For more than 33 years, WOOD® magazine—the world’s most-read woodworking magazine—has earned that distinction by guaranteeing our reader’s success. Every project plan is proven in our own shop, by our own editors, to ensure that every step is included in the crystal-clear step-by-step instructions, drawings, and photos. No guesswork. That same shop-proven standard applies to our best-in-class woodworking technique articles and unbiased tool tests, conducted by independent third-party testers and validated by WOOD. Readers know that every issue is packed with reliable woodworking info that they can use in the shop every day.

I view our relationships with advertisers not as strictly business, but as a partnership with a mutual goal: making better woodworkers. And the confidence readers have in WOOD magazine extends to your advertising pages. Year after year, research studies show that readers view the ads in WOOD as a valuable extension of their woodworking knowledge, not a road block to pursuing their passion.

Let’s work together to keep woodworking thriving. I know you’ll find the same success with WOOD that our readers have enjoyed for more than three decades.

Dave Campbell
Editorial Content Chief
WOOD Magazine
dave.campbell@meredith.com
brand overview

Reaching more than 2 MILLION woodworkers
**WOOD**

<table>
<thead>
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<th>Month</th>
<th>Ad Close</th>
<th>Material Due</th>
<th>On Sale</th>
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**DO IT YOURSELF**

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<td>8/21/18</td>
<td>8/21/18</td>
<td>10/23/18</td>
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</table>
WOOD® magazine provides reliably accurate, shop-proven project plans, techniques, and reliable product reviews to inspire and inform woodworkers via multiple media platforms and educational events.

OUR READERS
Age (median) 59.9
HHI (median) $72,900
Skill level as intermediate/professional 69%
Give woodworking/DIY advice to others 60+% 

COMMITTED TO WOOD MAGAZINE
22% have subscribed for 10+ years
89% save issues for future reference
93% say WOOD is one of their favorite magazines
8 in 10 don’t read other woodworking magazines
Avg time spent reading WOOD issue: 1.7 hours
80% of readers say ads in WOOD influence their purchasing decisions

THE WOOD DIFFERENCE
- More project plans than any other magazine
- Plans readers want to build
- Shop-proven, step-by-step instructions
- Options for every skill level
- Credible tool reviews
WOODMagazine.com is the online home for WOOD, where users and subscribers access a robust library of free woodworking content, tool reviews, and videos. The WOOD online presence also includes downloadable plans and project-parts kits for sale at WOODStore.net.

**TRAFFIC**
- 395,000 unique visitors monthly
- 1.3 million page views monthly
- 40% mobile traffic

**EMAIL SUBSCRIBERS**
- 150,000 enewsletter subscribers
- 155,000 special offers email list

**SOCIAL MEDIA**
- 253,000 likes
- 46,000 followers
- 18,000 followers

*list sizes fluctuate
Online solutions that create interaction with your brand!

**DELIVERING METRICS THAT MATTER**

Ad viewability: 80% (IAB Standard is 70%)
Open rate of the weekly e-newsletter: 50% avg
Open rate of the partner offers eblast: 30% avg
Industry standard is 17%

**ONLINE OFFERINGS**

**EMAIL MARKETING**
Weekly e-newsletter: 970x250 or 300x250 ad units.
Eblast: Your message is sent to our exclusive list.

**VIDEO**
Facebook Live!
Over 10,000 woodworkers tune in to WOOD Live!
These generate widespread social engagement, including comments, shares, and reactions.

**SWEEPSTAKES**
Create excitement for your brand with a sweeps we manage and promote on your behalf.
- Collect e-mail addresses

**DISPLAY AD UNITS**
Leaderboard: 728x90
Poster: 300x250
- Premium placement
- Run-of-site, channel-specific, and geography specific
Weekend with WOOD™ is a premium live educational experience at WOOD headquarters in Des Moines, Iowa. Woodworkers experience up-close, intensive woodworking instruction taught in small classes by the world’s best woodworkers during this popular weekend event.

3 DAYS, 250+ ATTENDEES

60+ TOPICS FOR ALL SKILL LEVELS, INCLUDING:
Cabinetmaking, project design, joinery, hand- and, power-tool skills, finishing, turning, and more.

