

SPECIAL MARKETING SECTION Making The Best Cabinets for 2020



Main issue print - Advertorial section intro.

Every job begins with software, and exceptional projects are deeply influenced by the quality of that program. KCD Software takes a job from concept and design through the entire production process. It's state-of-the-art and CAM, with renderings, custom libraries and everything else a woodshop needs to complete and be its very best.

Once the design is drawn, the next critical step in making the best work is to send the work to a CNC that was created especially for the work. The new Super-510CM from Castaly Industries Corp. is a compact, combines a sweeping arm rake system with an automatic offloading table, so a woodshop can do all of its machining in a single operation. For those special details that set a job apart from the ordinary, Shaper Origin offers an affordable, easy to use and remarkably precise solution. The world's first handheld CNC. Bigger shops don't need to shut down the table, so a woodshop can do all of its machining in a single operation. When business is good, Elias Woodwork can help any size shop ter and faster by taking drawer building tasks out of the loop. The offers FREE shipping with an order of 30 or more 5-piece drawers. That means your drawer boxes and accessories ship for free with saving both time and money.

Read on to see how these businesses are perfectly placed to help woodshop make the best cabinets and furniture.

Making the best Cabinets & Furniture

Compiled by BHSW Inc.

Castaly **KCD Software** **SHAPER**

castalymachine.com 37 eliaswoodwork.com 38 kcdsoftware.com 36 shapertools.com

MARCH 2020 WWW.WOODSHOPNEWS.COM

Advertorial Sections

Expanding your marketing reach through our -

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WOODSHOP NEWS Shaping the Successful Shop™

NEWS FEATURES TOOLS/MACHINES COLUMNS PRODUCTS & DEMOS RESOURCE GUIDE VIDEOS

HOME > SPONSORED CONTENT

SPONSORED STORY

An Affordable, Handheld CNC

SHAPER - JUL 21, 2020

Advertorial as posted on our website.

f t p



"Shaper Origin has been a game changer in my shop. What was difficult or impossible before is now easy, and actually fun."

That's Josh Podoll, owner of Chop Wood Co. in San Francisco, as he encapsulates in two short sentences how woodworkers feel about this tool. But Origin isn't just

SHAPER **AN AFFORDABLE, HANDHELD CNC**

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That's Josh Podoll, owner of Chop Wood Co. in San Francisco, as he encapsulates in two short sentences how woodworkers feel about this tool. But Origin isn't just another power tool. It's a fundamentally game-changing approach to the technology of CNC woodworking. Shaper Origin brings the router to the workpiece rather than the other way around, and does so in an eminently affordable and user-friendly way. [CLICK TO READ MORE](#) | [www.shapertools.com](#)

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

2021 Schedule

March	"Making the best cabinets & furniture"	1/28
August	"The Finishing Touch"	6/25
September	"The Perfect Cut"	7/28
November	"Retooling for 2020"	9/26

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WOODSHOP NEWS

Shaping the Successful Shop™

2021 Calendar & Special Marketing Programs

The following is the 2021 Calendar providing 3 of the 5 or 6 major topics that will be written about in each month. It is meant to give you a deeper understanding of what is planned and to provide a view of the types of edit you will find yearlong in Woodshop News.

The Special Marketing Programs will provide an overview of Special Supplements (separately bound releases) that will ship together in a polybag with a specific issue. Any time a polybag is being used also provides the opportunity for an insert to be dropped into the bag as well. The special supplements are all singularly focused releases.

Our Official Show eNewsletter series for 2021 titled "eXchange" is created for the AWFS Fair. This is where we step outside our normal editorial space (writing for small and midsized professional shops) and work with show group to help draw in the strongest attendance possible for the show. This is done by providing new product information and show updates to help potential show attendees see the full benefit of attending.

Woodshop News also provides the Advertorial Sections for marketers to be able to more completely tell their product/service story to our readers. By working with our writers, you can control your message to ensure it fully explains your product(s), features and benefits. This program also includes expanded distribution and a yearlong active online promotion and presentation of your write up in print and digital vehicles.

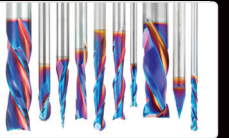
WOODSHOP NEWS Shaping the Successful Shop™

BLACK BOOK SUPPLEMENT TO WOODSHOP NEWS

THE 2020 RESOURCE GUIDE

WOODSHOP NEWS Shaping the Successful Shop™

CNC FOR 2020 A BROAD LOOK AT DIGITAL FABRICATION



Buying advice, software solutions, new tooling, hardware tips, small shop options, and more.

BLACK BOOK SUPPLEMENT TO WOODSHOP NEWS

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our readers mean business

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a division of
ACTIVE INTEREST MEDIA

Resource Guide:

(this will Close Dec 1st for the printed release)

This mixed-media program gives woodworkers quick research tools. In print, it's a quick easy cross-referencing "phone book" regarding which products are being supplied by which vendors. While online, it can provide deeper content on some of the more important suppliers to the industry. By marketing in this space, you will not only increase the amount of information you provide, but will also appear in a more dominant role than many of your competitors.

