

# 12 reasons why **Closets & Organized Storage** is a wise choice

Inspiration for Designers & Fabricators

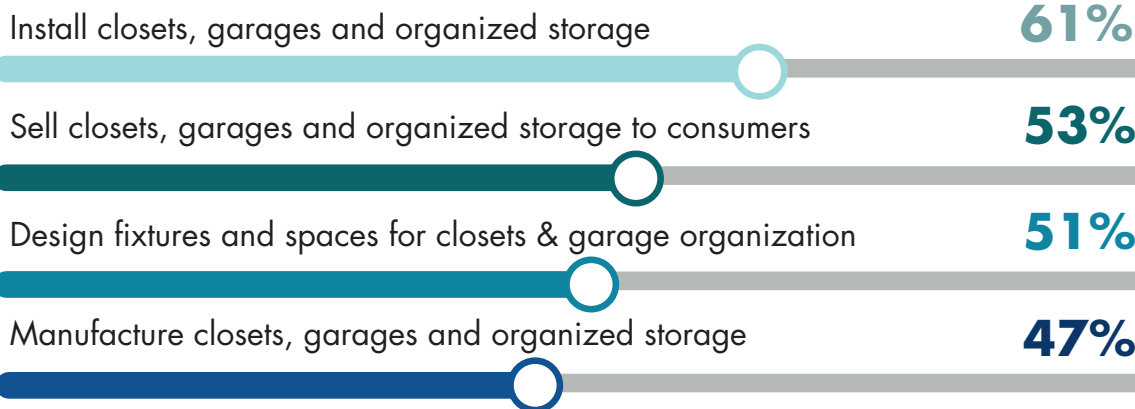
If you sell to companies who design, fabricate, sell, and install closets, and garage & home organization systems, then **COS** is a must-have marketing tool for your company. In fact, it is the only way to engage customers and prospects with lasting brand impressions needed to grow market share in the booming closets industry. It is the only publication with content exclusively designed and engineered for this growing industry niche – closets & home organization professionals. Requested by more than 23,000 subscribers, the entire audience is comprised of engaged readers who want to stay abreast of design and industry trends in this \$13 billion market. Take a close look at the profile of this dynamic audience. These 12 facts ensure that your marketing dollars are wisely spent:

## 1 COS readers asked for it

Every subscriber who receives a printed copy of **COS** *has requested to receive it*. They want it *for the content*, they want it *for the advertising*, and they want it *for the inspiration*.

## 2 A totally unique audience

The unmatched composition of this audience provides you a unique branding opportunity...



## 3 They sell on multiple fronts to cover an entire chain of commerce



## 4 Their projects span the spectrum



# 5 They are buyers and they are buying NOW!

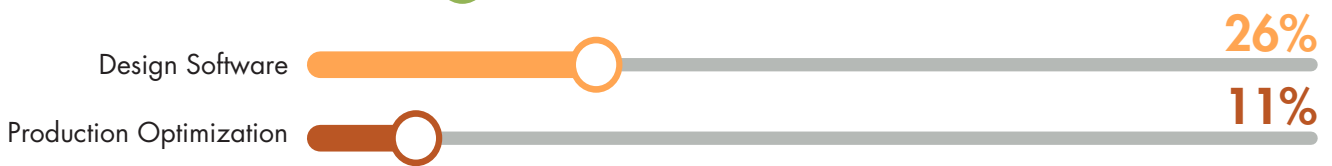
A full 95.5% have purchasing or recommending authority and here is what is on their lists for the next 12 months:



