



2021


MEDIA PLANNER


Woodworking


WOODWORKINGCANADA.COM


We are on top
of the industry


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

 woodworkingcanada.com

 Woodworking News App

 Woodworking Canada

 @WoodworkingMag

 Woodworking Canada Videos

PROUDLY SERVING CANADA'S
WOODWORKING INDUSTRY SINCE 1987

AUDITED BY



KLEISERMEDIA





CIRCULATION – CONTENT – DESIGN – ENGAGEMENT



BERT KLEISER
PUBLISHER

On top of the industry.

No other media outlet delivers more news and information about Canada's secondary woodworking sector than Woodworking Canada, in print and online. And no other media outlet counts more woodworking industry professionals as its readers.

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 industry and report from the important international markets. Whether it's trends, manufacturing or technology advances, you'll read about it in Woodworking first.

Woodworking offers an engaging format, superior content, broad reach across multiple channels for superior market coverage and a growing and loyal online following. A great formula for smart marketers.

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 a circulation of more than 14,100 copies per issue, 100% request! If you prefer, read it on your screen. Woodworking is available in an interactive and engaging digital format for any device.

Woodworking digital...featuring two dynamic websites, the Woodworking News App and engaging social media presence

The go-to destinations for Canadian woodworkers and deliver **more than 300,000 page views** annually. **WoodworkingCanada.com** - news and information from across Canada and around the globe.

The Woodworking News App -

More than ever, the mobile phone is our connection to everything. Now Woodworking connects with its readers in the most convenient way yet. An intuitive app keeps readers up-to-date with industry news and information.

WoodworkingSourcer.com -

Canada's most comprehensive online database to connect buyers with manufacturers, suppliers and service providers for the 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!

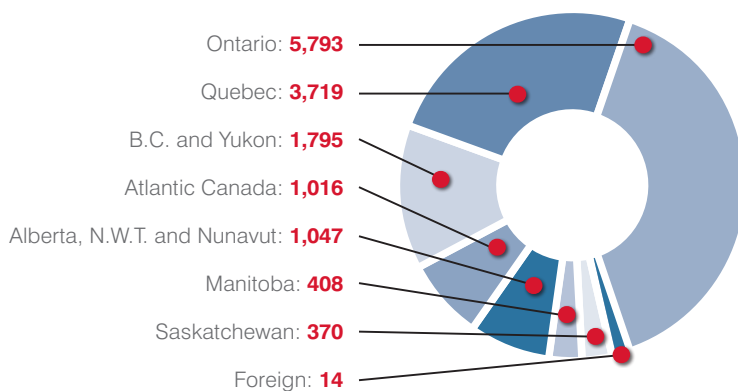
Newsletters - The Woodworking E-Update and the Woodworking Product Update - our subscription based e-newsletters delivered directly to the inboxes of well over 10,000 readers, each. Follow our social media activity on LinkedIn, Twitter, YouTube and Instagram.

Talk to us.

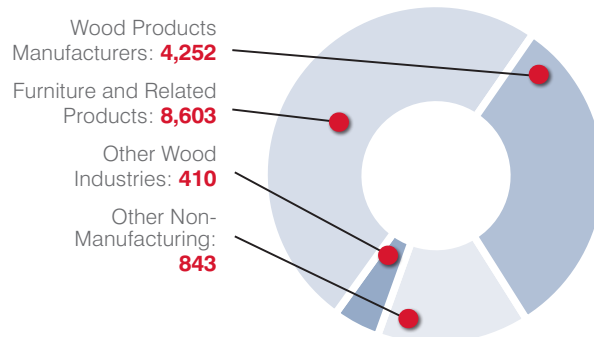
When it comes to marketing to Canadian wood product manufacturers, Woodworking simply is the best and most effective way to reach them. We will develop an effective marketing solution with you...from print to online, inserts, custom magazines and promotions. Our experienced advertising team will work with you to connect you with more of your customers.

WOODWORKING – the most requested magazine by Canadian industry professionals.
PRINT CIRCULATION LEADERSHIP: 14,108 • CIRCULATION: 100% Direct Request

COVERAGE BY PROVINCE*



COVERAGE BY INDUSTRY SECTOR*



*CCAB/BRAND REPORT MARCH 2020



GET IN TOUCH!

PUBLISHER
Bert Kleiser
416 819-4123
bert@kleisermmedia.com

EDITOR
Stephan Kleiser
416 346-0089
stephan@kleisermmedia.com

ACCOUNT MANAGER - QUEBEC
Peter Tams
514 984-2668
peter@kleisermmedia.com

ACCOUNT MANAGER
Leesa Nacht
289 221-3730
leesa@kleisermmedia.com

MARKETING & COMMUNICATIONS
Anja Brokjans
705 817-4123
anja@kleisermmedia.com

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.



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 18	Jan 4
MAR/APR	Solid Wood	Sanding & Finishing / Cabinetry Tools & Supplies	Feb 12	Feb 19
MAY/JUN	Edgebanding	Edgebanding / Veneer / Laminating	Apr. 16	Apr. 23
JUL/AUG	Machinery/Automation	Saws	June 11	June 25
SEP/OCT	Technology	CNC / Hardware	Aug. 13	Aug. 27
NOV/DEC	Finishing	Hand and Power Tools / Software	Oct. 15	Oct. 29

Regular Features

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

WMS 2021 SHOW GUIDE If you are exhibiting at WMS 2021 include the WMS Show Guide in your plans. Contact us for details!

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

Targeted brochure and insert distribution is available. Ask about a quote for your custom piece.

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.

PRODUCTION
Wendy Schroder
production@kleisermmedia.com

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

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 page views per year.

WoodworkingCanada.com

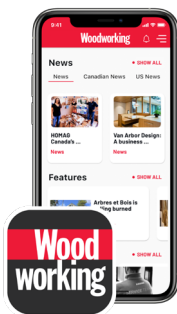
DIGITAL AND INTERACTIVE

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 **\$875.00/month** 600 x 90 pixels
 CENTRE BANNER **\$675.00/month** 600 x 90 pixels
 SIDE BANNER **\$450.00/month** 300 x 90 pixels | **\$550.00/month** 300 x 250 pixels

The Woodworking News App



NEW Reach your customers wherever they are

Mobile devices have become our office and connection to almost everything. **The Woodworking News App** connects with more of your clients when they are on the go. Our app makes news and information even more accessible and affords readers a convenient way to stay on top of things when they are on the go.

The app offers various advertising placement opportunities within its content. Limited space is available for subscription. Contact us for details and to discuss your campaign.



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Google Play and the Google Play logo are trademarks of Google LLC.

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 **\$550.00** 300 x 90 pixels
 RIGHT BANNER **\$375.00** 300 x 90 pixels | **\$475.00** 300 x 250 pixels

Product Update

A selection of products curated by our editorial team features 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.

HORIZONTAL BANNER... **\$650.00/issue** 600 x 90 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

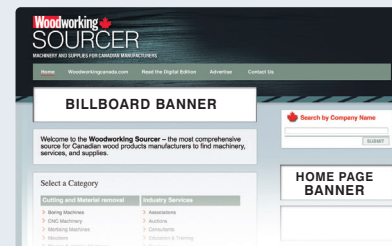
Custom E-Blasts – your customized messages delivered to our subscribers when you want them to see it. Text, images, videos, links to external sites – your newsletter – your content! Your HTML file or we'll build it for you!

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 \$150.00/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:
\$650.00/month
 600 x 90 pixels

Home Page Banner

COST:
\$450.00/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