

Closets & Organized Storage



It's time to think about closets & home organization

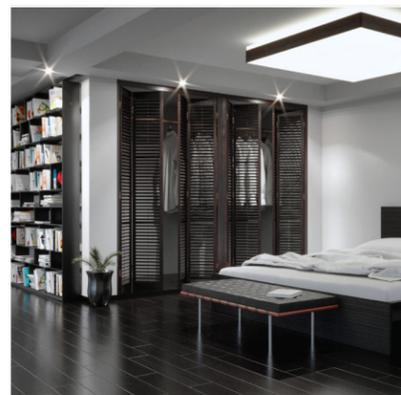
The Market:

Currently, the home organization market is a \$10 billion plus industry and is expected to grow by 3.8% every year through 2022. *Freedonia Group

And it's not just about closets. Per the 2018 State of the Industry study, closets & organized storage professionals are expanding their businesses into garages, mudrooms, pantries, home offices and laundry rooms. They are also moving into commercial, multi-family and healthcare projects. They are diverse and looking for new solutions and products.

We can help you reach this lucrative marketplace with the Closets & Organized Storage brand. Consider these stats about this audience:

- Closets & Organized Storage readers are buyers, in fact 80% have a purchasing role
- Their average annual gross sales are \$1,200,000
- 68% manufacture what they sell
- The other 32% are a mix of designers, retailers (big box and independents) and architects



- They are diverse as they not only build closets and garage cabinets and components, but they also work on commercial projects, public buildings, multi-family construction and office and/or store fixtures.

- 51% work in remodeling and 49% work with new construction which helps them ride the wave in home building and remodeling work

- They are panel processors, 75% work with melamine and laminate, 45% also construct with solid wood and veneers and 18% use a combination of both

- While white is still the favorite, textured finishes and solid colors are gaining popularity

How do Closets subscribers engage with the magazine?

- They read the magazine. In fact, every issue of COS is read by 84% of its subscribers and they spend on average 32 minutes with each new issue.

- Once they have read their issue, they pass it along to one or more colleagues: *"Subscribers say COS is informative and has great articles!"*

- Closets & Organized Storage readers take action as a result of advertising

- o 39% visited an advertisers' website

- o 17% filed an ad for future reference

- o 9% purchased the product advertised: *"Subscribers would like to see even more pictures and new products"*

- They look to upgrade their projects to increase value and price. Each upgrade helps them differentiate themselves from the competition.

- They also look to their suppliers for manufacturing solutions to get their projects out the door faster.

Closets and organization businesses are considered a new market segment in relation to other established industries. They are hungry for information, new methods, and new products. Take a look at this legitimate market sector for your upcoming marketing plans.

Contact your Market Integration Manager at Woodworking Network to learn more about the many options available to reach this important market niche.

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