10/21
November	10/12/21
December	11/10/21

#### 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).

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**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

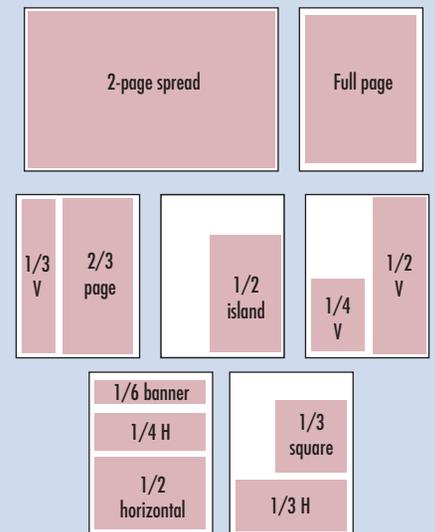
**FTP:** FTP software is required and can be obtained for free from FileZilla: <https://filezilla-project.org>

**Host:** 035f999.netsolhost.com

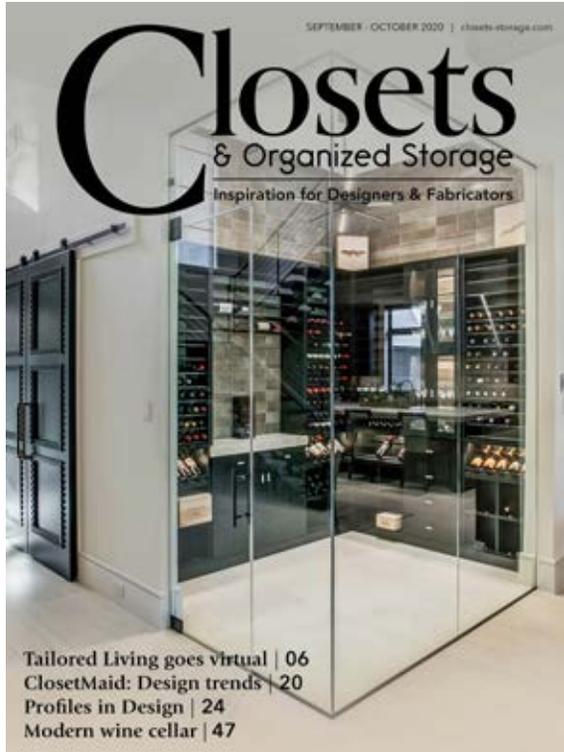
**User:** ads\_ccimedia

**Password:** Admaterial2013

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



## COS 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

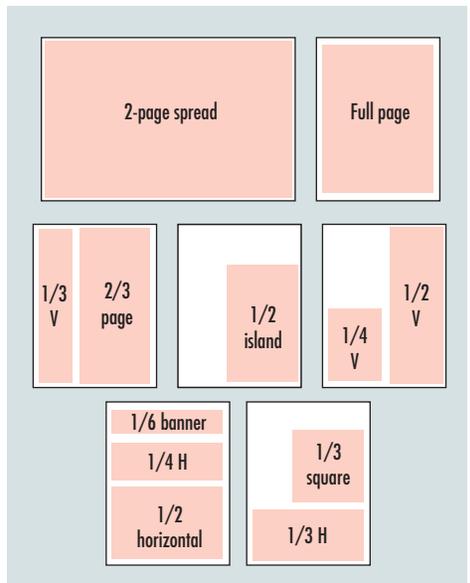
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Ad Unit	2021 PRINT ADVERTISING RATES	
	All rates are gross and include 4-color	
	1X	6X
Spread (2 facing pages)	\$8,192	\$6,791
Full page	\$4,595	\$3,881
<b>*NO BLEED ON FRACTIONAL ADS*</b>		
1/2 Page Island	\$2,909	\$2,510
1/2 Page Horizontal	\$2,801	\$2,419
1/2 Page Vertical		
1/3 Page Horizontal	\$1,719	\$1,592
1/3 Page Square		
1/3 Page Vertical		
1/4 Page Horizontal	\$1,401	\$1,274
1/4 Page Vertical		

