WOODSHOP NEWS®
Shaping the Successful Shop™

2019

Advertorial Program

Making the best cabinets & furniture
March Issue

Portability & working on the job site
May Issue

The Perfect Cut
September Issue

Retooling for 2020
November Issue

The Finishing Touch
August Issue

Mixed-Media Program
Reach our readers where and when they chose
Print - eMail - Online

CONTROL YOUR EXPOSURE THROUGH OUR MIXED-MEDIA ADVERTORIALS

These Print + Digital Special Sections offer an estimated exposure of over 170,000 readers, via integrated, year-long, promotions

Print – E-Mail – Website – Reprints

AVAILABLE AND PROMOTED ONLINE, YEAR-LONG

HOW IT WORKS:

1. Our writer will take your information (documents, phone calls) to generate the write up – which the advertiser will have final approval of. The writer is there to create the section in the same voice and style; you will control the factual content. This will be a section within the pages of the monthly issue.

Distribution to 50,000 readers (with pass along....75,000 total print readers)

2. The advertorial section will then be recreated digitally with live links and embedded video and sent to our 19,000 opt e-mail readers roughly 3 weeks after the issue releases.

Distribution: 19,000 e-mails

3. Your write up will also be presented in our online Resource Guide within the Article Section. We will promote your individual write up on your eNewsletter, driving readers back to your write up all year long.

Online line Impressions 96,000+

4. Then it will be posted as a reference piece in our Special Marketing Section on our web-site - linked from the home page; for one year. We will promote the advertorial section throughout the year continually pushing readers back to the digital section.

eNewsletter branding & exposure to 80,000+

WOODSHOP NEWS 2019 Advertorial Program

SPECIAL ADVERTISING SECTION

Stiles Expands Its Ironwood Brand

Along Comes Ironwood

classical machines for the selective craftsman

ADVERTORIAL SPREAD

SPECIAL MARKETING SECTION

Arguably the most versatile sander on the planet

ADVERTORIAL FULL PAGE

SPECIAL MARKETING SECTION

Fusion legs combine decorative wood and metal elements

HALF & HALF

The Finishing Touch for 2017

Accuride Provides That 'Finishing Touch'

ADVERTORIAL FULL PAGE

The Finishing Touch for 2017

Better Sanding, Better Dust Control... Better Finish!

ADVERTORIAL FULL PAGE

STANLEY BOSTITCH AS SEEN IN WOODSHOP NEWS

SPECIAL MARKETING SECTION Portability – working the job site

The N62FNK-2 Angled Finish Nailer

REPRINT

RATES

Advertorial Spread	Full page ad + full page Advertorial	$4,800 net
Advertorial Full Page Unit		$2,800 net

CONTACT INFORMATION

RORY BEGLIN

(860) 767-3200 Ext. 242

E-mail: rory@woodshopnews.com

Advertorial Sections

Advertorial Section's digital e-mail releases.

Expanding your marketing reach through our -

Print
e-mail
eNewsletters
website

All in one program!

Your write up posted in our Resource Guide's article field

Classified Advertisements

ADD SOME CLAWS TO YOUR CNC
For CNC machining centers, Busch's rotary claw vacuum technology is uniquely designed to reduce maintenance and electrical costs for clamping and holding applications. These vacuums use positive displacement, and ... read more Ph: 1-800-USA-PUMP

Individual teaser ads promoting your write up will appear in our eNewsletter multiple times during the year

2019 SCHEDULE

March	"Making the best cabinets & furniture"	1/28
May	"Portability & working on the job site"	3/28
August	"The Finishing Touch"	6/26
September	"The Perfect Cut"	7/26
November	"Retooling for 2020"	9/26

For more information, email sales@woodshopnews.com
10 Bokum Road, Essex, CT 06426 • 860-767-3200 ext. 242 • www.woodshopnews.com

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