





2020
MEDIA PLANNER

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We are on top of the industry

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

woodworkingcanada.com

in Woodworking Canada

y @WoodworkingMag

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.

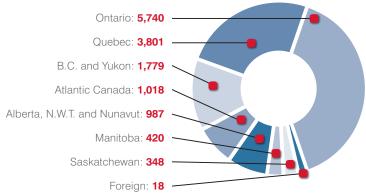
When it comes to marketing to Canadian wood product manufacturers, Woodworking simply is the best and most effective way to reach them.

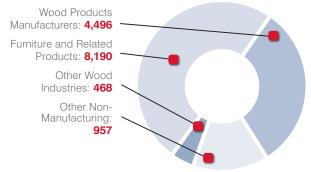
Talk to us.

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.



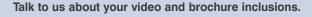
DIGITAL EDITIONS: Connecting readers and customers

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.





EDITORIAL CALENDAR

PRODUCT SHOWCASES	SPACE	MAT'L
Saws / Dust Control	Dec. 20	Jan. 3
Sanding & Finishing / Cabinetry Tools & Supplies	Feb. 14	Feb. 21
Edgebanding / Veneer / Laminating	Apr. 18	Apr. 25
Saws	June 13	June 20
CNC / Hardware	Aug. 15	Aug. 22
Hand and Power Tools / Software	Oct. 17	Oct. 24
	Saws / Dust Control Sanding & Finishing / Cabinetry Tools & Supplies Edgebanding / Veneer / Laminating Saws CNC / Hardware	Saws / Dust Control Dec. 20 Sanding & Finishing / Feb. 14 Cabinetry Tools & Supplies Edgebanding / Veneer / Laminating Apr. 18 Saws June 13 CNC / Hardware Aug. 15

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

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

Full Page

BLEED SPECS:
9.5" x 11.25"

PAGE TRIM:
9.25" x 11"

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.



CONNECT WITH YOUR AUDIENCE ONLINE

TAKE ADVANTAGE OF OUR INTERACTIVE ELECTRONIC ADVERTISING OPPORTUNITIES

Connect with your potential customers in the digital world. Our sites and channels connect and deliver well over 300,000 pageviews per year.

WoodworkingCanada.com

DIGITAL AND INTERACTIVE

Where Woodworking leaves off, **WoodworkingCanada.com** takes over. Users consider our site their online resource for news, videos, product updates and a gateway to a wide array of products and services compiled by our editorial team. Run-of-site placement ensures you reach your audience, no matter which page of the site they're reading.

WEBSITE ADVERTISING

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

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 has high open rates.

CENTRE BANNER \$475.00 300 x 90 pixels

RIGHT BANNER \$275.00 300 x 90 pixels \$375.00 300 x 250 pixels

NEW Product Spotlight E-News

A selection of products curated by our editorial team featuring machinery, tools, supplies and services for woodworking shops of all sizes. This monthly newsletter will feature product listings, video and sponsored content mailed monthly to the full subscriber database.

 LEADERBOARD
 \$650.00/issue
 600 x 90 pixels

 SKYSCRPER
 \$550.00/issue
 120 x 600 pixels

Sponsored Product Content:

A product image, 75 words of descriptive text, external link and your linked brochure for download. The product also will be featured in the WoodworkingCanada.com product section the following month.

COST: \$450.00 Limit 3 per issue

Spotlight Video

Video in email is one of the most effective ways to boost your marketing conversions and engage your audience. Your videos will be embedded in the newsletter, along with a product image, 75 words of descriptive text and external link. The product will also be featured in the WoodworkingCanada.com product section with a link to the video.

COST: \$750.00 Limit 3 per issue

Custom E-Blasts

Custom E-Blasts – your customized messages delivered to our subscribers when you want them to see it. Text, images, videos, links to external sites – your newsletter – your content! Your HTML file or we we'll build it for you!

NEW Sponsored Digital Content

What is it? Basically, it is a marketing message packaged in a compelling and engaging digital format. It could be a custom brochure, a video or infographic. It is designed to promote a brand or a product to a targeted audience. Unlike display advertising such as online banners, sponsored content can be presented in the news section of the website or the newsletter, it can be a custom newsletter, a digital insert or a combination thereof. Think of it as the traditional print advertorial on steroids. All sponsored content will be clearly identified as such. Each project will be priced individually based on its scope.

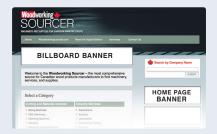
Do you have a special project, product launch or announcement? Let's discuss it and develop unique plan.

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. 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.

LEADERBOARD

The most prominent ad positions on the homepage:

COST:

\$475.00/month per rotation 600 x 90 pixels

Home Page Banner

COST

\$375.00/month – 300 x 250 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