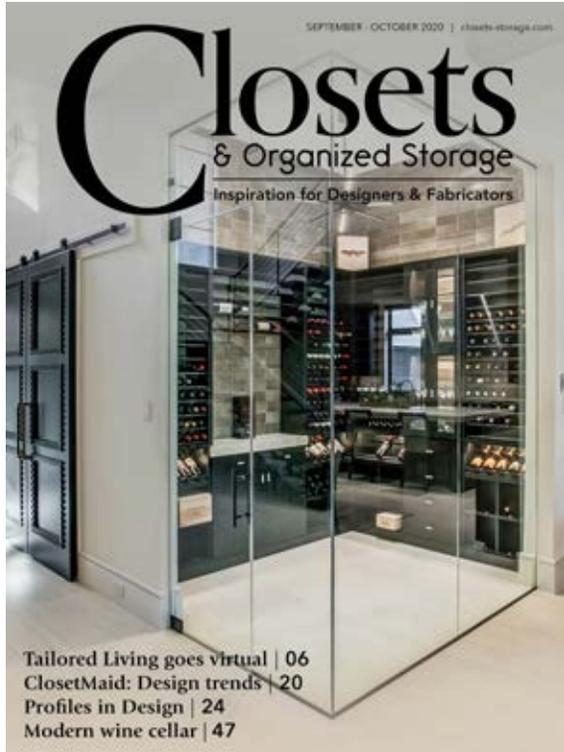
Ad Unit	2021 CLASSIFIED AD RATES		
	Rates are per insertion		
	1X	6X	12X
1" x 1 column	\$263	\$236	\$210
2" x 1 column	\$341	\$326	\$310
3" x 1 column	\$404	\$362	\$341
4" x 1 column	\$473	\$446	\$420
5" x 1 column	\$525	\$99	\$446
6" x 1 column	\$578	\$551	\$525

## Closing Dates for 2021 Issues

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



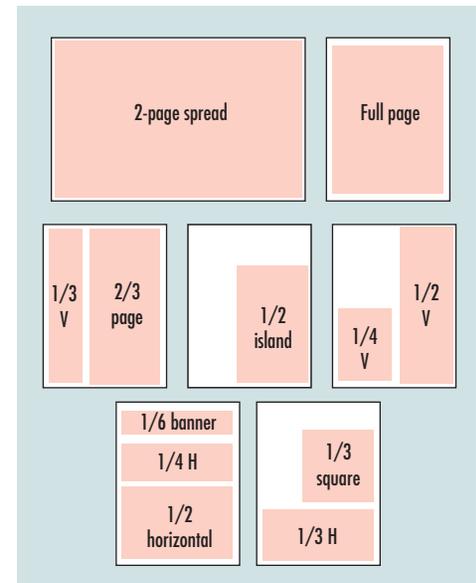
## COS Print Specs



Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
<b>Spread</b> (2 facing pages) [9]	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		
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 2021	
	Materials
January/February	12/22/20
March/April	2/26/21
May/June	4/23/21
July/August	6/25/21
September/October	8/24/21
November/December	10/25/21



