

Woodworking



2016

MEDIA PLANNER

We are on top of the industry.

- PRINT | WEBSITES | E-NEWSLETTERS
- E-BLASTS | DIGITAL EDITIONS
- TARGETED PROMOTIONS | CUSTOM PUBLISHING





CONNECT WITH MORE OF YOUR CUSTOMERS



BERT KLEISER
PUBLISHER

Woodworking is on top of the industry.

If it's news and information about Canada's secondary woodworking sector you need, no other media outlet delivers like Woodworking Canada, in print and online.

Woodworking Canada knows the industry.

After 30 years of covering the market, more industry professionals and decision makers subscribe to Woodworking Canada than any other magazine and they rely on us to keep them informed about the sector. We cover the Canadian industry and report from the important international markets and events in the US and abroad. Whether its trends, manufacturing or technology advances, you'll read about it in Woodworking first.

We value our readers. We manage their subscriptions and our circulation in painstaking detail and are proud to be the only CCAB audited magazine in the Canadian

market. Our circulation includes the largest number of wood product and furniture manufacturers. Circulation leadership and market presence give our advertising clients the confidence they reach the right audience. And they get results.

Woodworking in print...a vibrant presentation of the news, images and information from around the industry in a glossy high quality magazine, six times per year, 14,200 subscribers and always available online in digital format.

A dynamic website, **WoodworkingCanada.com**... frequent news updates from around the globe at your fingertips delivering 15,000+ monthly pageviews.

Woodworking e-Update...our bi-monthly e-newsletter delivered directly to the inboxes of well over 8,000 subscribers.

The online buyers guide...the **WoodworkingSourcer.com** connects buyers of machinery, services and supplies directly with vendors. The **WoodworkingSourcer.com** is the

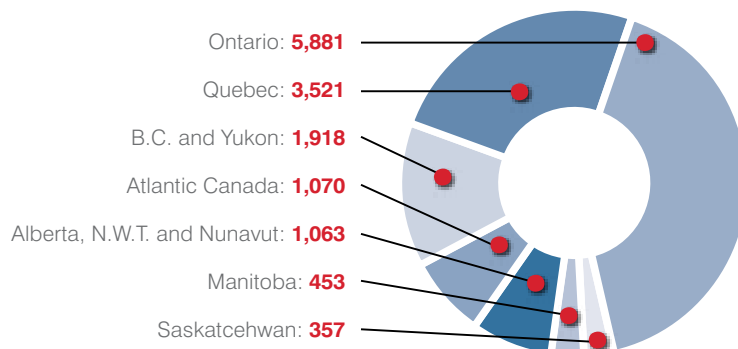
most comprehensive database of manufacturers, suppliers and service providers for the Canadian sector. Every month, more than 5,000 product searches are conducted leading to important business decisions or connections.

An engaging format, superior content, broad reach across multiple channels for superior market coverage and a growing and loyal online readership coupled with CCAB audited print circulation. A great formula for smart marketers.

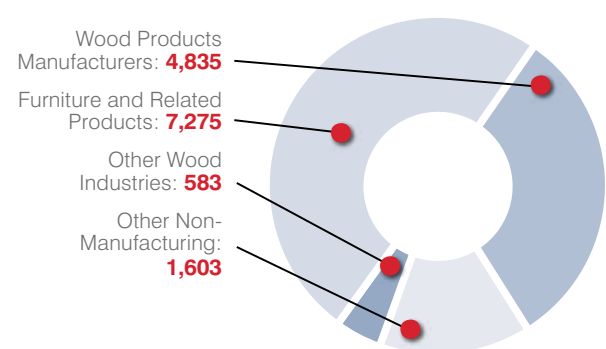
When it comes to marketing to Canadian wood product manufacturers, Woodworking simply is the most effective way to reach them.

Talk to us. We will develop an effective marketing solution with you...from print to online, inserts and even custom magazines and promotions.

COVERAGE BY PROVINCE*



COVERAGE BY INDUSTRY SECTOR*



*CCAB/BRAND REPORT MARCH 2015



GET IN TOUCH!

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REGULAR FEATURES

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

EDITORIAL CALENDAR

ISSUE	SPECIAL FOCUS	PRODUCT SHOWCASES	SPACE	MAT'L
JAN/FEB	Cabinetry	Saws / Dust Control	Dec. 14	Dec. 21
MAR/APR	Machinery	Sanding & Finishing / Cabinetry Tools & Supplies	Feb. 15	Feb. 21
MAY/JUN	Edgebanding	Edgebanding / Veneer / Laminating	Apr. 18	Apr. 25
JUL/AUG	Machinery	Saws	June 13	June 20
SEP/OCT	Technology	CNC / Hardware	Aug. 15	Aug. 22
NOV/DEC	Finishing	Hand and Power Tools / Software	Oct. 17	Oct. 24

