

## 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**

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**AVAILABLE AND PROMOTED ONLINE, YEAR-LONG**

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### **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 website - 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+***



SPECIAL MARKETING SECTION

SPECIAL MARKETING SECTION

## Fusion legs combine decorative wood and metal elements

**Georgia-based Wood Products, Inc.** is introducing a new set of all-steel legs for decorative wood and metal assemblies. The expert fabricators of the Fusion legs use a design concept that has been developed over 20 years and that endures today as 90% of the world's decorative wood and metal furniture. The Fusion legs are made of solid steel and are available in a variety of finishes. They are designed to be used with a variety of wood and metal furniture, including dining chairs, tables, bar stools, and more. The Fusion legs are made of solid steel and are available in a variety of finishes. They are designed to be used with a variety of wood and metal furniture, including dining chairs, tables, bar stools, and more.

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**CREATE YOUR  
CUSTOM PART TODAY!**

CAN'T FIND WHAT YOU NEED IN OUR CATALOG?

WE CANO CREATE CUSTOM PRODUCTS. REQUEST YOUR QUOTE TODAY.

24 HOUR TURNAROUND ON 24 HOUR ORDERS

FREE QUOTE

FAST TURNAROUND

CUSTOMER CARE

[www.osborneproducts.com](http://www.osborneproducts.com)  
(800) 462-5678

Visit us at WMA in Toronto, Booth #319

October 27-29

October 27-29

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[www.osborneproducts.com](http://www.osborneproducts.com)

## HALF & HALF

[illegible]**REPRINT**

\$4,800 net

\$2,800 net

E-mail: [rory@woodshopnews.com](mailto:rory@woodshopnews.com)

## ACTIVE INTEREST MEDIA

# WOODSHOP NEWS<sup>®</sup>

Shaping the Successful Shop<sup>™</sup>

## Advertorial Sections

Advertorial Section's digital e-mail releases.

Expanding your marketing reach through our -

Print  
e-mail  
eNewsletters  
website

All in one program!

## THE FINISHING TOUCH

We presented this topic to a number of vendors, to see what their recommendations might be for professional woodworkers. There isn't a whole lot of distance between good and great. Most professional woodshops can deliver acceptable casework or furniture. It's the ones that go that extra inch that become exceptional...the ones that add a finishing touch.

This digital section presents a few interesting responses in the area of precision cuts, prepping & finishing wood, controlling environment and adding detail to your finished pieces - all of which can produce greater efficiency and increased quality of results that your customers will come back for.

[CLICK HERE](#) to open this digital release



CLICK HERE



# WOODSHOP NEWS<sup>®</sup>

Shaping the Successful Shop<sup>™</sup>

## RESOURCE GUIDE

Home Listings Events Classifieds Articles Advertise With Us Contact Us Woodshop News

Keyword (Type a keyword or article title)

Match:  
☐ exact match ☐ any word ☐ all words

Home » Articles



### This Stop Let's You Go Faster

Published: 05/06/2013

Job Site  
Machinery  
Machine Tool Accessories  
Accessories  
[Like](#) [1](#)

Congratulations - you survived the Great Recession! According to the Census Bureau, housing starts in February were an impressive 618,000, and it looks like the industry is really starting to kick into gear. We're going to be busy, and that means you'll need to be able to move quickly. Have you ever lost a bid because you couldn't wrap up the current job in time to start the next one? SawGear<sup>™</sup> is the game-changer. Real automation has come to the jobsite in a rugged and affordable package, turning your novice carpenter into a pro and your pros into rock stars.

SawGear is a portable automatic length measuring system for your miter saw. Just dial in the dimension you need and the stop slides to that precise position. It's fast, accurate, and incredibly simple. It eliminates tape measure fumbling and repetitive measuring. Over the course of a standard framing or trim job it will save man-days, not just man-hours. That helps

### Photo Gallery



Click here for Slideshow. You can also click on any of the photos to start slideshow.



### ADVERTISERS

American Fabric Filter Co  
Your ultimate source for  
Dust bags/screens/accessories  
[www.americanfabricfilter.com](http://www.americanfabricfilter.com)

BESSEY Tools N.A.  
Clamping & Cutting Technology  
Parallel & Toggle clamps  
[www.besseytools.com](http://www.besseytools.com)

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

**SENCO Makes Hard Work Easier**  
A one-of-a-kind finish nailer, two new pneumatic micro pinners, an expanded line of 200 PSI compressors, the Company's revolutionary Fusion pneumatic cordless technology will be the...[Click here to read more](#)  
800-543-4596 • [www.SENCO.COM](http://www.SENCO.COM)

### 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

## 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](mailto:sales@woodshopnews.com)

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