### 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.
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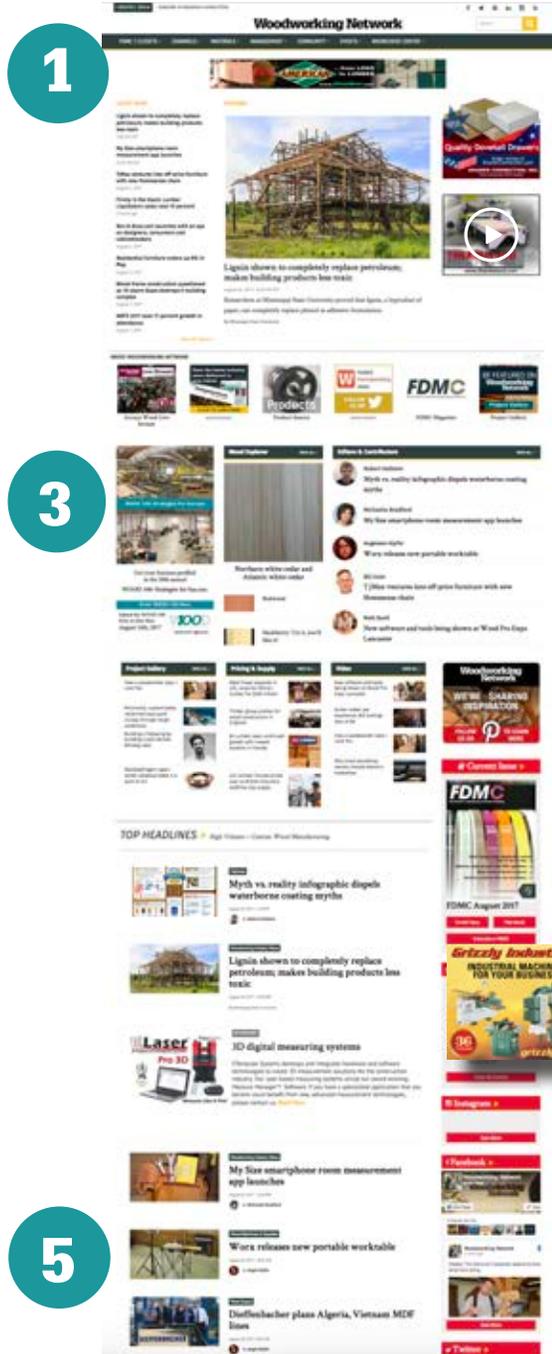
# Woodworking Network

## 2021 Digital Rates

WoodworkingNetwork.com Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$79
2	Medium Rectangle 1 & 2	300w x 250h	\$79
3	Half Page Banner	300w x 600h	\$68
4	Welcome Banner	300w x 250h	\$105
5	Brand Voice	300x250 image, text ad link, 7 word headline, 50 word body copy	\$105
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$158
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	\$79
Woodworking Network look-alike campaign		\$68



Webinar Sponsorship		
Produced Webinar	WWN exclusive content developed and produced by our editorial team	\$2,095 per webinar
Hosted Webinar	You supply the Webinar content and we do the complete Webinar production	\$5,245 per webinar

Red Book Online	
An enhanced listing in the Red Book online database, includes logo, photos, company information and the ability to load products and videos	\$1,024 per listing

Podcast Sponsorship	
Branding opportunity to sponsor the Woodworking Network Podcast	\$5,245 per podcast

Social/Sponsored Facebook Posts	
Traffic campaign on Facebook with an estimated reach of 30,000 – 100,000	\$3,675 per post

### 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.

# Woodworking Network

## 2021 Digital Rates

Newsletters	Frequency	Ad Unit	Rate per send
1 Daily Brief	Daily, Monday-Saturday at 6 am CDT	<b>Text Ad</b> <ul style="list-style-type: none"> <li>High-res image (300 dpi)</li> <li>Headline (7 words max)</li> <li>Body text, 50 words max (Red Book only: 70 words max)</li> <li>URL</li> </ul>	\$651
2 Week in Review	Weekly, Sundays at 3 pm CDT		
3 Red Book Alert	Weekly, Wednesday at 9 am CDT		
4 Closets News	Weekly, Thursday at 10 am CDT		
5 WMS Canadian News	Every other week		
6 Breaking News	As needed, exclusive		\$788

Product Showcase Newsletters	Frequency	Ad Unit	Rate per send
7 WWN Showcase (includes leads)	Monthly, last Friday of the month	<b>Text Ad</b> <ul style="list-style-type: none"> <li>High-res image (300 dpi)</li> <li>Headline (7 words max)</li> <li>Body text (50-70 words max)</li> <li>URL</li> </ul>	\$1,628
8 Closets Showcase (includes leads)	Six times a year		\$1,045
9 CNC Insider	Quarterly		\$1,628

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	\$4,043
Case Studies		
Tech Review		
White Paper		
Custom	Deploy your custom message to the right audience	\$4,410 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	\$4,043



Contact your Media Integration Manager today to find out more about how the Woodworking Network can make your campaign a success.



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**Woodworking Network**

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