

Woodworking Network MEDIA KIT 2022

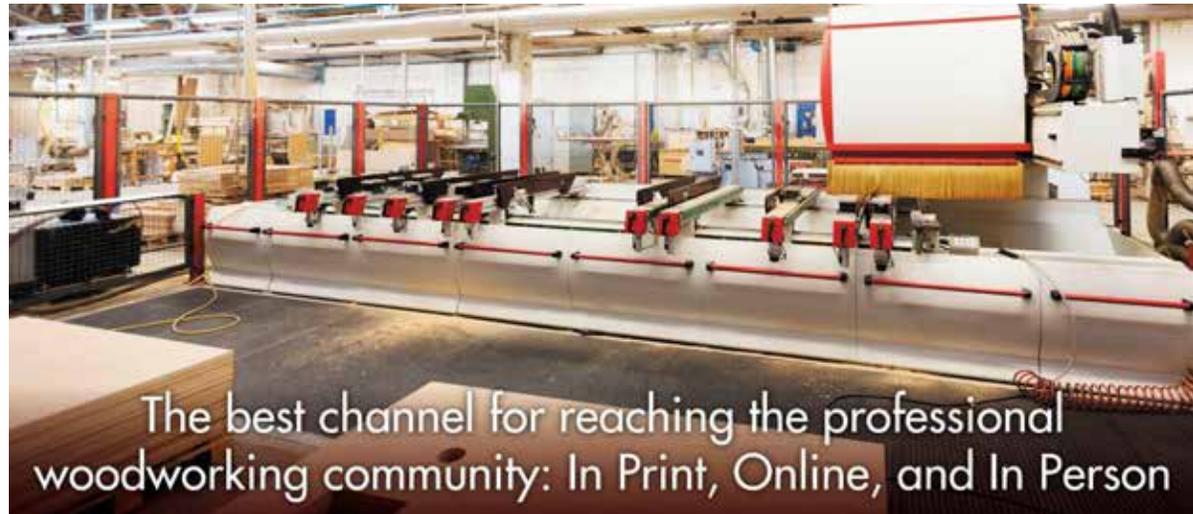


The best channel for reaching the professional woodworking community: In Print, Online, and In Person

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

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

Woodworking Network MEDIA KIT '22



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!

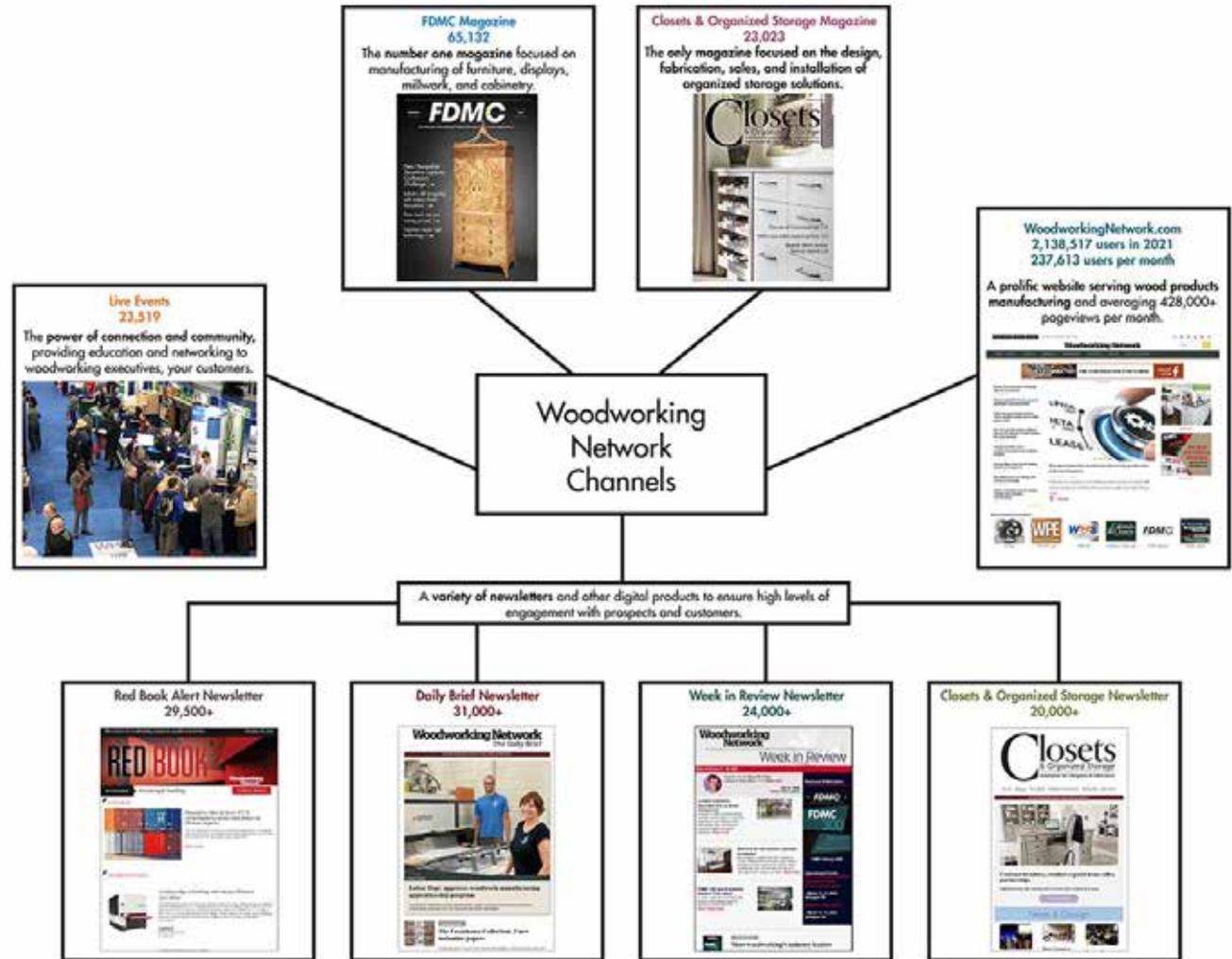
Marketing choices are plentiful in today's crowded media space. Choosing the right tools to carry your message is critical. Woodworking Network is **the** premiere supplier of marketing and communications tools to build brand awareness and preference among professional woodworkers. Nowhere else can you 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
- ▶ 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



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 2022 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.

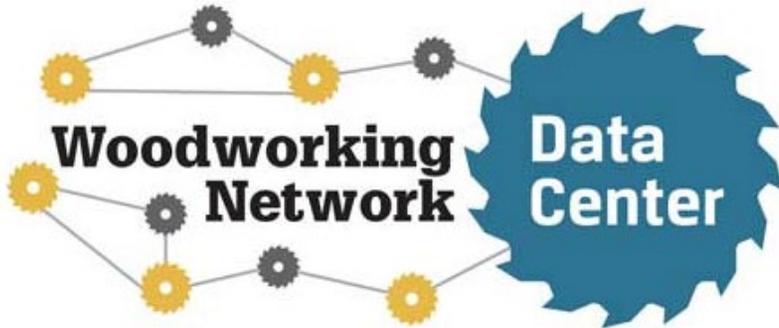
Take a close look at the variety and depth of the communications vehicles offered here. And while doing so, note that Woodworking Network's mission is to bring buyers and sellers together through educational resources produced specifically for professional woodworkers and the wood products manufacturing 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 137,000 subscribers to our various products at more than 95,000+ sites.

