

# Woodworking

www.woodworkingcanada.com



## 2011 MEDIA PLANNER

Print Website E-Newsletters E-Blasts Digital Editions Custom Publishing

## Connect with your customers

**W**oodworking has a 23-year relationship with the secondary woodworking industry across Canada. In fact, *Woodworking* is requested by more than 12,400 woodworking industry professionals in Canadian operations, significantly more than any other industry magazine. Lots has changed in our business in the last few years but for marketers, the challenges remain the same: How and where to reach an audience of potential clients and effectively engage them. As Canada's original and leading industry magazine, *Woodworking* continues to be the most comprehensive source of information for wood products manufacturers across the country and the place they turn to first. And we stay ahead of the trends and reach your customers where they work. In addition to the six annual editions of *Woodworking*, we reach readers through a number of targeted offerings including a bimonthly e-newsletter, a fully interactive digital edition as well as our comprehensive website. If it's company or industry news, trends, technology or product information, our readers

know they'll find it in *Woodworking*. Year after year, *Woodworking's* own circulation reports prove that more people request *Woodworking* magazine than any other magazine for this sector. What does this mean to you? It means that woodworkers ask to receive *Woodworking* magazine. You can rest assured that not a single copy is sent to somebody who didn't ask to receive it. Our superior circulation coupled with outstanding content means that when it comes to marketing to Canadian wood product manufacturers, *Woodworking* is the most effective way to reach them. Talk to us. We'd be happy to develop marketing solutions with you...from print to online, inserts or even custom magazines and digital solutions.



Bert Kleiser,  
Publisher

## Editorial Calendar

ISSUE	SPECIAL FOCUS	PRODUCT SHOWCASES	TRADE SHOW COVERAGE	CLOSING DATES
JANUARY/ FEBRUARY	Cabinetry	Saws Dust Control		SPACE: Dec. 15, 2010 MATERIAL: Dec. 22, 2010
MARCH/APRIL	Machinery	Sanding & Finishing Cabinetry Tools & Supplies	Interzum Preview LIGNA Preview	SPACE: Feb. 8 MATERIAL: Feb. 15
MAY/JUNE	Edgebanding	Edgebanding/Veneer/Laminating On display at AWFS	AWFS Preview	SPACE: Apr. 12 MATERIAL: Apr. 19
JULY/AUGUST	Machinery	Saws On display at WMS	WMS Preview	SPACE: Jun. 14 MATERIAL: Jun. 21
SEPTEMBER/ OCTOBER	Technology	CNC / Hardware On display at WMS	WMS Preview	SPACE: Aug. 10 MATERIAL: Aug. 17
NOVEMBER/ DECEMBER	Finishing	Hand and Power Tools Software		SPACE: Oct. 12 MATERIAL: Oct. 26
BUYERS GUIDE	Woodworking Sourcer	Canada's Comprehensive Annual Industry Buyer's Guide		SPACE: Oct. 12 MATERIAL: Oct. 19

**100% Personal Request**  
**Woodworking has**  
**a circulation of**  
**12,443 individuals\***

**Woodworking is received**  
**by 12,443 subscribers in**  
**8,372 different company**  
**locations across Canada\***

## Regular Features

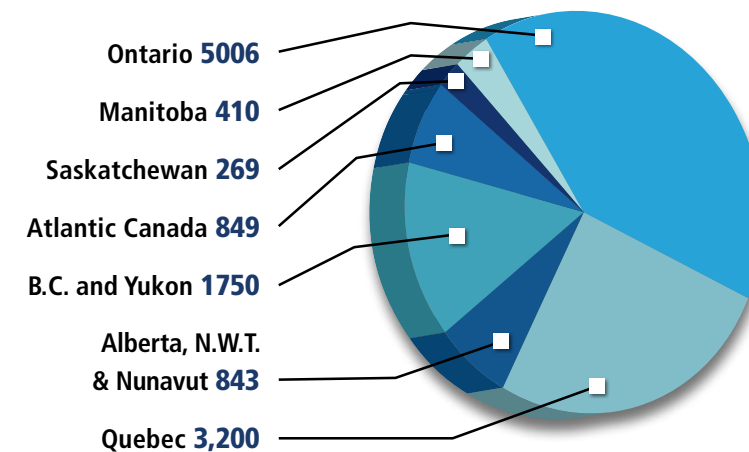
- Editor's Comment
- Trends & Industry Outlook
- Lean Manufacturing
- CNC Machinery
- Shows and Event Calendar
- Association News
- Columnists & Opinions
- Industry News
- New Products

