



2020

MEDIA PLANNER

Woodworking

WOODWORKINGCANADA.COM


We are on top
of the industry

Print | Websites | E-Newsletters
E-Blasts | Digital Editions
Targeted Promotions | Custom Publishing

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 Woodworking Canada

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 Woodworking Canada Videos

PROUDLY SERVING CANADA'S
WOODWORKING INDUSTRY SINCE 1987

AUDITED BY



KLEISERMEDIA





CIRCULATION – CONTENT – DESIGN – ENGAGEMENT



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. 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: Print and Digital

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.

Woodworking digital... featuring two dynamic websites, social media and now video.

WoodworkingCanada.com features frequent news updates from across Canada and around the globe and is always at your fingertips for mobile friendly reading.

WoodworkingSourcer.com, Canada's online buyers guide 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. Thousands of product and supplier searches are logged monthly resulting in important business connections and decisions. Your company needs to be there to make the list!

Our websites are the go-to destination for Canadian woodworkers and deliver more than 300,000 pageviews annually.

Woodworking e-Update... our bi-monthly e-newsletter delivered directly to the inboxes of well over 10,000 subscribers.

New for 2020, the digital Woodworking Product Newsletter featuring important product and applications updates for wood products manufacturers. This newsletter will also feature videos.

Also follow our social media activity on LinkedIn, Twitter, YouTube and Instagram. An engaging format, superior content, broad reach across multiple channels for superior market coverage and a growing and loyal online readership coupled with industry leading CCAB audited print circulation. A great formula for smart marketers.

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

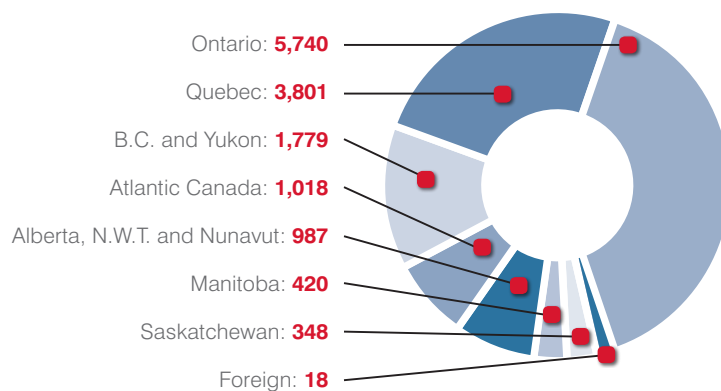
Talk to us.

We will develop an effective marketing solution with you... from print to online, inserts, custom magazines and promotions. Our experienced advertising team will work with you to connect you with more of your customers.

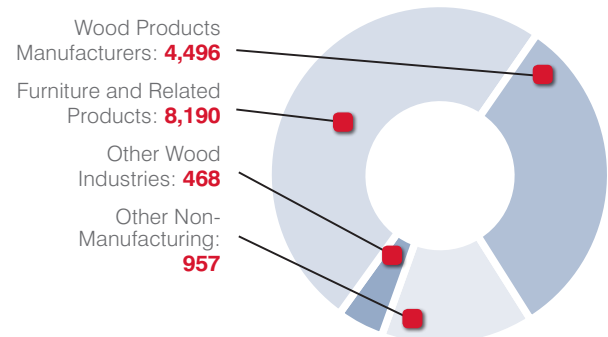
WOODWORKING – the most requested magazine by Canadian industry professionals.

PRINT CIRCULATION LEADERSHIP: 14,110 • CIRCULATION: 100% Request

COVERAGE BY PROVINCE*



COVERAGE BY INDUSTRY SECTOR*



*CCAB/BRAND REPORT SEPTEMBER 2019



GET IN TOUCH!

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Canada's most requested magazine for the woodworking sector – in print and digital formats.



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.

EDITORIAL CALENDAR

ISSUE	SPECIAL FOCUS	PRODUCT SHOWCASES	SPACE	MAT'L
JAN/FEB	Cabinetry Trends	Saws / Dust Control	Dec. 20	Jan. 3
MAR/APR	Solid Wood	Sanding & Finishing / Cabinetry Tools & Supplies	Feb. 14	Feb. 21
MAY/JUN	Edgebanding	Edgebanding / Veneer / Laminating	Apr. 18	Apr. 25
JUL/AUG	Machinery/Automation	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

Regular Features

- Editor's Comment
- Features
- Trends & Industry Outlook
- Association News
- Columnists & Opinions by Leading Industry Experts
- Industry News
- New Products
- Events Calendar

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

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"

MATERIAL REQUIREMENTS

We accept high resolution PDF or Photoshop files created at:

- 300 dpi - 150 line screen
- fonts embedded or saved as outlines

How to send your files:

- Via FTP, email, or via a file transfer website such as WeTransfer.com or DropBox.com.

SUBSCRIPTIONS:

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RATES START AT
\$225/month – 600 x 90 pixels