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

95,224 woodworking plants (sites) and services

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



137,437 people within these sites

- Demographic selects include:
- Title ←
 - Phone Number ←
 - Email Address ←
 - and more! ←

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

Number of subscribers in each product channel



	FDMC Magazine	Closets & Organized Storage Magazine	Week In Review e-Newsletter	Daily Brief e-Newsletter	Red Book e-Newsletter	Closets & Organized Storage e-Newsletter
FDMC Magazine	65,018	11,638	24,546	22,489	23,340	8,555
Closets & Organized Storage Magazine	11,638	23,072	6,573	7,039	7,643	10,238
Week In Review e-Newsletter	25,546	6,573	30,919	26,490	25,899	9,880
Daily Brief e-Newsletter	22,489	7,039	26,490	35,727	27,620	12,407
Red Book e-Newsletter	23,340	7,643	25,899	27,620	33,603	13,638
Closets & Organized Storage e-Newsletter	8,555	10,238	9,880	12,407	13,638	20,123

*Highlighted data represents cross-over of recipients from one product to the other
 Above figures are averages and are not representative of exact delivery distribution

The data within the Woodworking Network Data Center also segments each site by primary business sector within the wood manufacturing industry. Robust data like this provides the opportunity to target specific sectors that are most important to you.

Number of sites by Primary Business
Grand Total: 95,224



► View full-size Primary Business chart

Number of sites/plants within top business classifications by state



► View full-size map image

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.



How you can benefit from the use of Woodworking Network's database of more than 95,000 woodworking sites and plants:

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

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

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

Here's what your report will include:

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

Company	Address	City	State	Zip	Country	Phone	Fax	Primary Prod	Employees
H & M Plant Works	1711 Calle Hermosa	Villa Comuna	Guatemala	GU 00906-1711	USA	787-340-1233		Kitchen Bath Cabinets	Not Reported
Super Plywood Inc	209 Calle Comercio	Bayamon	PR	00710-1010	USA	787-793-0833	787-745-0830	Decor Distributor	20 to 49
Red Source of Englewood	1000 Ave 20 7000 20th	Guatemala	PR	00906	USA	787-247-2000		Not Furnished	
Manufacture Inc	PO Box 7880	Guatemala	PR	00570-7880	USA	787-730-8500	787-730-7442	Kitchen Bath Cabinets	20 to 49
Maple Products	PO Box 300	Guatemala	PR	00570-3000	USA	787-790-2442		Decor Distributor	Not Reported
Manufacture Traders of Madison 3 Inc	PO Box 4300	Trujillo Alto	PR	00974-4343	USA	787-276-2111	800-733-8000	Decor Distributor	20 to 49
Maple Woodworking Inc	PO Box 2020	Trujillo Alto	PR	00974-2020	USA	787-830-7910		Kitchen Bath Cabinets	20 to 49
USA	600 W 9th St Lane Country Club	Carolina	PR	00982	USA	787-748-2000	787-748-2000	Educator University	1 to 9
Caribbean Shaping Co	360 W 1st St Miramar	Carolina	PR	00987	USA	787-276-7925	787-276-7925	Educator University/Educator University	1 to 9
Maplewood	PO Box 6000	Carolina	PR	00986-6000	USA	787-448-2282		Other Wood Products	1 to 9
Maplewood	PO Box 8000	Carolina	PR	00986-8000	USA	787-641-4019	787-761-1711	Kitchen Bath Cabinets	1 to 9
Maplewood Ply Manufacturing	515 First Bridge Dr	Aguares	PR	00903-2004	USA	810-790-2111	810-790-4018	Kitchen Bath Cabinets	20 to 49
Maplewood Ply Manufacturing Inc	501 Springwood Dr	Aguares	PR	00903-2114	USA			Not Furnished	1 to 9
Maplewood Ply Manufacturing	55 Alcazar Dr	Aguares	PR	00903-2400	USA			Educator University/Educator University	Not Reported
Maplewood Ply Manufacturing	180 Edge Hill Rd	Aguares	PR	00903-2199	USA	410-831-5441		Not Furnished	1 to 9
Maplewood Ply Manufacturing	280 Spruce St	Aguares	PR	00903-4362	USA	410-887-1700		Not Furnished	20 to 49
Maplewood Ply Manufacturing	170 Manning St	Aguares	PR	00906-1204	USA	410-279-2000		Not Furnished	1 to 9
Maplewood Ply Manufacturing	100 Spruce St	Aguares	PR	00903-4704	USA	410-240-6020		Not Furnished	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



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

Build Brand Awareness	Generate Brand Recognition	Ensure Brand Preference	Gain Market Share
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Once they select your brand, you have the business – you've beat the competition!

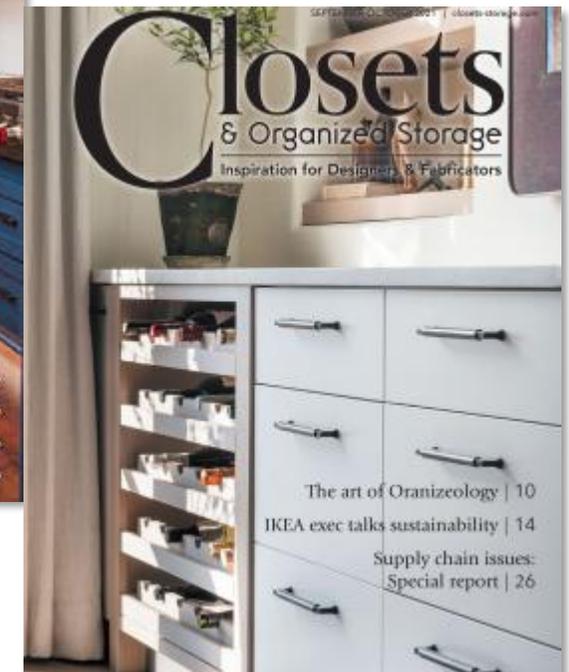
PRINT...The wise choice to build your bottom line!

A winning marketing combination among media brands

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

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

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





FDMC

Best Practices in Woodworking Technology & Business

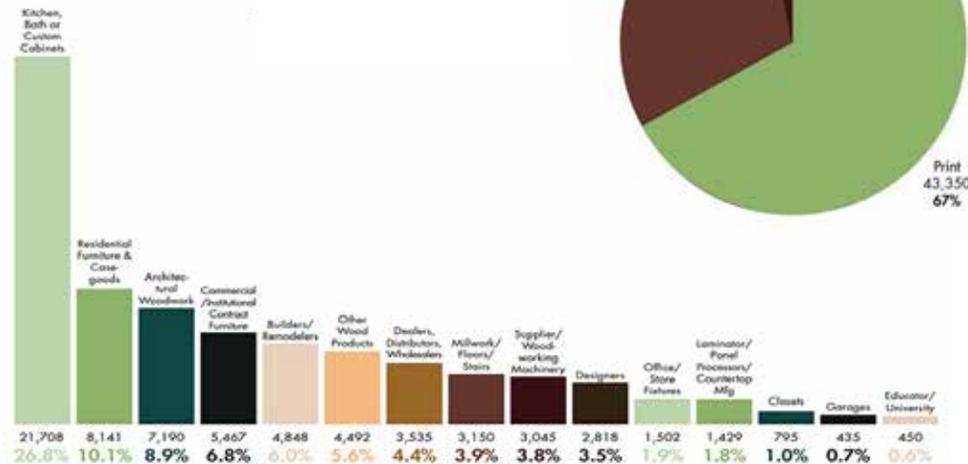
FDMC magazine is the premiere publication for woodworking industry professionals, with the largest circulation and the best content of any woodworking magazine anywhere on the globe.

As the flagship publication of Woodworking Network, **FDMC** has been in publication for more than 40 years and still stands as the trusted resource for manufacturers of furniture, displays, millwork and cabinetry.

