



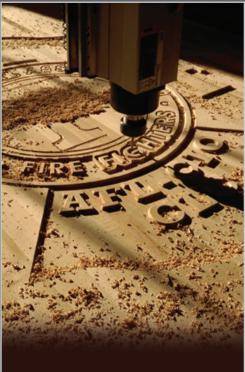
Advertorial Program

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

HOP VEWS[®] 2021 Advertorial Program

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.

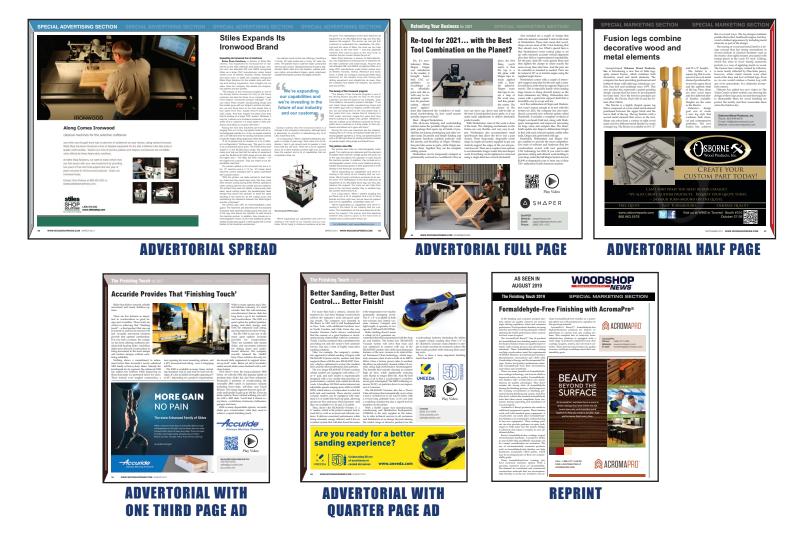
Online Impressions 80,000+

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+



2021 Advertorial Program



RATES

Advertorial Spread

Full page ad + full page Advertorial

\$4,000 net

Advertorial Full Page Unit

\$2,800 net

CONTACT INFORMATION

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"Retooling for 2020"

9/26

(Lines)

November



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-KCD