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. After more than 30 years of covering the market, more wood products manufacturers, industry professionals and decision makers request Woodworking 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 it’s trends, manufacturing or technology advances, you’ll read about it in Woodworking first.

Connect with more of your customers in Woodworking
We value our readers. We manage 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 advertisers 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 with an average circulation of 14,200 copies per issue, 100% request! And of course Woodworking is always available online in an interactive and engaging digital format.

A dynamic website, WoodworkingCanada.com… frequent news updates from around the globe at your fingertips delivering well over 200,000 annual page views.

WOODWORKING – the most requested magazine by Canadian industry professionals.
PRINT CIRCULATION LEADERSHIP: 14,284 Print • CIRCULATION: 100% Request

COVERAGE BY PROVINCE*

- Ontario: 5,937
- Quebec: 3,450
- B.C. and Yukon: 1,888
- Atlantic Canada: 1,087
- Alberta, N.W.T. and Nunavut: 1,089
- Manitoba: 458
- Saskatchewan: 341
- Foreign: 34

COVERAGE BY INDUSTRY SECTOR*

- Wood Products Manufacturers: 4,928
- Furniture and Related Products: 7,263
- Other Wood Industries: 488
- Other Non-Manufacturing: 1,597

*CCAB/BRAND REPORT MARCH 2018
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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL FOCUS</th>
<th>PRODUCT SHOWCASES</th>
<th>SPACE</th>
<th>MAT'L</th>
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<tr>
<td>JAN/FEB</td>
<td>Cabinetry Trends</td>
<td>Saws / Dust Control</td>
<td>Dec. 20</td>
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<td>MAR/APR</td>
<td>Solid Wood</td>
<td>Sanding &amp; Finishing / Cabinetry Tools &amp; Supplies</td>
<td>Feb. 14</td>
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<td>MAY/JUN</td>
<td>Edgebanding</td>
<td>Edgebanding / Veneer / Laminating</td>
<td>Apr. 18</td>
<td>Apr. 25</td>
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<td>JUL/AUG</td>
<td>Machinery/Automation</td>
<td>Saws</td>
<td>June 13</td>
<td>June 20</td>
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<td>SEP/OCT</td>
<td>Technology</td>
<td>CNC / Hardware</td>
<td>Aug. 15</td>
<td>Aug. 22</td>
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SPECIAL EVENT FEATURES AND SECTIONS

MAR/APR SPECIAL PUBLICATION
• LIGNA.19 Outlook Magazine

MAR/APR SPECIAL FEATURES
• Interzum 2019, Germany, Preview Section
• LIGNA 199, Germany, Preview Section

MAY/JUN SPECIAL FEATURES
• AWFS 2019, USA, Preview Section

SEP/OCT SPECIAL FEATURE
• WMS 2019, Canada, Preview Section

NOVEMBER SPECIAL PUBLICATION
• WMS 2019 Show Guide

PRINT ADVERTISING RATES

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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.kleisermedia.com User: kleisermedia Password: Woodwork13 (Requires FTP software such as CoffeeCup or Transmit).
• As an alternative, use a free website such as WeTransfer.com or Hightail.com to send your file.

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

MAILING ADDRESS:
KLEISERMEDIA
62 Gray Lane, Barrie, ON L4N 7T1
416 819-4123

SPECIFICATIONS

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* PAGE TRIM DIMENSIONS: 9.25" x 11.25"  PAGE BLEED DIMENSIONS: 9.5" x 11.25"  PAGE SAFE COPY AREA: 8.75" x 10.5"
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.
- Run-of-site placement ensures you reach your 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: $475.00/month – 600 x 90 pixels
SIDE BANNER: $375.00/month – 300 x 90 pixels
$475.00/month – 300 x 250 pixels

E-NEWSLETTERS
Woodworking E-Update and Custom E-Blasts
Advertisers reach potential customers through our bi-monthly e-newsletter, the Woodworking E-Update. Our subscribers utilize the e-newsletter to keep up-to-date on the industry’s latest trends and developments. The subscription based e-newsletter is sent twice monthly to more than 10,000 subscribers and enjoys high open rates. Custom e-newsletters are available. Your exclusive content delivered to our audience. Please contact us for details.

CENTRE BANNER: $475.00 – 300 x 90 pixels
RIGHT BANNER: $275.00 – 300 x 90 pixels
$375.00 – 300 x 250 pixels

WoodworkingSourcer.com

Be seen! Thousands of product and category-specific searches are conducted on WoodworkingSourcer.com, Canada’s portal connecting buyers of machinery, services and supplies with manufacturers and service providers.

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 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

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

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. Talk to us about your video and brochure inclusions.

CONNECT WITH YOUR AUDIENCE ONLINE
TAKE ADVANTAGE OF OUR INTERACTIVE ELECTRONIC ADVERTISING OPPORTUNITIES