Products & Demo Supplement:

(ships with the APRIL issue...Closes Feb 25th)

Your marketing message, product image & video will be promoted to present your best offering. "Show off" your products in this mixed media release (print & special website) which will also have eNewsletter and on going promotions; driving readers back to the website posting. Your products & this program will deliver roughly 130,000 readers during its active 6 month cycle. First printed release was Sept 2020 and the website following immediately after.

CNC Supplement:

(ships with the JUNE issue...Closes May 1st)

This free-standing supplement to Woodshop News will gather the strongest edit from or pages, looking specifically at the many elements of CNC Technology. This collection of CNC content will become a long term reference tool for many in the industry. The supplement will be poly-bagged with Woodshop News prior to the AWFS show and will have an expanded distribution digitally reaching an audience of over 100,000 woodworkers.

Black Book Show Planner for the AWFS:

Created for the Woodshop News readers this free-standing supplement is poly-bagged with our JULY issue of Woodshop News and will receive bonus distribution at the AWFS event. Approximately 30,000+ copies will be printed and an additional 15,000 will be distributed digitally.

Here is a link to [AWFS 2017's release](#):

UPDATED Show Floor maps & exhibitors list released prior to the show

- EXTENSIVE overview of new products
- EXPANDED DISTRIBUTION—in print & digitally
- All-inclusive coverage
- Printed in an easy to use size and format for show attendees
- **Advertisers within are guaranteed Press Release coverage**

OFFICIAL AWFS SHOW E-Newsletter

"eXchange eNews" (14 week program – starting mid-April. Maximum 14 marketers – first come first serve)

We will be working directly with the AWFS to generate a weekly eNewsletter in support of the show. The Show Management will be supplying us with their database of past, present and newly signed attendees to create the largest pool of those most likely to attend the event. The content of the eNewsletter will include updates regarding the show, live educational sessions, news items affecting the industry and of course **Press Release announcements of only those vendors exhibiting at the show**. This will be the only consistent, frequent way to reach the largest group of likely AWFS attendees. Estimate 40,000+ weekly releases.

Finishing Supplement:

(ships with the OCT issue...Closes August 1st)

This free-standing supplement to Woodshop News will gather the strongest edit from or pages, looking specifically at the many elements involved in FINISHING. This collection of articles will become a long term reference tool for many in the industry. The supplement will be poly-bagged with the October issue of Woodshop News and will have an expanded distribution digitally reaching an audience of over 90,000 woodworkers. Digital editions will provide for embedded video to enable short product demos.

DEADLINES

Space: 1st of the month preceding the titled issue, for decisions

Artwork: 5th of the month preceding the titled issue for materials due

On Sale Date: Issues start mailing on the 28th of the month prior to the issue title

Example: February Issue..... Space Deadline: January 1st..... Materials Deadline: January 5th

PRESS RELEASES

For **FREE** press release coverage, send your new product and service announcements with pictures to **Editorial@woodshopnews.com**

Contact Rory Beglin
203-952-6790
rory@woodshopnews.com

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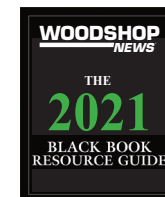
Example: February Issue Space Deadline: January 1st / Materials Deadline: January 5th

JANUARY

The latest in functional hardware

Article: Spindles - repair & service

Article: Workshop space savers



Supplement:

The 2021 Black Book Resource Guide

FEBRUARY

CNC for larger shops

Article: Assembly equip (clamp/hold etc.)

Article: Working on the jobsite

MARCH

Finishing – A look at new coatings

Article: CNC software—a look at designing & presentation

Article: Table saw trends

Advertorial Section: Making the best cabinets & furniture

APRIL

Joinery options

Article: Cabinet Trends (framing, design & trends)

Article: Controlling dust, spray & fumes



Supplement:

Products & Demos for 2021

MAY

CNC software

Article: Edgebanding

Article: Finishing equipment trends



JUNE

Outsourcing – Doors, drawers, & more

Article: Hidden fasteners

Article: Jigs and cutting guides



Supplement: CNC Supplement

JULY - AWFS SHOW ISSUE

Controlling Waste

Article: Aggregate heads

Article: Woodworking education



Supplement:

AWFS 2021 Black Book Show Planner



AUGUST

Sanding machinery

Article: Desktop CNC's

Article: Working with adhesives & veneer

Advertorial Section: The Finishing Touch

SEPTEMBER

AWFS Show Review

Article: Prefinished panels

Article: All that goes into a cabinet

Advertorial Section: The Perfect Cut

OCTOBER

Nail, pin, & staple guns

Article: CNC for smaller shops

Article: Back office planning for 2022 (finance, insurance & shop software)

Supplement: Finishing



NOVEMBER

Cabinet & furniture components

Article: CNC tooling

Article: Hand-held sanding - What are your options

Advertorial Section: Retooling for 2022

DECEMBER

Workshop environment

Article: Workshop environment (dust control, material handling & more)

Article: Abrasives

Article: Air power & pneumatic tools

Marketing Program: End of year "deals"