

# Woodworking

WOODWORKINGCANADA.COM

2018

# Media Planner

We are on top of the industry.

Print | Websites | E-Newsletters

E-Blasts | Digital Editions

Targeted Promotions | Custom Publishing



PROUDLY SERVING  
CANADA'S WOODWORKING  
INDUSTRY SINCE 1987

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 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 14,109 copies per issue, 100% request! And of course Woodworking 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 15,000+ monthly page-views.

**Woodworking e-Update...** our bi-monthly e-newsletter delivered directly to the inboxes of well over 9,000 subscribers.

**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. In 2017, more than 75,000 page-views including product searches were conducted leading to important business decisions or connections.

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 most effective way to reach them.

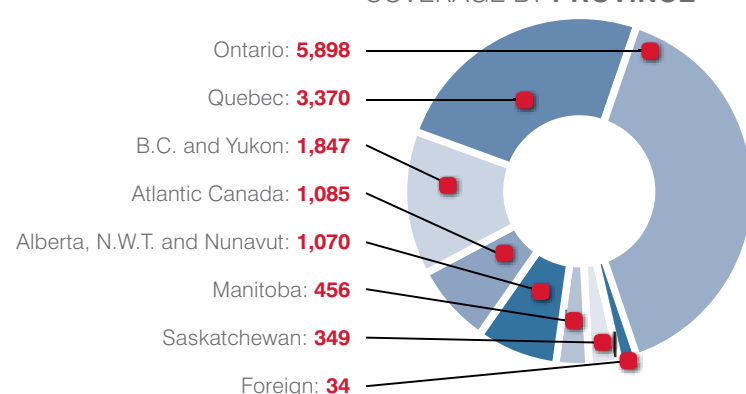
### Talk to us.

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.

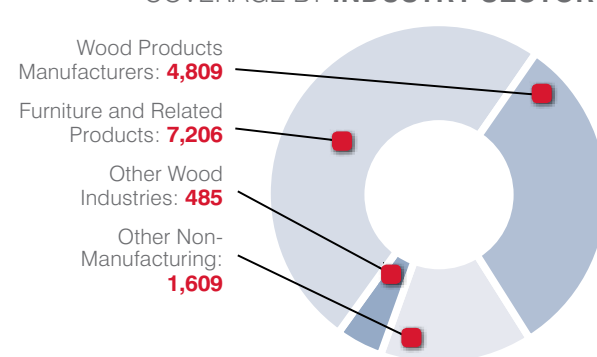
**WOODWORKING** – the most requested magazine by Canadian industry professionals.

**PRINT CIRCULATION LEADERSHIP:** 14,109 Print • **CIRCULATION:** 100% Request

### COVERAGE BY PROVINCE\*



### COVERAGE BY INDUSTRY SECTOR\*



\*CCAB/BRAND REPORT SEPT. 2017



## 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

ISSUE	SPECIAL FOCUS	PRODUCT SHOWCASES	SPACE	MAT'L
JAN/FEB	<b>Cabinetry Trends</b>	Saws / Dust Control	Dec. 20	Dec. 24
MAR/APR	<b>Solid Wood</b>	Sanding & Finishing / Cabinetry Tools & Supplies	Feb. 14	Feb. 21
MAY/JUN	<b>Edgebanding</b>	Edgebanding / Veneer / Laminating	Apr. 18	Apr. 25
JUL/AUG	<b>Machinery/Automation</b>	Saws	June 13	June 20
SEP/OCT	<b>Technology</b>	CNC / Hardware	Aug. 15	Aug. 22
NOV/DEC	<b>Finishing</b>	Hand and Power Tools / Software	Oct. 17	Oct. 24

PLUS - Important Show Coverage and Features in these Issues: IWF - May/June and July/August.

Send us your company news (new hires, expansions and product announcements) and share your news with the industry via the longest-running, industry-leading outlet covering Canada's secondary woodworking sector. Email submissions to: [stephan@kleisermedia.com](mailto:stephan@kleisermedia.com).

## 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.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](http://WeTransfer.com) or [Hightail.com](http://Hightail.com) to send your file.

## SPECIFICATIONS

<b>Full Page</b> BLEED SPECS: 9.5" x 11.25" PAGE TRIM: 9.25" x 11"	<b>Junior Page</b> 6.125" x 7.75"
<b>2/3 Vertical</b> 5.375" x 9.5"	<b>2/3 Horizontal</b> 8.25" x 6.25"
<b>1/2 Vertical</b> 4" x 9.5"	<b>1/2 Horizontal</b> 8.25" x 4.75"
<b>1/3 Vertical</b> 2.625" x 9.5"	<b>1/3 Horizontal</b> 6.5" x 4"
<b>1/3 Standard</b> 4" x 6.875"	<b>1/3 Banner</b> 8.25" x 3.125"
<b>Vertical</b> 2" x 9.5" 1/4 Square 4" x 4.625"	<b>1/6 Square</b> 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"

## GET IN TOUCH!

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CONNECT WITH **YOUR AUDIENCE** ONLINETAKE ADVANTAGE OF OUR INTERACTIVE ELECTRONIC  
ADVERTISING OPPORTUNITIES**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 9,000 subscribers and enjoys high open rates.

CENTRE BANNER: **\$475.00** – 300 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. **Talk to us about your video and brochure inclusions.**

**WoodworkingSourcer.com**

**Be seen!** Thousands of product and category specific searches are conducted on the 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 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

**ALSO AVAILABLE:**

**Exclusive custom e-blasts. Talk to us!**