



Better Homes and Gardens®  
**WOOD**®



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

## **WOOD: BUILDING PROJECTS & READER TRUST**

The projects presented in *WOOD* undergo a detailed process of scrutiny and review. This process is just one of the ways *WOOD* distinguishes itself from other woodworking magazines. Our experts shop-test every project in order to capture the reader's confidence. That means every project you see in *WOOD* is "brought to life" in a workshop before it is presented to the reader.

No other woodworking magazine takes the following measures to ensure the accuracy and achievability of its content, resulting in reader success and, therefore, trust.

How does this affect the advertiser? Readers trust the content in *WOOD*, therefore, they trust the brands in *WOOD*. **48% of *WOOD* subscribers say the brands that are advertised in *WOOD* are better in quality than they brands that are not advertised. 47% say I am more likely to notice advertisements in *WOOD* than those in other magazines. \***

---

### **Our 8-Step Editorial Process for Projects**

---

- 1.** A variety of sources are used to develop a rough project concept, including staff insight and experience, scouting potential projects at woodworking shows, historic homes and museums, as well as reader input.
- 2.** The concept is refined through multiple staff brainstorming sessions and review. Staff determines project design and focuses on the best ways to enhance the look and utility of the project.
- 3.** Once the final design is approved, technical illustrations are created to accompany it.
- 4.** The project is "brought to life" in *WOOD*'s own workshop. This shop-tested approach helps editors verify the effectiveness of the woodworking techniques presented and solidify final design, illustration and dimensions. A rebuild and redesign of the project is considered and executed, if necessary.
- 5.** Article is written to accompany project illustrations and how-to photographs.
- 6.** Designer, builder and writer carefully review project and article and add refinements where needed.
- 7.** Expert, independent proof-readers examine the article, placing the project under further scrutiny.
- 8.** Final proofing and illustrations are verified by the editors before article goes to print.

---

**THE RESULT: Reader success and unreserved trust in *WOOD* Magazine.**

---

**Tap into *WOOD*'s unwavering reader trust.**

\*Source: 2007 Subscriber Study