MAY 17–20, 2018
AT WOOD HEADQUARTERS
IN DES MOINES, IOWA
VISIT WWW.WEEKENDWITHWOOD.COM FOR MORE INFO.
Get your brand in front of the dedicated woodworkers at *Weekend with WOOD*.

**Teaching Sponsorship**

Sponsored class: Work with the *WOOD* team to provide an instructor and class that fits into the *Weekend with WOOD* schedule

Hands on demonstration space to promote your products

Attend the event for personal interaction with the fans

Logo on all promotional materials

Email addresses from *Weekend with WOOD* sweepstakes

Opportunity to provide Swag Bag material and Door Prizes

**Event Sponsorship**

Hands on demonstration space to promote your products

Attend the event for personal interaction with the fans

Logo on all promotional materials

Email addresses collected with our *Weekend with WOOD* sweepstakes

Opportunity to provide Swag Bag material and Door Prizes

**Additional sponsorship opportunities include:**

Activity/meal sponsor: Promote your brand and products by sponsoring a meal at *Weekend With WOOD*. You will receive additional promotion as well as a chance to address the entire audience.

Swag bag sponsor: get your product in our attendee take home bag
meet the team

DAVE CAMPBEL
EDITORIAL CONTENT CHIEF
dave.campbell@meredith.com
A lifelong woodworker, Dave joined the WOOD® team in 1998. As Editorial Content Chief, he supervises production of the editorial content for WOOD magazine and WOODmagazine.com, ensuring that each article meets our high standards of completeness and clarity.

KEVIN BOYLE
SENIOR DESIGN EDITOR
kevin.boyle@meredith.com
With more than 35 years of woodworking experience, Kevin is largely responsible for the projects in WOOD magazine, ensuring they are not only timely and stylish but, also incorporate techniques that will enhance the skills of readers.

BOB HUNTER
TOOLS EDITOR
bob.hunter@meredith.com
Bob learned his woodworking skills from an early age and his primary responsibilities at WOOD revolve around producing tool-related articles and videos for the magazine and web site.

CRAIG RUEGSEGGER
Deputy Editor
craig.ruegsegger@meredith.com
A woodworker for more than 30 years, Craig has been writing and producing woodworking content since 1999. He enjoys creating content that keeps readers looking forward to the next issue.

JOHN OLSON
DESIGN EDITOR
john.olson@meredith.com
John began woodworking more than 25 years ago and has a passion for tool making and forestry; in his free time he can either be found making planes and back saws, or milling his own lumber for woodworking projects.

LUCAS PETERS
DIGITAL CONTENT MANAGER
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Lucas has been a part of the WOOD team for over ten years where his responsibilities include oversight of WOOD’s websites.

JIM HEAVEY
CONTRIBUTING CRAFTSMAN
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Jim has worked for WOOD magazine since 1997 and has traveled nationally to teach woodworking in classes and seminars at The Woodworking Shows.

KARL EHLERS
ART DIRECTOR
karl.ehlers@meredith.com
Karl has been a professional graphic designer for more than 35 years, and a member of the WOOD magazine staff for more than 10 years. Although a self-labeled woodworking novice, Karl has built many gifts, including Mission-style frames for artwork.
ADVERTORIAL:
Go beyond the ad page and feature your products in a new way! Custom advertorials provide an opportunity to tell your product story in an editorial format.

2-PAGE SPREAD OR PAGE + 1/3 V

PREMIUM POSITIONS:
Make a statement and grab readers immediately with placement on the second cover, third cover, or fourth cover.

PREMIUM CONTENT POSITIONS:
We have spots in available in WOOD’s front-of-book sections, including the Table of Contents, Wood-Wide Web, Sounding Board, Ask WOOD, and Shop Tips.

ADVERTISING
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Account Executive
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Des Moines, IA 50309-3023

PRINT AD SUBMISSIONS
Submit your files via Meredith Ad Express at Meredith.SendMyAd.com. Please see our MATERIAL SPECIFICATIONS for more information.

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