

GET ACCESS | STAY CONNECTED | GAIN TARGETED INDUSTRY LEADS

# Woodworking

WOODWORKINGCANADA.COM

2015

MEDIA PLANNER

PRINT

WEBSITES

E-NEWSLETTERS

E-BLASTS

DIGITAL EDITIONS

TARGETED PROMOTIONS

CUSTOM PUBLISHING

AUDITED BY



**NEW FORMAT**

PROUDLY SERVING CANADA'S WOODWORKING INDUSTRY SINCE 1987

KLEISERMEDIA



## CONNECT WITH MORE OF YOUR **CUSTOMERS**



**BERT KLEISER**  
PUBLISHER

Welcome to the new look of **Woodworking Canada**.

We have redesigned the magazine Canadian woodworkers turn to for the most comprehensive coverage of news and information about Canada's buoyant secondary woodworking sector. *Woodworking* is Canada's original and leading magazine covering Canada's secondary woodworking sector.

The new modern look of *Woodworking* starts on the cover. A bold design on glossy, high quality cover stock in an oversize format. Inside, a contemporary layout with lots of photography on a large page format creating a more compelling read that engages the audiences. And you will notice a higher page count as we have added new editorial features and details. After all, beauty is more than skin-deep.

After 29 years of covering Canada's industry, *Woodworking* magazine's circulation continues to grow. Now, 14,390 industry professionals across Canadian industry sectors

subscribe; significantly more than any other industry magazine. 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. On average, our site [woodworkingcanada.com](http://woodworkingcanada.com) registers well over 15,000 monthly page-views, a 40% increase from the previous year and 8,600 industry professionals are active subscribers to our bi-monthly e-newsletters.

If it's company or industry news, trends, technology, insight or product information and trade show coverage, woodworking professionals know they'll find it in *Woodworking* and at [Woodworkingcanada.com](http://Woodworkingcanada.com). And to connect buyers of machinery, services and supplies directly with vendors we offer the [woodworkingsourcer.com](http://woodworkingsourcer.com), the most comprehensive database

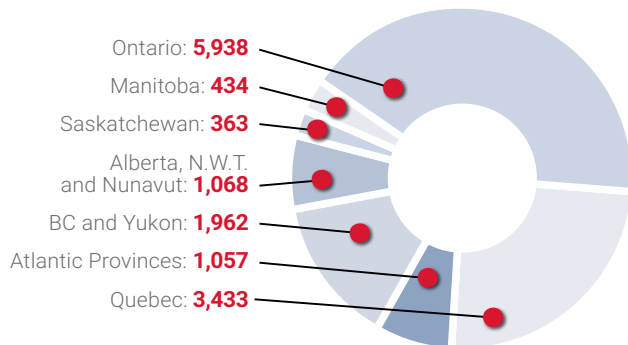
of manufacturers, suppliers and service providers for the Canadian sector. Every month more than 5,000 professionals visit the site searching for the products they need.

A more 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. Great news for smart marketers.

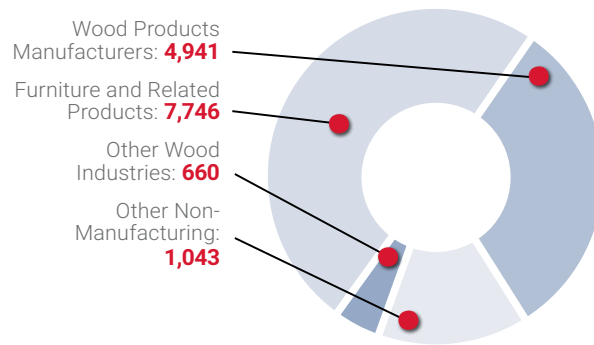
When it comes to marketing to Canadian wood product manufacturers, *Woodworking* simply is the most effective way to reach them.

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

### COVERAGE BY PROVINCE\*



### COVERAGE BY INDUSTRY SECTOR\*



\*CCAB/BRAND REPORT MARCH 2014



## 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 • EVENT CALENDAR

## EDITORIAL CALENDAR

ISSUE	SPECIAL FOCUS	PRODUCT SHOWCASES	SHOW COVERAGE	SPACE	MAT'L
JAN/FEB	<b>Cabinetry</b>	Saws • Dust Control	<i>Interzum/Ligna</i>	Dec. 15	Dec. 19
MAR/APR	<b>Machinery</b>	Sanding & Finishing / Cabinetry Tools & Supplies	<i>Interzum/Ligna</i>	Feb. 16	Feb. 23
MAY/JUN	<b>Edgebanding</b>	Edgebanding / Veneer / Laminating	<i>AWFS Las Vegas</i>	Apr. 13	Apr. 20
JUL/AUG	<b>Machinery</b>	Saws		Jun. 15	Jun. 22
SEP/OCT	<b>Technology</b>	CNC / Hardware	<i>WMS Toronto</i>	Aug. 17	Aug. 24
NOV/DEC	<b>Finishing</b>	Hand and Power Tools • Software		Oct. 19	Oct. 26

## 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

**Full Page**

**BLEED SPECS:**  
9.5" x 11.25"

**PAGE TRIM:**  
9.25" x 11"

**Junior Page**

6.125" x 7.75"

**2/3 Vertical**

5.375" x 9.5"

**2/3 Horizontal**

8.25" x 6.25"

**1/2 Vertical**

4" x 9.5"

**1/2 Horizontal**

8.25" x 4.75"

**1/3 Vertical**

2.625" x 9.5"

**1/3 Horizontal**

6.5" x 4"

**1/3 Standard**

4" x 6.875"

**1/3 Banner**

8.25" x 3.125"

**Vertical**

2" x 9.5"

**1/4**

**Square**

4" x 4.625"

**1/6 Square**

4" x 3.375"

\* PAGE TRIM DIMENSIONS: 9.25" x 11"  
 PAGE BLEED DIMENSIONS: 9.5" x 11.25"  
 PAGE SAFE COPY AREA: 8.75" x 10.5"

# 2015

## 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

### WWW.WOODWORKINGSOURCER.COM



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

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

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

#### 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.

