

Better Homes and Gardens®

WOOD®



YOUR #1 TOOL FOR SUCCESS



WOODMagazine.com

WOOD subscribers are active online users. **68% use the internet for woodworking.** They go to WOODMagazine.com not only for project ideas, tips and techniques. They visit WOODMagazine.com to find information on the latest products. **48% use the internet to research tools and supplies.**

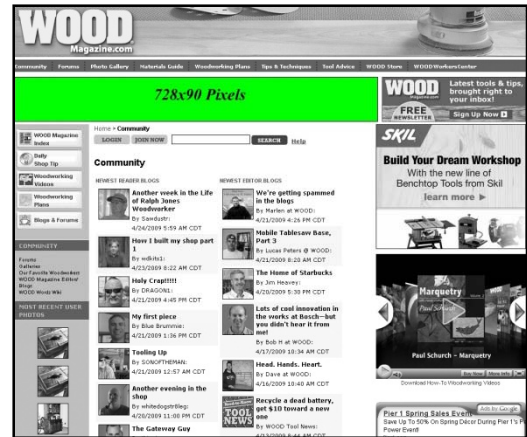
The internet is also a valuable way for woodworkers to make their tool and supply purchases. **In the past 12 months, WOOD subscribers have spent \$398 on internet purchases. As a group they have spent \$213,950,000!***

WOODMagazine.com provides you with a variety of powerful advertising opportunities:

CHANNEL SPONSORSHIP

A channel is one topic specific category of content on WOODMagazine.com. Each channel has subcategories within it. Your channel sponsorship will have exclusive placement on every page within a specified channel. WOODMagazine.com channels include:

- Tips & Techniques
- Woodworking Plans
- Tool Advice
- Materials Guide
- Photo Gallery
- Community & Forums (special pricing)



PRE-ROLL AD: WOODCUTS

Put your brand and products in front of a captivated audience via pre-roll video ads on WOODCuts, WOODMagazine.com's free online video library from the editors of WOOD Magazine.

- The pre-roll video ad (on the player)
- 728 x 90 leave behind ad (under the player)
- 300 x 250 expandable video ad (to the right of the player)



Four WOODCuts ad groups to choose from:

1. Joinery, Power Tools Tips & Techniques, Tool Test Demos, Veneering
2. Furniture Case & Construction, Hand-Tool Tips & Techniques, Project Design, Tablesaw Tips & Techniques
3. Basic-Built, Finishing Tips & Techniques, Current WOOD Issue, Router Tips & Techniques
4. Hardware Installation, Bandsaw Tips & Techniques, Jigs, Woodturning

* 2007 WOOD Subscriber Study

TOOL SCHOOL

This is a one stop destination for users to watch product demonstrations on the top tools on the market. The best spokesperson for your products is you. Here's your chance to educate the users of WOODMagazine.com on your products.

CUSTOM SWEEPSTAKES

Give us the creative and the copy and we will generate leads and build excitement for your brand and products through your own sweepstakes.

Prize package must have a minimum value of \$500

PROMO PAGE PLACEMENT

Do you have a sweepstakes, contest or special offer that you would like to promote? This is the perfect place to do it. You will receive an image and a link to your website.

MEDIUM RECTANGLE

A 300 x 250 run of site banner ad.

WOOD ONLINE NEWSLETTER SPONSORSHIPS

The WOOD Online Newsletter is sent out weekly to 155,000 opted in subscribers. Readers look to the WOOD Online Newsletter for tips and techniques, events, new WOOD Magazine content, events and more.

Be the exclusive sponsor of a newsletter that has one of the highest open rates in the industry. Sponsors receive a 300 x250 banner.