PRINT ADVERTISING RATES

AD SIZE	Width "	Depth "	1X	3X	6X
DOUBLE PAGE SPREAD (BLEED)*	18.75	11.25	\$6,500	\$6,175	\$5,525
FULL PAGE (BLEED)*	9.5	11.25	\$4,600	\$4,370	\$3,910
JUNIOR PAGE	6.125	7.75	\$3,500	\$3,325	\$2,975
2/3 VERTICAL	5.375	9.5	\$3,800	\$3,610	\$3,230
2/3 HORIZONTAL	8.25	6.25	\$3,800	\$3,610	\$3,230
1/2 VERTICAL	4	9.5	\$2,940	\$2,793	\$2,499
1/2 HORIZONTAL	8.25	4.75	\$2,940	\$2,793	\$2,499
1/3 VERTICAL	2.625	9.5	\$2,350	\$2,233	\$1,998
1/3 STANDARD	4	6.875	\$2,350	\$2,233	\$1,998
1/3 HORIZONTAL	6.5	4	\$2,350	\$2,233	\$1,998
1/3 BANNER	8.25	3.125	\$2,350	\$2,233	\$1,998
1/4 VERTICAL	2	9.5	\$1,775	\$1,686	\$1,509
1/4 SQUARE	4	4.625	\$1,775	\$1,686	\$1,509
1/6 SQUARE	4	3.375	\$1,500	\$1,425	\$1,275

MATERIAL REQUIREMENTS

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)

How to send your files:

- Via FTP: ftp.kleisermmedia.com
User: kleisermmedia Password: Woodwork13
Requires FTP software (CoffeeCup or Transmit).
- As an alternative, use a free website such as www.hightail.com to send your file.

SUBSCRIPTIONS:
Brian Gillett, Target Audience Management Inc.
 woodworking@mysubscription.ca
 905 729-1288 or Toll Free 866 385-2727

MAILING ADDRESS:
KLEISERMEDIA
 520 Riverside Drive Unit 203,
 Toronto, ON M6S 4B5

SPECIFICATIONS

<p>Full Page</p> <p>BLEED SPECS: 9.5" x 11.25"</p> <p>PAGE TRIM: 9.25" x 11"</p>	<p>Junior Page</p> <p>6.125" x 7.75"</p>
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<p>2/3 Vertical</p> <p>5.375" x 9.5"</p>	<p>2/3 Horizontal</p> <p>8.25" x 6.25"</p>
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<p>1/2 Vertical</p> <p>4" x 9.5"</p>	<p>1/2 Horizontal</p> <p>8.25" x 4.75"</p>
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<p>1/3 Vertical</p> <p>2.625" x 9.5"</p>	<p>1/3 Horizontal</p> <p>6.5" x 4"</p>
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<p>1/3 Standard</p> <p>4" x 6.875"</p>	<p>1/3 Banner</p> <p>8.25" x 3.125"</p>
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<p>Vertical</p> <p>2" x 9.5"</p> <p>1/4 Square</p> <p>4" x 4.625"</p>	<p>1/6 Square</p> <p>4" x 3.375"</p>
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* PAGE TRIM DIMENSIONS: 9.25" x 11"

PAGE BLEED DIMENSIONS: 9.5" x 11.25"

PAGE SAFE COPY AREA: 8.75" x 10.5"

CONNECT WITH **YOUR AUDIENCE** ONLINE

TAKE ADVANTAGE OF OUR INTERACTIVE ELECTRONIC ADVERTISING OPPORTUNITIES

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

WoodworkingCanada.com



ONLINE AND INTERACTIVE

Where Woodworking leaves off, **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.

ALSO AVAILABLE:

- Custom e-blasts
- Custom Publishing Solutions
- Mailing List Rentals

- Run-of-site placement ensures you reach our audience, no matter which page of the site they're reading.

LEADERBOARD: **\$675.00/month** – 600 x 90 pixels

CENTRE BANNER: **\$425.00/month** – 600 x 90 pixels

SIDE BANNER: **\$375.00/month** – 300 x 90 pixels



E-NEWSLETTERS

Advertisers 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.

CENTRE BANNER: **\$425.00** – 600 x 90 pixels

RIGHT BANNER: **\$275.00** – 300 x 90 pixels



DIGITAL EDITIONS

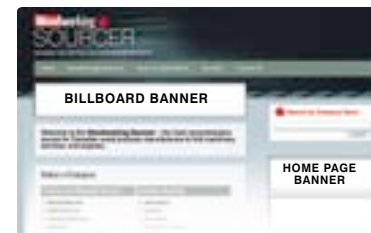
CONNECTING READERS AND CUSTOMERS

Each issue of Woodworking also appears in an interactive digital format that takes your advertising campaign to a new level. Readers 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 we provide statistical information on ad performance.

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, and 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