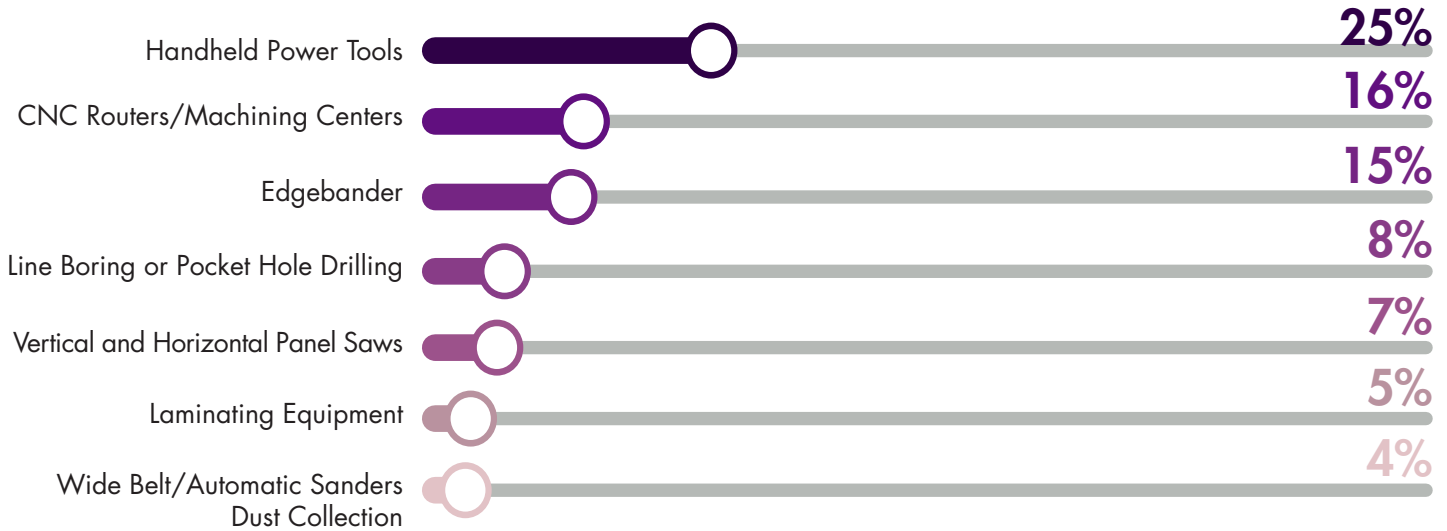
## Materials



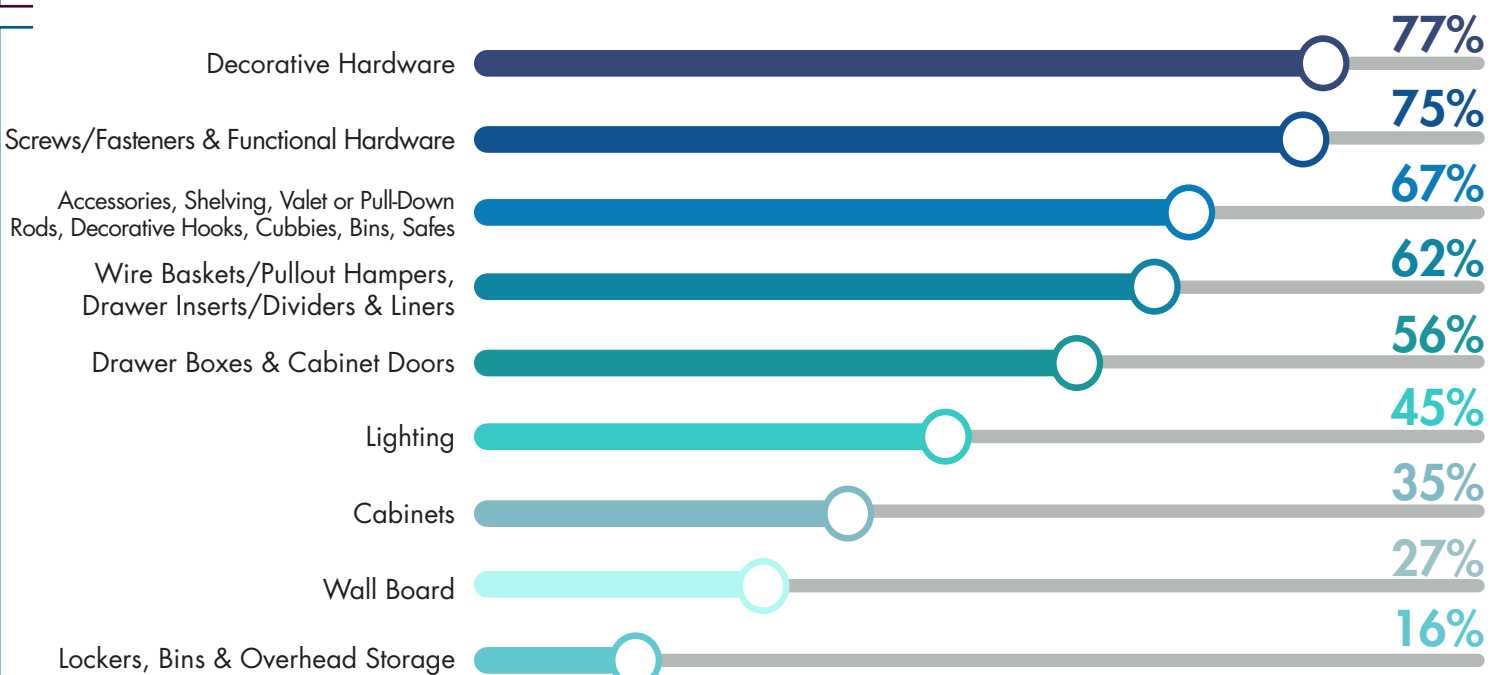
## Software



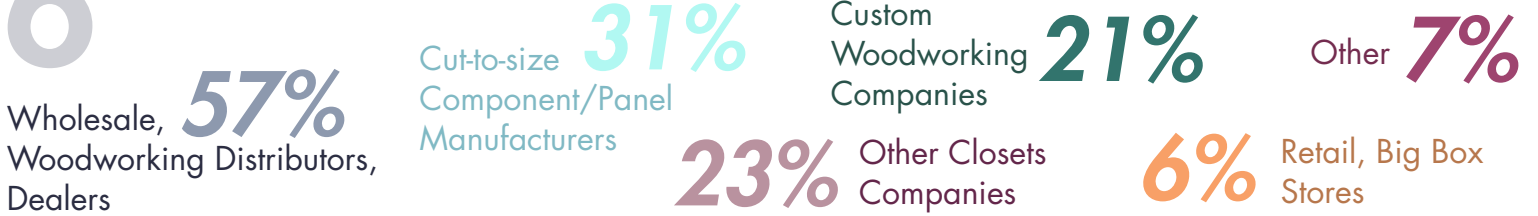
## Equipment



## Supplies

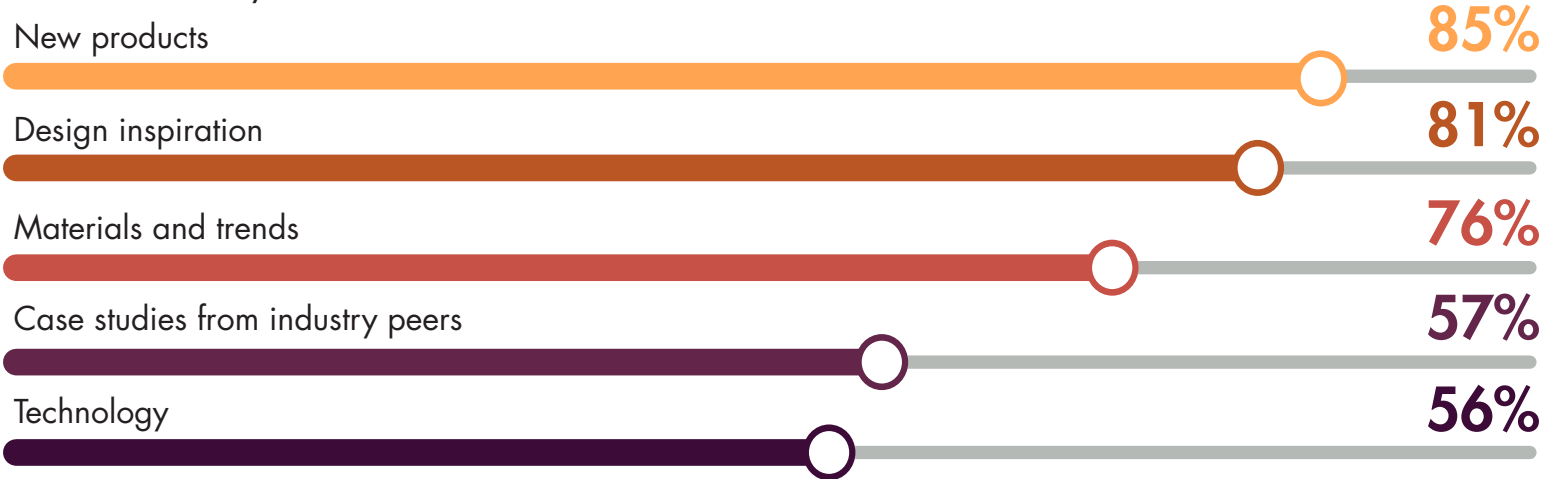


## 6 Here is where they purchase...



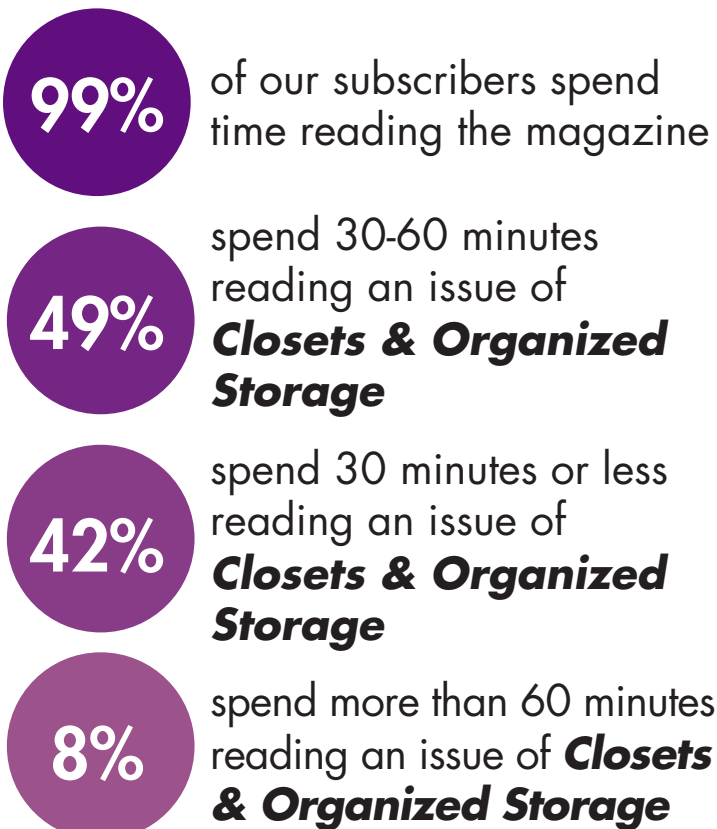
## 7 They rely on COS for unique content

Readers are thrilled to have a publication dedicated to this profitable niche market. Here is what they look for in each issue:



## 8 Highly Engaged

The brand has high affinity among the subscribers:



## 9 Content inspires ACTION!



# 10 They read and share...

85% regularly share their copies with others, averaging a pass-along readership of **3 additional people** per subscriber. Think of your brand's influence realm **growing** and **multiplying** by a **factor of 3** with each ad placement. That amounts to a total potential of **69,000** with each ad you run.

# 11 An Outstanding Value

There is nothing like **COS** with which to build your **brand image**, communicate directly with this **booming industry** and **grow your market share**. Running a page or a spread in every issue is a **small investment** that will yield **huge results** for your company's bottom line. The **engaged, receptive audience** looks forward to seeing you there.

# 12 But don't take it from us, look at what your customers and prospects say about why they read COS:

*"Finished products, new products, and innovation in the industry."*

*"A specialty magazine!"*

*"We learn about other companies and see what they have and, we meet new companies and competitors."*

*"New technology, new products and new materials."*

*"Always keeping new ideas and information coming our way in the magazine. We keep the current issue in our showroom "soft seating" area for customers and employees to enjoy and reference."*

*"I like seeing anything closet industry specific."*

*"You are keeping us informed on the current issues within our industry."*

*"It is 100% focused on the home storage industry!"*

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We invite you to join us in celebrating this unique industry niche and honoring the achievements of the dedicated professionals comprising the readership of **COS**. Contact your Media Integration Manager today to determine how to best leverage **COS** to meet your Mar/Com objectives.

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**SOURCE:**  
Closets & Organized Storage readership study, June 2020  
Closets & Organized Storage purchasing study, June 2019  
Audience Demographics, 3rd Party Verified