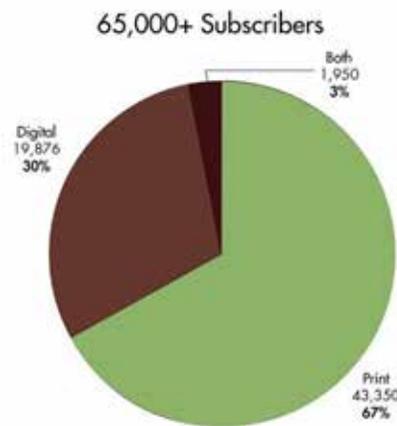
The magazine's monthly mission is to cover the best practices in woodworking technology, supplies, education and inspiration for professional woodworkers, from small business entrepreneurs to corporate managers at large automated plants. Fielding a seasoned editorial team with decades of combined experience, the well-curated content provides readers with the most trusted source of unbiased information and expertise in the wood manufacturing industry. View the [2022 Editorial Calendar](#) and start planning.

100% requested by all who receive it

FDMC's 100% direct request audience represents the ultimate opt-in. It's simple – 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.



Working across several business sectors



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

At least not with your customers and prospects. Woodworking professionals request it because they want to read it. They want it in print. When presented with the choice, only 30% 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.

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

2022 Editorial Calendar

	Editorial Topics	Show Focus	Product Focus	Closing/Material Dates	
January	Technology: Tooling	WMS Canada, February 24-26, 2022	Hardware	Closing: 12/6 Material due: 12/10	
February	Exclusive Report: FDMC 300 Lean manufacturing	Closets Conference & Expo/ WPE California, April 27-29	Software	Closing: 1/7 Material due: 1/12	
March	Exclusive Report: Cabinet Trends Survey Gene Wengert on solid wood technology	Closets Conference & Expo/ WPE California, April 27-29	Finishing & Sanding	Closing: 2/4 Material due: 2/10	
April	CNC technology	Closets Conference & Expo/ WPE California, April 27-29	Components & Outsourcing	Closing: 3/4 Material due: 3/10	
Red Book	A resource guide for best practices on all facets of woodworking manufacturing		Featured products from all market segments	Closing: 3/11 Material due: 3/18	
May	Architectural millwork Appeal for Pricing Survey projects		Wood Waste Management	Closing: 4/5 Material due: 4/11	
June	Custom furniture Finishing Forum	Executive Briefing Conference (EBC), Sept. 15-17	Tooling	Closing: 5/5 Material due: 5/10	
IWF Pre-Show Planner	A comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate	IWF, August 23-26		Closing: 5/11 Material due: 5/17	



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July	IWF Show issue Gene Wengert on solid wood technology	Executive Briefing Conf., Sept. 15-17 WPE Lancaster, Oct. 13-14	Show Products	Closing: 6/6 Material due: 6/10
August	IWF Illustrated Show Guide, featuring the latest technology, materials, supplies and services to be featured at IWF Manufacturing technology	EBC, Sept. 15-17 WPE Lancaster, Oct. 13-14 SIBO, Oct. 27-29	Hardware	Closing: 7/6 Material due: 7/11
IWF Show Dailies	Official Show Daily distributed during IWF and includes news and happenings at the show			Closing: 7/23 Material due: 7/27
September	Veneer & Veneering Gene Wengert on solid wood technology	WPE Lancaster, Oct. 13-14 SIBO, Oct. 27-29	Components & Outsourcing	Closing: 8/5 Material due: 8/10
October Leadership Issue	WOOD 100, Market Leaders 40 Under 40, FDMC 300 Top 10	SIBO, Oct. 27-29	CNC Automation	Closing: 9/7 Material due: 9/10
November	Exclusive report: Pricing Survey Panel processing and assembly Education & training		Wood Waste Management	Closing: 10/5 Material due: 10/11
December	Exclusive Woodworking Almanac & Industry Forecast for 2023		Editor's Picks of Top Products of 2022	Closing: 11/4 Material due: 11/10



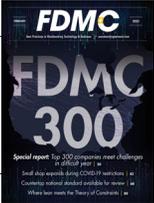


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2023 Editorial Calendar

* Topics subject to change

	Editorial Topics	Show Focus	Product Focus	Closing/Material Dates	
January	Technology: Tooling Education & Training	Closets Conference & Expo/ WPE Florida, April 12-14	Hardware	Closing: 12/6 Material due: 12/19	
February	Exclusive Report: FDMC 300 Lean manufacturing	Closets Conference & Expo/ WPE Florida, April 12-14	Software	Closing: 1/6 Material due: 1/12	
March	Exclusive Report: Cabinet Trends Survey Gene Wengert on solid wood technology	Closets Conference & Expo/ WPE Florida, April 12-14	Finishing & Sanding	Closing: 2/6 Material due: 2/10	
April	CNC technology		Components & Outsourcing	Closing: 3/6 Material due: 3/10	
Red Book	A resource guide for best practices on all facets of woodworking manufacturing		Featured products from all market segments	Closing: 3/10 Material due: 3/17	
May	Architectural millwork Appeal for Pricing Survey projects		Wood Waste Management	Closing: 4/5 Material due: 4/10	
June	Custom furniture Finishing Forum	Executive Briefing Conference (EBC), Sept. 2023	Tooling	Closing: 5/5 Material due: 5/10	
AWFS Pre-Show Planner Polybagged with June + distributed digitally in June and July	A comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate	AWFS, July 25-28		Closing: 5/11 Material due: 5/17	



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





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 11, 2022 **Materials Due:** March 18, 2022

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

If you want to show up in the top of the search, buy an enhanced Red Book Showroom listing for **only \$1,075 per year**. Your enhanced listing online will include a logo, photos and company information to encourage visitor clicks to your site.

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



Red Book Alerts

Weekly newsletter sent every Wednesday to more than 29,500 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.

See schedule on page 16



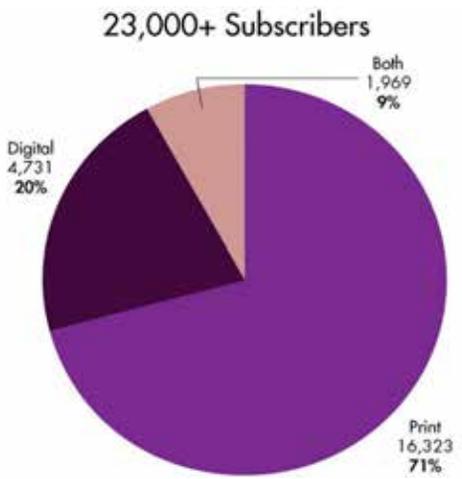
Closets & Organized Storage

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 23,000+ 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!



They are the buyers of your products

95%

have purchasing or recommending authority

Highly engaged in reading and receiving the magazine validating once again that print is alive and well.

