

2013 MEDIA PLANNER

KLEISERMEDIA



Woodworking

www.woodworkingcanada.com

PROUDLY SERVING CANADA'S WOODWORKING INDUSTRY SINCE 1987

PRINT

WEBSITES

E-NEWSLETTERS

E-BLASTS

DIGITAL
EDITIONS

CUSTOM
PUBLISHING

AUDITED BY
CCAB
BPA WORLDWIDE
BUSINESS



Connect with more of your customers



Woodworking is Canada's original and leading industry magazine. We provide the most comprehensive source of information for wood products manufacturers across the country and continue to be the place they turn to first.

After 25 years of covering Canada's secondary woodworking industry, Woodworking magazine's circulation continues to grow and has 14,196 industry professionals as subscribers across Canadian industry sectors; significantly more than any other industry magazine. And we are so confident in the quality of our circulation that we are the only CCAB audited magazine in the sector.

And we're not only growing in print! The fully interactive digital edition is growing and averages more than 1,500 readers per issue. And that's only where our online presence begins. On average, our site www.woodworkingcanada.com receives well over 10,000 monthly pageviews from over 7,000 visitors. And we have more than 7,000 active subscribers to our e-newsletters.

If it's company or industry news, trends, technology, insight or product information, woodworking professionals know they'll find it in Woodworking and at Woodworkingcanada.com. And to connect buyers of machinery, services and supplies we just introduced the woodworkingsourcer.com, the most comprehensive database of manufacturers, suppliers and service providers for the Canadian sector. For more information see the last page of this planner.

Superior content, reach across multiple channels, superior market coverage, a growing and loyal online readership coupled with CCAB audited print circulation....great news for smart marketers. When it comes to marketing to Canadian wood product manufacturers, Woodworking simply is the most effective way to reach them.

Talk to us. We'd be happy to develop an effective marketing solution with you...from print to online, inserts and even custom magazines.

Bert Kleiser,
Publisher

Get in touch!

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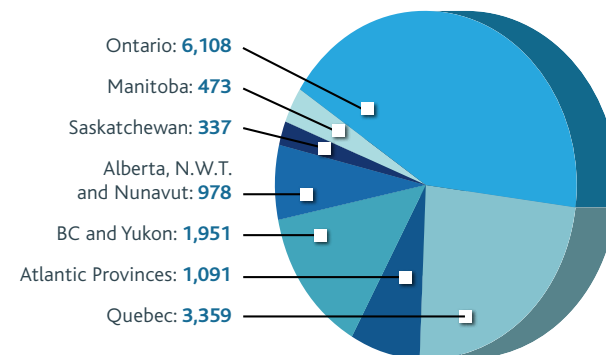
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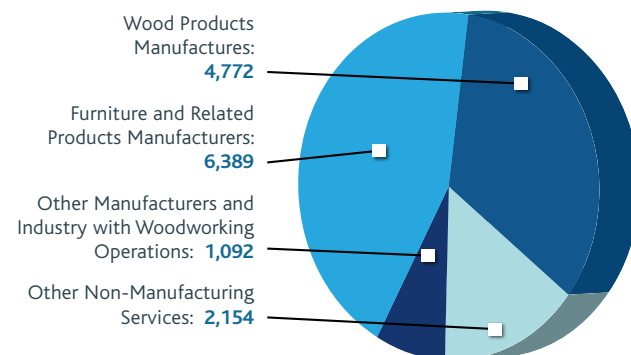
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COVERAGE BY PROVINCE*



COVERAGE BY INDUSTRY SECTOR*



*CCAB CIRCULATION STATEMENT MARCH 2012



KLEISERMEDIA
WWW.WOODWORKINGCANADA.COM
WWW.WOODWORKINGSOURCER.COM

Regular Features

EDITOR'S COMMENT • INDUSTRY NEWS • TRENDS & INDUSTRY OUTLOOK • ASSOCIATION NEWS
COLUMNISTS & OPINIONS BY LEADING INDUSTRY EXPERTS • NEW PRODUCTS • EVENT CALENDAR

Editorial Calendar

| ISSUE | SPECIAL FOCUS | PRODUCT SHOWCASES | CLOSING DATES |
|-------------------|---------------|--|--|
| JANUARY/FEBRUARY | Cabinetry | Saws • Dust Control | SPACE: Dec. 15, 2012 • MAT'L: Jan. 6, 2013 |
| MARCH/APRIL | Machinery | Sanding & Finishing • Cabinetry Tools & Supplies | SPACE: Feb. 13 • MAT'L: Feb. 17 |
| MAY/JUNE | Edgebanding | Edgebanding/Veneer/Laminating | SPACE: Apr. 8 • MAT'L: Apr. 13 |
| JULY/AUGUST | Machinery | Saws | SPACE: Jun. 11 • MAT'L: Jun. 15 |
| SEPTEMBER/OCTOBER | Technology | CNC • Hardware | SPACE: Aug. 13 • MAT'L: Aug. 17 |
| NOVEMBER/DECEMBER | Finishing | Hand and Power Tools • Software | SPACE: Oct. 8 • MAT'L: Oct. 12 |

