

Advertorial Program

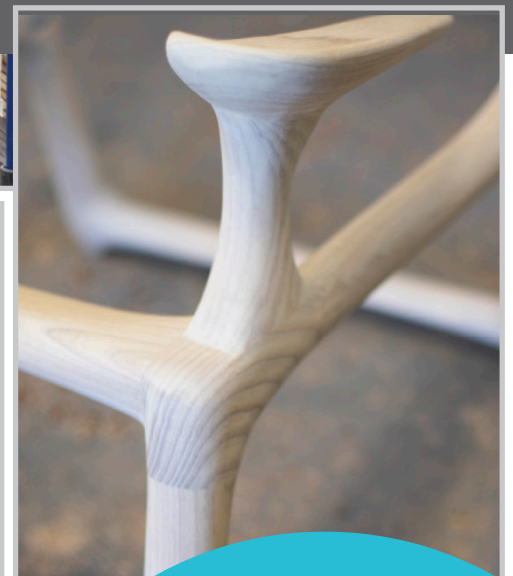
**Making the best
cabinets & furniture**
March Issue



Retooling for 2021
November Issue



The Perfect Cut
September Issue



The Finishing Touch
July 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 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+

WOODSHOP NEWS™

Shaping the Successful Shop™

ADVERTORIAL

Advertorial Sections



**Advertorial Section's
digital e-mail releases.**

**Expanding your marketing
reach through our -**

**Print
e-mail
eNewsletters
website**

All in one program!

We presented this topic to several 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.

CLICK HERE! For The Finishing Touch

Accuride
Always Moving Forward

CAMPBELL

ACROMAPRO



BCA Will Change the Way You Finish

2019 PUBLISHED ADVERTORIAL - AUG 27, 2019



**Your advertorial posted
on our web site.**

Milesi Wood Coatings is a brand of H&M Chemicals SRL, which is one of the largest and most influential wood coatings manufacturers in the world. Based in Milan.



BCA WILL CHANGE THE WAY YOU FINISH

BCA cutting edge, patent-pending cure chemistry. BCA characteristics exceed expectations in terms of surface hardness, resistance to abrasion, yellowing caused by light, and stains caused by liquids. Providing very fast drying times & long pot life.

CLICK TO READ MORE | www.milesi.us

**Banner & text teaser ads will be run
4+ times over your 12 month program**

CLASSIFIEDS

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CLICK TO READ MORE

www.milesi.us



2020 SCHEDULE

March	"Making the best cabinets & furniture"	1/28
July	"The Finishing Touch"	5/26
September	"The Perfect Cut"	7/26
November	"Retooling for 2021"	9/26

For more information, email sales@woodshopnews.com

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