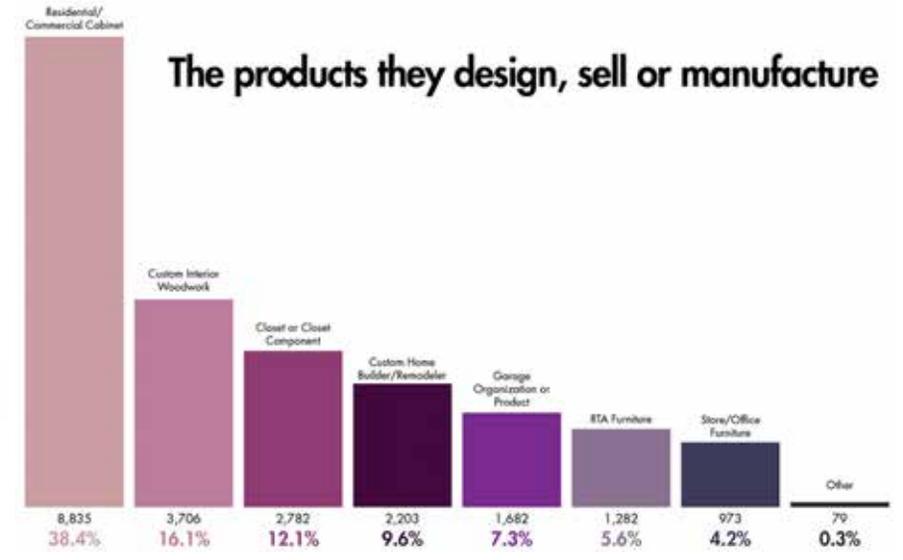
80%

request a print issue

99% spend time reading the magazine

57% spend more than 30 minutes reading

The products they design, sell or manufacture



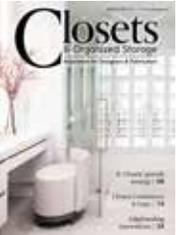
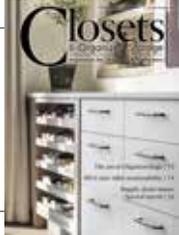
It's an outstanding value for reaching this niche market
 There is nothing like **COS** with which to build your brand image, communicate directly with this booming industry and grow your market share. Running in every issue is a small investment that will yield huge results for your company's bottom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

In Every Issue:

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

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

2022 Editorial Calendar

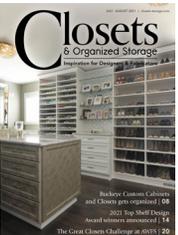
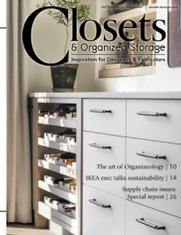
	Editorial Topics	Product Focus	Closing/Material Dates	
January/February	The issue will focus on the need for Niche rooms – Zoom rooms, educational nooks and more Preview: KBIS 2022, February 8-10, Orlando, FL	Panel Processing Equipment	Closing: 12/17 Material due: 12/22	
March/April	Closet companies working with professional organizers Preview & Extra Distribution: Closets Conference & Expo, April 27-29, San Diego, CA	Hardware & Accessories Closets Expo products	Closing: 2/22 Material due: 2/25	
May/June	Garage design from cabinets to flooring Post Show Coverage: Closets Conference & Expo Preview: IWF, August 23-26, Atlanta, GA; Closets & CNC Symposia at IWF, August 22, Atlanta, GA	Textured Panels	Closing: 4/20 Material due: 4/22	
July/August	Storage in multi-family & commercial projects Preview: Executive Briefing Conference (EBC), September 15-17, Colorado Springs, CO Show Issue & Extra Distribution: IWF, August 23-26, Atlanta, GA	Job Site Tools IWF Products	Closing: 6/21 Material due: 6/27	
September/October	Lighting, design, and trends Event Issue: EBC, September 15-17, Colorado Springs, CO Show Issues: Wood Pro Expo, October, Lancaster, PA; SIBO, October 27-29, Quebec, Canada	Barn Door & Decorative Hardware	Closing: 8/19 Material due: 8/25	
November/December	State of the Industry – research and industry reports Preview: KBIS and International Builders Show, January 31-February 2, Las Vegas, NV	Design Software	Closing: 10/20 Material due: 10/25	

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- New products by category and relevance

2023 Editorial Calendar

* Topics subject to change

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



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 428,000 page views per month, www.woodworkingnetwork.com will ensure your ad placement is seen by woodworking professionals with buying authority. This powerful website is content rich and attracting more professional woodworkers than ever before looking for valuable information.



WoodworkingNetwork.com Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$83
2	Medium Rectangle 1, 2 & 3	300w x 250h	\$83
3	Half Page Banner	300w x 600h	\$71
4	Welcome Banner	300w x 250h	\$110
5	Brand Voice	300x250 image, text ad link, 7 word headline, 50 word body copy	\$110
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$166
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.

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.



5,000 unique individuals have tuned in | **22,491** podcast downloads/listens to date | An average of **930** downloads/listens per month

1X: \$3,145 per podcast 3X: \$3,040 per podcast 6X: \$2,830 per podcast

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 \$83 (cpm)
Woodworking Network look-alike campaign \$71 (cpm)

Webinar Sponsorship



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

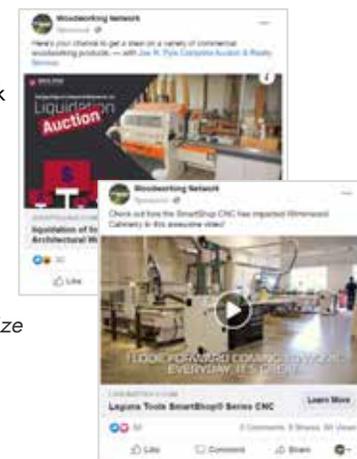
Produced Webinar: \$2,200 per webinar Hosted Webinar: \$5,507 per webinar

Sponsored Facebook Posts

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

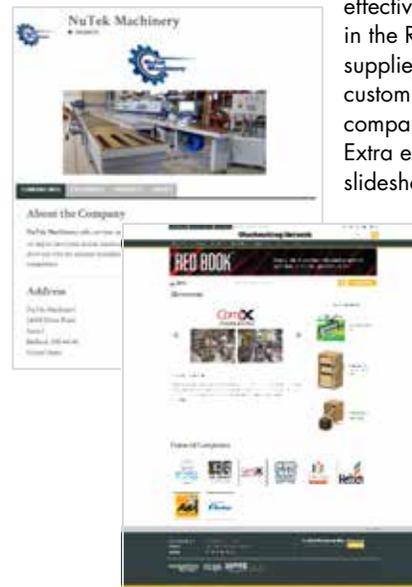
Base campaign: \$3,859 per post

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 2022 and mailed and emailed to our audience of 65,000+.



\$1,075 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: 31,000+
Averages 15.7% open rate

Text Ad: \$684 per send
Leaderboard Ad: \$919 per send or \$4,914 weekly (6 times)
Video: \$835 per send or \$3,938 weekly (6 times)



Red Book Alert

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

Delivers every Wednesday at 9am CDT
Audience: 29,500+
Averages 14.1% open rate

Text Ad: \$684 per send



WMS Canadian News

We keep our audience informed as breaking industry events occur.

Audience: 8,500+
Averages 21.9% open rate

Text Ad: \$684 per send



Closets & Organized Storage

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

Delivers every Thursday, 10am CDT
Audience: 20,000+
Averages 14.9% open rate

Text Ad: \$684 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: 24,000+
Averages 16.4% open rate

Text Ad: \$684 per send



Breaking News

We keep our audience informed as breaking industry events occur.

Audience: 31,000
Averages 15.6% open rate

Exclusive Opportunity: \$827 per send

Product Showcase Newsletters

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

Woodworking Network Showcase



Averages 25% open rate

Lead-generator

Delivering the latest in wood machinery and supplies to 32,000+ woodworking professionals.

Text Ad: \$1,709

Schedule

January 28	July 29
February 25	August 26
March 25	September 30
April 29	October 28
May 27	November 18
June 24	December 16

Closets Showcase



Averages 22.9% open rate

Lead-generator

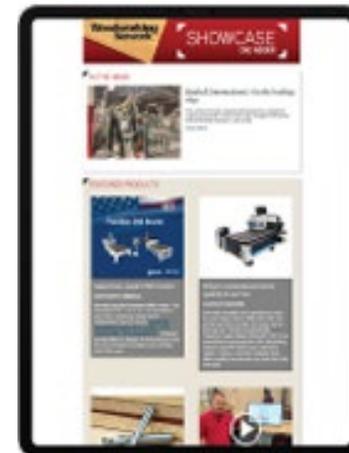
Nearly 10,000 closets and organization professionals need your products and look to the Closets Showcase to deliver.