## Advertising Rates

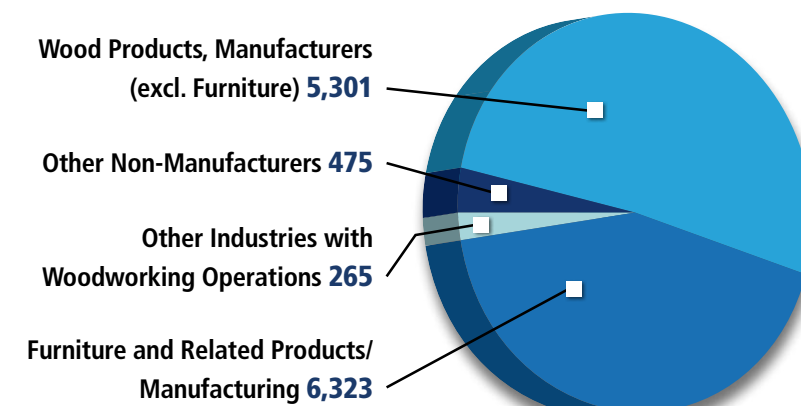
AD SIZE	SPECIFICATIONS		RATES		
	WIDTH	DEPTH	1x	3x	6x
TABLOID (WITH BLEED)*	9-7/8"	13-1/2"	\$4,590	\$4,260	\$4,200
JUNIOR PAGE	6-3/8"	9-3/4"	\$3,320	\$3,260	\$3,120
1/2 TAB HORIZONTAL	8-5/8"	5-3/4"	\$3,090	\$2,990	\$2,865
1/2 TAB VERTICAL	4-1/4"	12"	\$3,090	\$2,990	\$2,865
1/2 JUNIOR ISLAND	4-1/4"	7-1/4"	\$2,540	\$2,490	\$2,415
1/2 JUNIOR HORIZONTAL	6-3/8"	4-3/4"	\$2,540	\$2,490	\$2,415
1/2 JUNIOR VERTICAL	3-1/8"	9-3/4"	\$2,540	\$2,490	\$2,415
1/4 TAB VERTICAL	2"	12"	\$2,340	\$2,290	\$2,215
1/4 TAB SQUARE	4-1/4"	5-3/4"	\$2,340	\$2,290	\$2,215
1/4 TAB BANNER	9-5/8"	3-1/3"	\$2,340	\$2,290	\$2,215
1/3 JUNIOR SQUARE	4-1/4"	4-3/4"	\$2,090	\$2,040	\$1,990
1/4 JUNIOR SQUARE	3-1/8"	4-3/4"	\$1,660	\$1,640	\$1,610

\*Tabloid Trim Page: 9-5/8" x 13-1/4" Tabloid Type Page: 8-5/8" x 12-1/4"

## Coverage by province\*



## Coverage by industry\*



CCAB membership applied for April 2011 \*Publisher's own data

## Advertising Sizes/Formats

<b>Bleed allowance: 1/8"</b> <b>Trim size: 9-5/8" x 13-1/4"</b>	<b>Junior Page</b> <b>6-3/8" x 9-3/4"</b>	<b>1/2 Tab Horizontal</b> <b>8-5/8" x 5-3/4"</b>
<b>1/2 Tab Vertical</b> <b>4-1/4" x 12"</b>	<b>1/2 Junior Island</b> <b>4-1/4" x 7-1/4"</b>	<b>1/2 Junior Horizontal</b> <b>6-3/8" x 4-3/4"</b>
<b>1/2 Junior Vertical</b> <b>3-1/8" x 9-3/4"</b>	<b>1/4 Tab Vertical</b> <b>2" x 12"</b>	<b>1/4 Tab Square</b> <b>4-1/4" x 5-3/4"</b>
<b>1/4 Tab Banner</b> <b>9-5/8" x 3-1/3"</b>	<b>1/3 Junior Square</b> <b>4-1/4" x 4-3/4"</b>	<b>1/4 Junior Square</b> <b>3-1/8" x 4-3/4"</b>

