

Advertorial Program

Making the Best Cabinets & Furniture - March Issue



The Finishing Touch
August Issue

The Perfect Cut
September Issue

Retooling for 2022
November 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 150,000 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 45,000 readers (with pass along....68,000 total print readers)

2. The advertorial section will then be recreated digitally with live links and embedded video and sent to our 16,000 opt e-mail readers roughly 3 weeks after the issue releases.

Distribution: 16,000 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 Impressions 80,000+

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 & web exposure to 75,000+

[illegible]**ADVERTORIAL HALF PAGE**[illegible]**REPRINT**

\$2,800 net

rory@woodshopnews.com



SPECIAL MARKETING SECTION

Making The Best Cabinets for 2020

Main issue print -
Advertorial section intro.

Advertorial Sections

Expanding your marketing reach through our -

Print
e-mail
eNewsletters
website

All in one program!

Making the best Cabinets & Furniture

Compiled by BHSW Inc.



MARCH 2020 WWW.WOODSHOPNEWS.COM

WOODSHOP NEWS

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.



"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

"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 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](http://www.shapertools.com)

An Affordable, Handheld CNC

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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



Making the best
Cabinets
& Furniture

Compiled by BHSW Inc.



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