Text Ad: \$1,097

Schedule

February 15	August 16
April 19	October 18
June 21	December 13

CNC Insider



Averages 24.5% open rate

Lead-generator

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

Text Ad: \$1,709

Schedule

January 13	July 14
March 10	September 8
May 12	November 10

Email Marketing

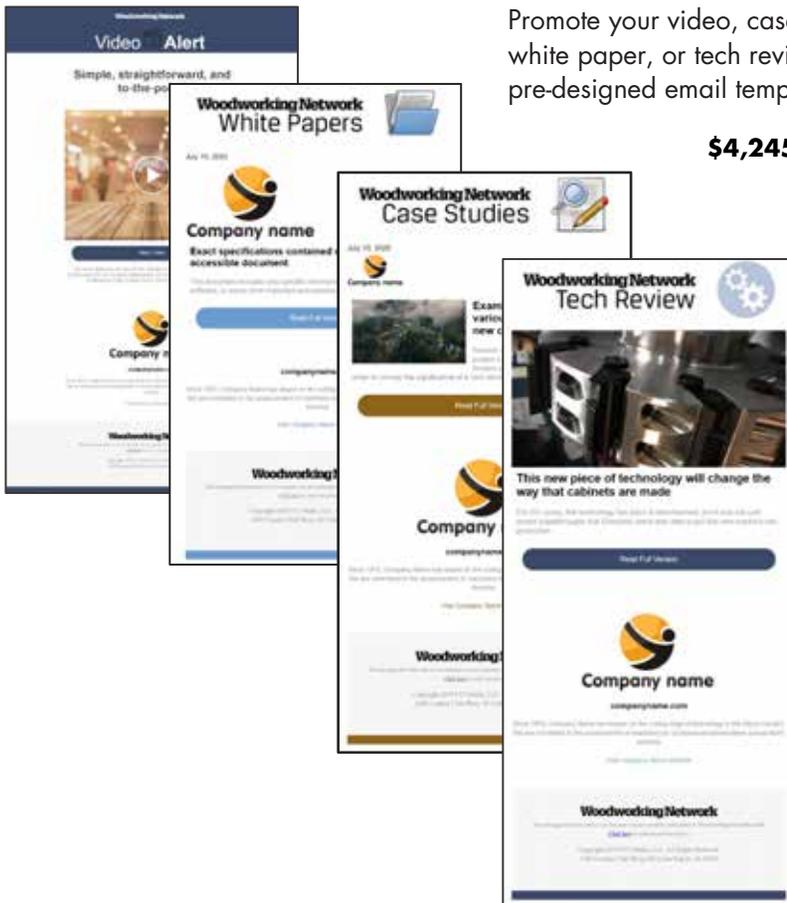
Leverage the Woodworking Network database to send your exclusive message to our audience of qualified woodworking professionals, your customers.

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.

\$4,245 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.

\$4,631 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.

\$4,245 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.

82%*

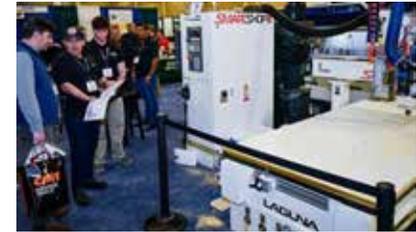
Destination/location

Location influences their decision to attend.

75%*

Networking Opportunities

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



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

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

April 27-29, 2022

San Diego Convention Center
San Diego, CA

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 | 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



Primary Business



Job Function*





September 15-17, 2022

The Broadmoor
Colorado Springs, CO

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

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

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

Harry Urban, FDMC Publisher
harry.urban@woodworkingnetwork.com | 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:

SPONSORSHIP	WHEN	COST	VALUE ADD*
Dinner Sponsor 3 available	Thursday & Friday	\$15,000	2 comp registrations
Lunch Sponsor 3 available	Friday & Saturday	\$12,500	1 comp registration
Breakfast Sponsor 3 available	Friday & Saturday	\$10,000	1 comp registration
Plant Tour Sponsor 3 available	Friday	\$5,000	1 comp registration
Keynote Sponsor 2 available	Thursday & Saturday	\$5,000 each	1 comp registration
After Hours Reception 1 available each night	Thursday & Saturday	\$5,000	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 13-14, 2022

Warehouse at the Nook
Manheim, PA, Lancaster County

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 2021, drew more than 700 attendees and attracted more than 70 exhibitors in 15,000 sq. feet of exhibit space. Educational features such as the Running Machinery Program, Classic Machine Program and classroom sessions and keynotes are popular highlights of Wood Pro Expo Lancaster.

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

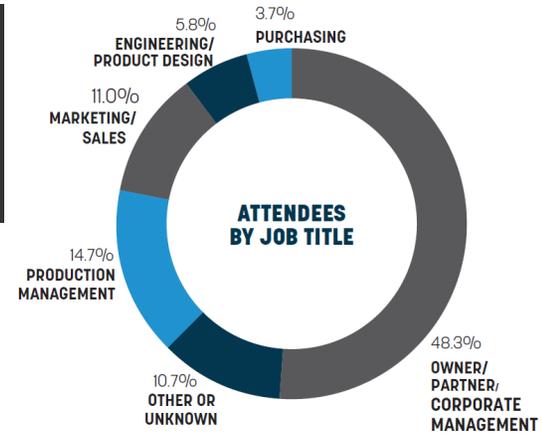
Lewis Goldman, Show Manager
lewis@woodproexpo.com | 800-969-2212

Visit the WPE event site

Wood Pro Expo Lancaster by the numbers

Top 3 reasons why attendees come to Wood Pro Expo Lancaster
 #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	50.5%
Custom Woodwork & Other Wood Products	22.2%
Architectural Woodworking & Millwork	17.2%
Dealers/Dist/Wholesalers	4.3%
Education/University	1.8%
Building Contractor/Remodeler	1.6%
Laminator/Panel Processor/CounterTops	1.3%
Closet & Garage Organization	1.1%

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



October 27-29, 2022
 Drummondville, Quebec

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

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

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

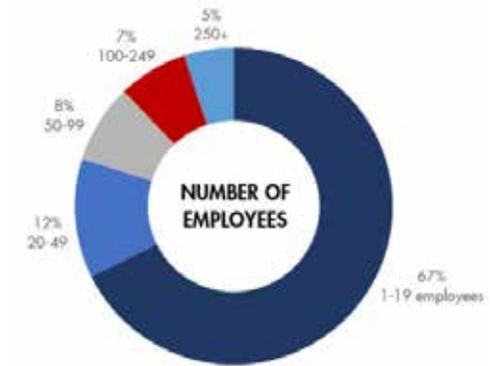
- ▶ Furniture
- ▶ Cabinets
- ▶ Windows
- ▶ Store fixtures
- ▶ Other wood products

To reserve booth space, please contact:

Rich Widick
rwidick@heiexpo.com | 630-929-7918

Visit the SIBO event site

**SIBO
 by the numbers**



WOOD PRODUCT SECTORS



58% of attendees are top managers

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

88%
 of SIBO attendees are involved in the purchasing process!

The International Woodworking Fair® is one of the world's top events for the custom and general woodworking industries. Woodworking Network offers a number of outstanding sponsorship and advertising opportunities to help exhibitors reach attendees and stand out in the crowd at IWF 2022.



IWF Official Pre-Show Planner

Drive traffic to your booth with this comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate.

