



Better Homes and Gardens®
WOOD®



Y O U R # 1 T O O L F O R S U C C E S S

THE BEST- EVER SERIES: Reach An Untapped Market

Tap into a new, highly qualified market! Two important facts that can help you generate more business*:

1. Best-Ever Series buyers are skilled woodworkers (averaging 12.5 years of woodworking experience).
2. Best-Ever Series buyers typically do not subscribe to woodworking magazines.

Over the years, these titles have been newsstand hits and each have a total distribution of 265,000 at key retail chains including Home Depot, Lowe's, Ace Hardware, and Barnes & Noble. Your ads in these issues will inspire a fresh audience of dedicated woodworkers as they plan their projects and purchases.

BEST-EVER OUTDOOR PROJECTS

This project-filled magazine includes 22 plans for great projects including planers, seating, yard structures, and garden helpers to beautify your yard. Each plan was built in the WOOD magazine shop to ensure its accuracy. Every construction detail is illustrated and explained, guaranteeing success through completion. In addition to the shop-tested woodworking plans, the reader will find the basics for laying bricks, selecting perennials, and planning a garden.

AD CLOSE: 1/15/08 MATERIALS DUE: 1/15/08 ON SALE: 3/18/08 OFF SALE: 5/27/08

BEST EVER WOODWORKING PROJECTS AND SHOP TIPS **

WOOD magazine's best project plans fill the pages of this pleasing collection. Larger pieces include a pine hutch, bunk beds, pendulum cradle, and hall bench, while smaller projects range from kitchen items to shelves, clocks, and photo frames. Complete and friendly step-by-step instructions guide you with photos and drawings through each project. You'll also find our best-ever shop tips and jigs for ensuring your success.

AD CLOSE: 1/29/08 MATERIALS DUE: 1/29/08 ON SALE: 4/1/08 OFF SALE: 7/1/08

AMERICA'S BEST HOME WORKSHOPS

WOOD magazine editors previewed hundreds of shops for version two of this highly popular 2006 title. Big shops, little shops, basement shops, and shops in detached buildings fill the pages of this idea-filled publication. For homeowners looking to create a shop from scratch or update their existing work space, this magazine is filled with tried-and-true solutions from workshops across the United States. Floor plans enable the reader to see exactly how these shop owners arranged and outfitted their favorite workspace for efficiency, workflow, and maximum enjoyment.

AD CLOSE: 3/25/08 MATERIALS DUE: 3/25/08 ON SALE: 5/27/08 OFF SALE: 8/5/08

BEST -EVER ROUTER TIPS, TRICKS & JIGS

To put your router or table-mounted router through the paces, we lead off with router basics, and build upon that with routing techniques and jigs that will prove invaluable in your shop. We'll show you the proper care to make your router and bits can last nearly forever. Learn more with our shop-tested routing tips, or put your router to use creating joinery such as the lock-miter for sturdy drawer construction. When you come down to it, there isn't a power tool that's as versatile as a router when you know all the tricks and techniques associated with it.

AD CLOSE: 5/27/08 MATERIALS DUE: 5/27/08 ON SALE: 7/29/08 OFF SALE: 12/16/08

BEST-EVER WORKSHOPS

Whether you're updating your existing shop or starting one from scratch, this publication has all the bases covered. For heating, flooring, lighting, and wiring we start with tested shop setup. Then we take you through a tour of 9 idea-filled, hardworking workshops, followed by numerous plans for shop cabinetry, work centers, and tool supports. With our ideas and projects plans the shop of your dreams is close at hand.

AD CLOSE: 7/15/08 MATERIALS DUE: 7/15/08 ON SALE: 9/16/08 OFF SALE: 10/28/08

* All titles are subject to change

** Special edition bookazine