# CONNECT WITH YOUR AUDIENCE ONLINE

TAKE ADVANTAGE OF OUR INTERACTIVE ELECTRONIC ADVERTISING OPPORTUNITIES

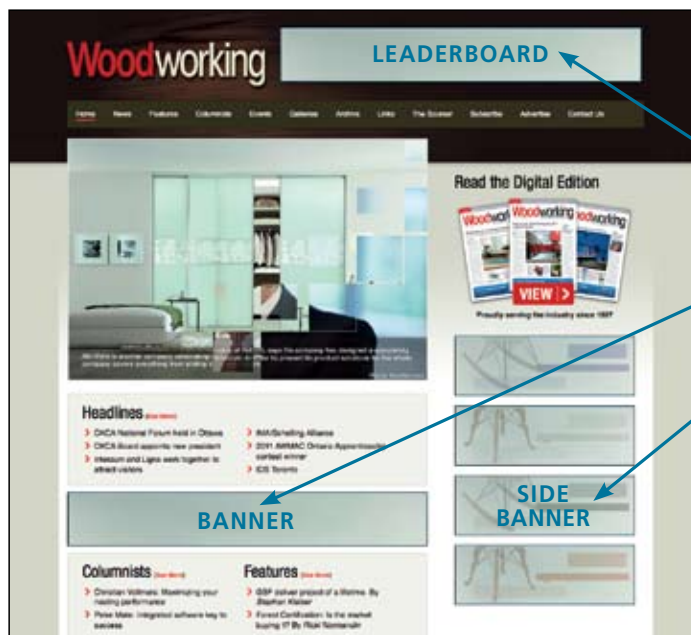
## Online and Interactive

Where *Woodworking* leaves off, [www.woodworkingcanada.com](http://www.woodworkingcanada.com) takes over. Users consider the site their online resource for news, product updates and a gateway to a wide array of products and services compiled by our editorial staff.

- Advertising positions use standard sizing on our websites to give your message more prominence.
- Run-of-site placement ensures you reach our audience, no matter which page of the site they're reading.

### ALSO AVAILABLE:

Custom e-blast – Custom Publishing Solutions – Mailing List Rental



## WEBSITE

ADVERTISING RATES PER MONTH

Leaderboard  
600 x 90: **\$525.00**

Banner:  
600 x 90: **\$425.00**

Side banner:  
300 x 90: **\$275.00**

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## Digital Editions

### CONNECTING READERS AND CUSTOMERS

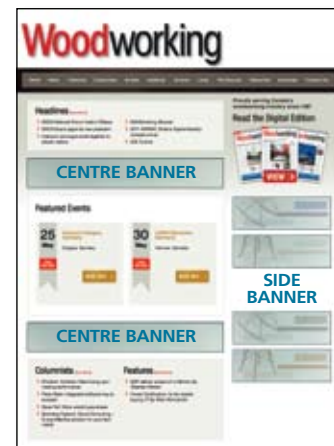
Each issue of *Woodworking* now appears in an interactive digital format that takes your advertising campaign to a new level. Now readers can have instant access to your company's products and services with live links from the digital ad page to your website. Additional rich media offerings such as video and digital brochures launch directly from your digital ad page. And advertisers get statistical information on ad performance.



**PLUS:** Sponsor the entire digital edition where your ad appears on every digital magazine spread. **\$1,200/issue**

## E-newsletters

Advertisers have an exclusive opportunity to reach and influence potential customers through our e-newsletter. Our subscribers utilize the e-newsletter to keep up-to-date on the industry's latest trends and developments. Our e-newsletter reaches nearly 5,000 readers and has an average total open rate of well over 40%!



### ENEWS ADVERTISING RATES

Centre banner 600 x 90: **\$375.00**

Right Banner 300 x 90: **\$225.00**

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