- Polybagged and distributed with June FDMC
- Delivered with FDMC June and July digital issues
- Distributed to the IWF pre-registration list

The pre-show planner is worth the investment and is sure to deliver results for you in 2022.

[Refer to standard ad pricing](#)

Ad Closing: 5/11/22 Materials Due: 5/17/22



Product Sneak Peek Emails - IWF Edition

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

6 spots available per distribution.

Distribution Dates:

7/19/22 | 7/26/22 | 8/2/22 | 8/9/22 | 8/16/22 | 8/23/22

FDMC Preview Issues and Bonus Distribution

July **FDMC** is the IWF show issue containing a preview of what to expect and includes all the important show information.

The August issue will include the current IWF happenings just ahead of the show, plus bonus distribution on the IWF expo floor.

[Refer to standard ad pricing](#)

July Ad Closing: 6/6/22

Materials Due: 6/10/22

August Ad Closing: 7/6/22

Materials Due: 7/11/22

Closets & Organized Storage Preview Issue and Bonus Distribution

The July/August issue will include a preview of closet and home storage exhibitor's products, plus bonus distribution on the IWF expo floor.

[Refer to standard ad pricing](#)

July/August Ad Closing: 6/21/22 Materials Due: 6/27/22

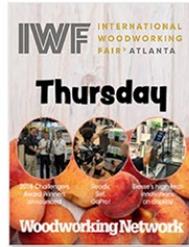




IWF Official Show Dailies

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

[LEARN MORE](#)



Distribution Schedule:

	Print Distribution	WWN Digital Distribution to non-registered in surrounding states	IWF Digital Distribution to registered attendees
August 22		Edition 1	
August 23	Edition 1		Edition 1
August 24	Edition 1		Edition 1
August 25	Edition 2		Edition 2
August 26	Edition 2		Edition 2

RATES: \$3,780 | Spread in both issues
 \$1,985 | Full page in both issues
 \$992 | Half page (no islands) in both issues

Ad Closing: 7/22/22 Materials Due: 7/27/22

At-Show Video

Filed at your booth with the edited 3–4-minute video posted online THE SAME DAY, Tuesday, August 23, on WoodworkingNetwork.com.

Deliverables also include:

- Promotion of post on Woodworking Network social media channels
- Same day email delivery to Woodworking Network audience
- Included on Woodworking Network post-IWF Fair e-newsletter highlighting show videos

RATE: \$5,299 | Video

IWF Fair Booth Video

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

RATE: \$3,412 | Video

[LEARN MORE](#)



Closets Symposium and CNC Symposium at IWF Sponsorship | August 22

[LEARN MORE](#)

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

The CNC Symposium presents leading CNC technology pros discussing what's new, what's coming and offering practical advice for new and current CNC users and will be moderated by Will Sampson, Editorial Director of *FDMC*.

A networking lunch will be part of the day's schedule that will unite all attendees from both the CNC and Closets Symposiums.

RATES, per sponsorship, per symposium:

Gold: \$6,500

Silver: \$3,500

Bronze: \$2,000



WWN Conference Session at IWF Sponsorship

[LEARN MORE](#)

The Woodworking Network presents a variety of conference sessions during IWF, providing attendees the latest in woodworking industry thought leadership. Your sponsorship of a WWN conference session affords you prime branding and promotional opportunities.

Sessions available for sponsorship include:

» Pricing for the Custom Woodworking Shop

Presented by Will Sampson

» Seven Ways Shops Can Improve Their Business

Presented by Will Sampson

» Working with Designers on Closet & Storage Projects

Presented by Michaelle Bradford

» Marketing with Social Media

Presented by David Biggs & Brendan Linehan

RATE, per sponsorship: \$1,500

CO-BRANDING/SPONSORSHIP OPPORTUNITIES

Wood Industry 40 Under 40 | January 2022

Sponsorship: \$10,500



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

3 non-competing annual sponsorships available. Includes acknowledgement at the Woodworking Network Leadership Reception at IWF 2022 and other Woodworking Network events involving 40 Under 40 Class of 2022 honorees.

FDMC 300 | February 2022

Co-Sponsorship: \$3,150



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 2022

Co-Sponsorship: \$3,150



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

Includes sponsorship of awards presentation at WPE California, April '22 and engagement with finalists and winners. In addition, your logo and linked URL will be included on the contest landing page on WoodworkingNetwork.com, in contest emails, and logo or sponsorship mention included on any marketing to promote the Awards Presentation.

Top Shelf Awards | April 2022

Co-Sponsorship: \$5,000



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

Investment includes sponsorship of the April awards reception during Closets Conference & Expo 2022, as well as engagement with finalists and winners, plus your logo included on the contest landing page on WoodworkingNetwork.com, in contest emails, and recognition when the Awards are referenced in editorial coverage in print and online.

Veneer Tech Craftsman's Challenge | Summer 2022

Co-Sponsorship: \$5,250



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

Market Leaders | September & October 2022

Sponsorship: \$3,150



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 2022 EBC at The Broadmoor. Also recognition throughout the year when Market Leaders is referenced in editorial coverage in print and online.

WOOD100 | Fall 2022

Co-Sponsorship: \$3,150



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 2022

Co-Sponsorship: \$3,150



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 2022

Co-ponsorship: \$3,150



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 65,000+ readers looking for business intelligence for the coming year.

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

FDMC

2022 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

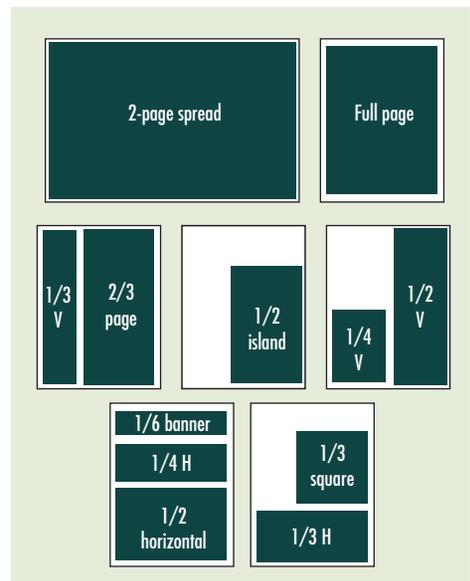
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Ad Unit	2022 PRINT ADVERTISING RATES		
	All rates are gross and include 4-color		
	1X	6X	12X
Spread (2 facing pages)	\$9,289	\$8,652	\$8,017
Full page	\$6,295	\$5,782	\$5,319
NO BLEED ON FRACTIONAL ADS			
2/3 page	\$4,457	\$4,205	\$3,924
1/2 Page Island	\$4,162	\$3,930	\$3,699
1/2 Page Horizontal	\$3,815	\$3,584	\$3,467
1/2 Page Vertical			
1/3 Page Horizontal	\$2,658	\$2,518	\$2,426
1/3 Page Square			
1/3 Page Vertical			
1/4 Page Horizontal	\$1,962	\$1,847	\$1,731
1/4 Page Vertical			
1/6 Page Banner	\$1,719	\$1,603	\$1,487

Ad Unit	2022 CLASSIFIED AD RATES		
	Rates are net per insertion		
Column = 2 3/16" wide	1X	6X	12X
1" x 1 column	\$276	\$248	\$221
2" x 1 column	\$358	\$342	\$326
3" x 1 column	\$424	\$380	\$358
4" x 1 column	\$497	\$468	\$441
5" x 1 column	\$551	\$524	\$468
6" x 1 column	\$607	\$579	\$551