Print Advertising Rates

| AD SIZE | 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"

Advertising Sizes/Formats

| | | |
|--|--------------------------------|---------------------------------------|
| Bleed allowance: 1/8" Trim size: 9-5/8" x 13-1/4" | Junior Page 6-3/8" x 9-3/4" | 1/2 Tab Horizontal 8-5/8" x 5-3/4" |
|--|--------------------------------|---------------------------------------|

| | | |
|----------------------------------|--------------------------------------|--|
| 1/2 Tab Vertical 4-1/4" x 12" | 1/2 Junior Island 4-1/4" x 7-1/4" | 1/2 Junior Horizontal 6-3/8" x 4-3/4" |
|----------------------------------|--------------------------------------|--|

| | | |
|--|------------------------------|-----------------------------------|
| 1/2 Junior Vertical 3-1/8" x 9-3/4" | 1/4 Tab Vertical 2" x 12" | 1/4 Tab Square 4-1/4" x 5-3/4" |
|--|------------------------------|-----------------------------------|

| | | |
|-----------------------------------|--------------------------------------|--------------------------------------|
| 1/4 Tab Banner 9-5/8" x 3-1/3" | 1/3 Junior Square 4-1/4" x 4-3/4" | 1/4 Junior Square 3-1/8" x 4-3/4" |
|-----------------------------------|--------------------------------------|--------------------------------------|

WE ACCEPT HIGH RESOLUTION PDF OR PHOTOSHOP FILES MEETING THE FOLLOWING CRITERIA:

- 300 dpi - 150 line screen (1200 dpi for line art)
- fonts embedded or saved as outlines
- CMYK colours only (no spot or RGB)

Connect with your audience online

TAKE ADVANTAGE OF OUR INTERACTIVE ELECTRONIC ADVERTISING OPPORTUNITIES

ALSO AVAILABLE:
Exclusive custom
e-blasts! Talk to us.

www.WoodworkingCanada.com

ONLINE AND INTERACTIVE

Where *Woodworking* leaves off, 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-blasts
- Custom Publishing Solutions
- Mailing List Rentals



WEBSITE ADVERTISING RATES PER MONTH

Leaderboard - 600 x 90: **\$675.00**
Centre Banner - 600 x 90: **\$525.00**
Side Banner - 300 x 90: **\$375.00**

E-NEWSLETTERS

Advertisers have an 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 subscription based e-newsletter is sent twice monthly to approximately 7,000 readers and enjoys high open rates.

E-NEWS ADVERTISING RATES

Centre Banner 600 x 90: **\$425.00** • Right Banner 300 x 90: **\$275.00**

DIGITAL EDITIONS CONNECTING READERS AND CUSTOMERS

Each issue of *Woodworking* also appears in an interactive digital format that takes your advertising campaign to a new level. 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.



www.WoodworkingSourcer.com

The WoodworkingSourcer.com is Canada's portal connecting buyers of machinery, services and supplies with manufacturers and service providers. The Sourcer is the most comprehensive database to search for manufacturers of machinery and supplies for the Canadian woodworking sector. The set up is intuitive, fast, searchable by pre-sorted key categories. The Sourcer can also be searched by name and readers have the option to request product information.

Stand out in a competitive sector. Make sure your company stands out by maximizing the impact of your basic listing. As a manufacturer you have the opportunity to add your company logo, set up a customized landing page introducing your readers to your products and services, direct link to your website, post a promotional brochure or catalogue and collect the leads generated.

All for just **\$125.00/month**.



BANNER ADVERTISING OPPORTUNITIES

Woodworking Sourcer readers are searching! Make sure they see your message first. Three different banner ad positions are available on the Woodworking Sourcer.

BILLBOARD BANNER

One of the most prominent ad positions on the homepage:
\$475.00/month per rotation – 600 x 90 pixels

HOME PAGE BANNER

Be seen by everyone! Home page banners are always on the page in rotating positions:
\$ 275.00/month - 300 x 90 pixels

SEARCH SPECIFIC BANNER

HEADLINE YOUR SECTOR! Reserve the category specific banner position and stand out right above the search results! Rates start at **\$ 225/month – 600 x 90 pixels**