Ad Closing Dates for 2022

	Ad Sales
January	12/6/21
February	1/7/22
March	2/4/22
April	3/4/22
Red Book	3/11/22
May	4/5/22
June	5/5/22
IWF Preshow Planner	5/11/22
July	6/6/22
August	7/6/22
IWF Show Dailies	7/23/22
September	8/5/22
October	9/7/22
November	10/5/22
December	11/4/22



FDMC

2022 Print Specs



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

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

Material Due Dates for 2022

	Materials
January	12/10/21
February	1/12/22
March	2/10/22
April	3/10/22
Red Book	3/18/22
May	4/11/22
June	5/10/22
IWF Preshow Planner	5/17/22
July	6/10/22
August	7/11/22
IWF Show Dailies	7/27/22
September	8/10/22
October	9/10/22
November	10/11/22
December	11/10/22

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 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

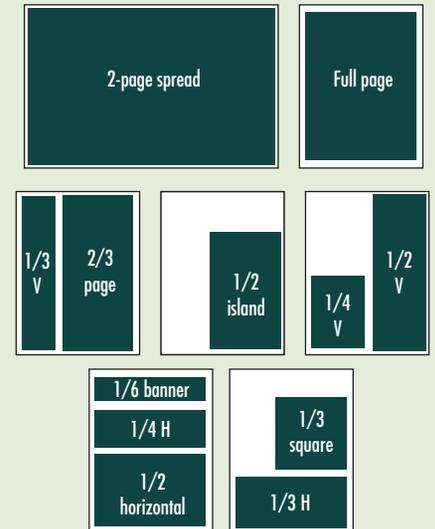
FTP: FTP software is required and can be obtained for free from FileZilla: <https://filezilla-project.org>

Host: 035f999.netsolhost.com

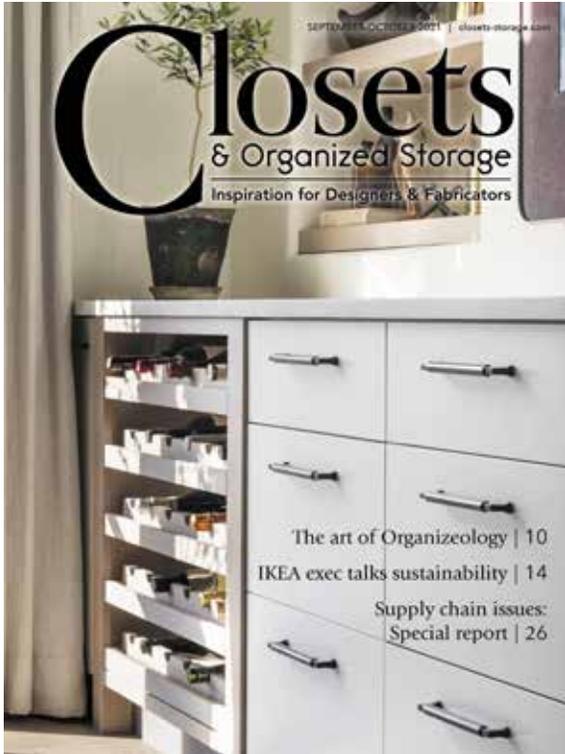
User: ads_ccimedia

Password: Admaterial2013

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2022 Print Rates



Cancellations

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Short Rates and Rebates

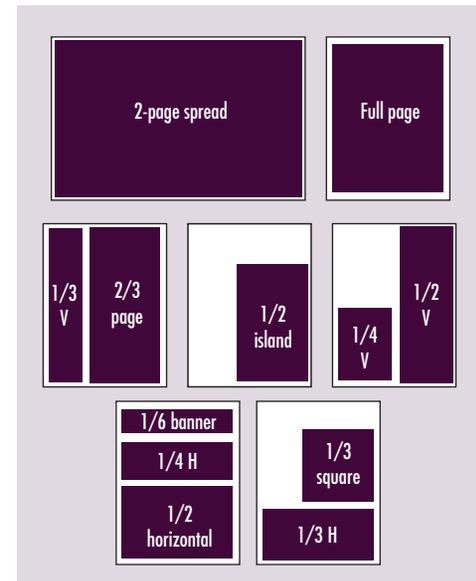
Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Ad Unit	2022 PRINT ADVERTISING RATES	
	All rates are gross and include 4-color	
	1X	6X
Spread (2 facing pages)	\$8,602	\$7,131
Full page	\$4,825	\$4,075
NO BLEED ON FRACTIONAL ADS		
1/2 Page Island	\$3,054	\$2,636
1/2 Page Horizontal	\$2,941	\$2,540
1/2 Page Vertical		
1/3 Page Horizontal	\$1,805	\$1,672
1/3 Page Square		
1/3 Page Vertical		
1/4 Page Horizontal	\$1,471	\$1,338
1/4 Page Vertical		

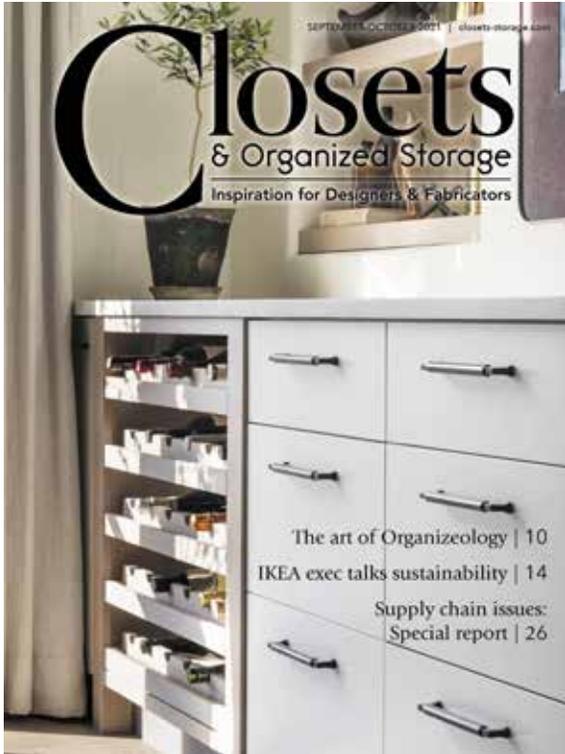
Ad Unit	2022 CLASSIFIED AD RATES	
	Rates are per insertion	
Column = 2 3/16" wide	1X	6X
1" x 1 column	\$276	\$248
2" x 1 column	\$358	\$342
3" x 1 column	\$424	\$380
4" x 1 column	\$497	\$468
5" x 1 column	\$551	\$524
6" x 1 column	\$607	\$579

Closing Dates for 2022 Issues

	Ad Sales
January/February	12/17/21
March/April	2/22/22
May/June	4/20/22
July/August	6/21/22
September/October	8/19/22
November/December	10/20/22



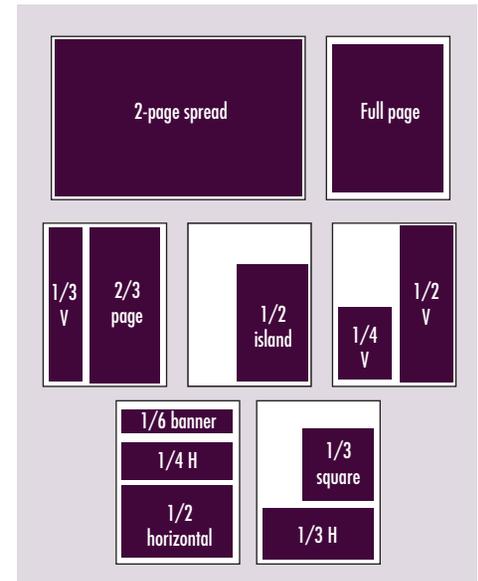
2022 Print Specs



Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
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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 2022	
	Materials
January/February	12/22/21
March/April	2/25/22
May/June	4/22/22
July/August	6/27/22
September/October	8/25/22
November/December	10/25/22



Art Requirements

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Woodworking Network

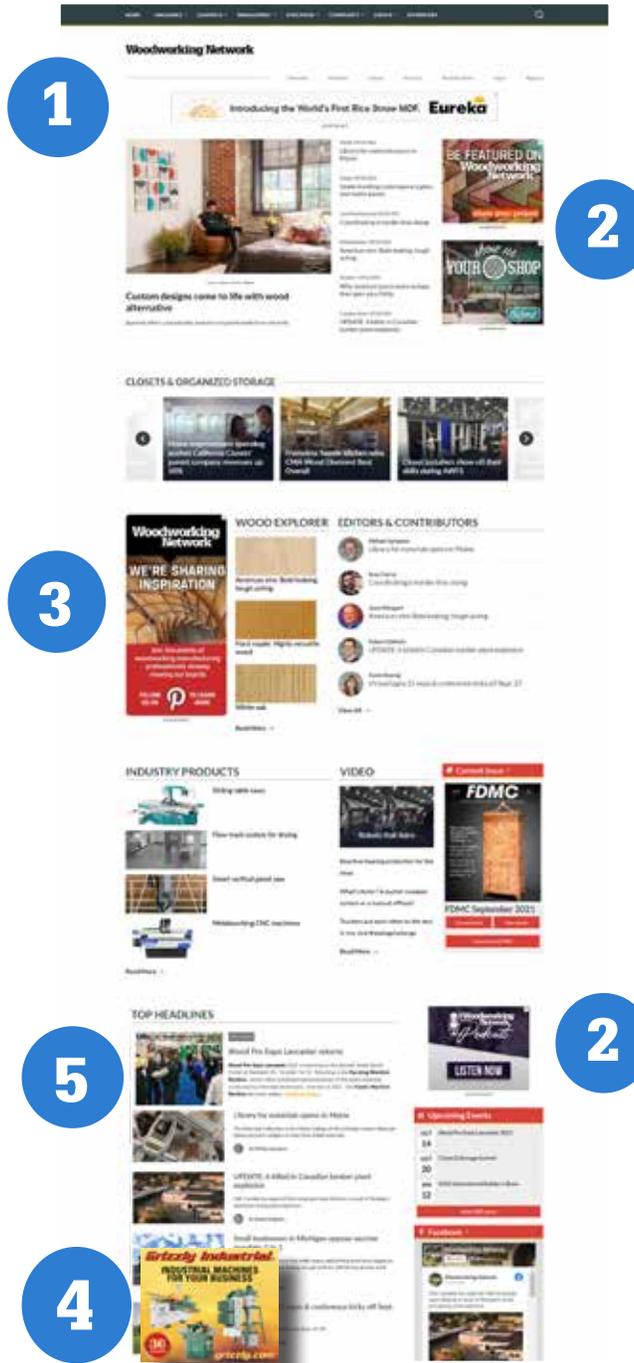
2022 Digital Rates

*All Digital Rates are Net

WoodworkingNetwork.com Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$83
2	Medium Rectangle 1, 2 & 3	300w x 250h	\$83
3	Half Page Banner	300w x 600h	\$71
4	Welcome Banner	300w x 250h	\$110
5	Brand Voice	300x250 image, text ad link, 7 word headline, 50 word body copy	\$110
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$166
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	\$83
Woodworking Network look-alike campaign		\$71



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

Red Book Online	
A showroom listing in the Red Book online database, includes logo, photos, company information and the ability to load videos and PDF files	\$1,075 per listing

Podcast Sponsorship			
Branding opportunity to sponsor the Woodworking Network Podcast	1X:	3X:	6X:
	\$3,145	\$3,040	\$2,830

Social/Sponsored Facebook Posts	
Traffic campaign on Facebook with an estimated reach of 30,000 – 100,000	\$3,859 per post

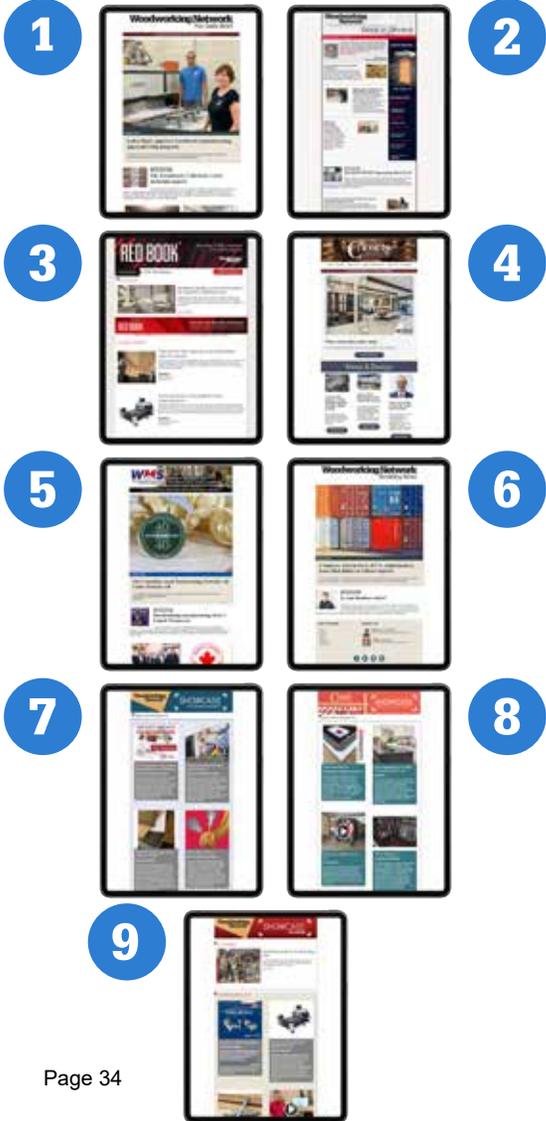
Cancellations
Digital cancellations must be received within 30 days of initial placement. Cancellations following 30 days after placement of order will be billed to the advertiser in full.

*All Digital Rates are Net

Woodworking Network

2022 Digital Rates

*All Digital Rates are Net



Newsletters		Frequency	Ad Unit	Rate per send
1	Daily Brief	Daily, Monday-Saturday at 6 am CDT	Leaderboard Ad • 728x90 banner ad • URL	\$919 per send -OR- \$4,914 weekly (6 times)
			Video • 1280x720 pixel image plus video • URL	\$835 per send -OR- \$3,938 weekly (6 times)
			Text Ad • High-res image (300 dpi) • Headline (7 words max) • Body text, 50 words max • URL	\$684
2	Week in Review	Weekly, Sundays at 3 pm CDT	Text Ad • High-res image (300 dpi) • Headline (7 words max) • Body text, 50 words max (Red Book only: 70 words max) • URL	\$684
3	Red Book	Weekly, Wednesday at 10 am CDT		
4	Closets & Organized Storage	Weekly, Thursday at 10 am CDT		
5	WMS Canadian News	Every other week	\$827	
6	Breaking News	As needed, exclusive		

Product Showcase Newsletters (includes leads)		Frequency	Ad Unit	Rate per send
7	Woodworking Network Showcase	Monthly, last Friday of the month	Text Ad • High-res image (300 dpi) • Headline (7 words max) • Body text (50-70 words max) • URL	\$1,709
8	Closets Showcase	Six times a year		\$1,097
9	CNC Insider	Six times a year		\$1,709

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	\$4,245
Case Studies		
Tech Review		
White Paper		
Custom	Deploy your custom message to the right audience	\$4,631 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	\$4,245

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.