Better Homes & Gardens

WOOD

2019 Media Kit
For nearly 35 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

Weekend With WOOD
MAY 17–20, 2018

WOOD Media Kit | 3
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.

**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

**OUR READERS ARE 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

**FREQUENCY:** 7X/year
**PREMIUM PRICE POINT:** $8.99
**PAID CIRCULATION:** 312,487
**SUBSCRIBERS:** 286,688
**NEWSSTAND:** 16,426
**DIGITAL:** 9,373

Statement of Ownership comparison chart available upon request.
Wood Magazine Readers

Male/Female 98/2%
Average age 62
Married 90%
College educated 92%
Household income avg $91,000
Employed 44%
Retired 51%
Home ownership 96%

**SKILL LEVEL**
- Beginner 2%
- Lower intermediate 18%
- Upper Intermediate 67%
- Advanced/expert 13%
- Professional 13%

**WOODWORKING EXPERIENCE**
- More than 25 years 49%
- 11 – 25 years 24%
- 1 – 10 years 24%
- Less than a year 3%

**WOODWORKING ACTIVITY**
- Woodwork daily 25%
- Woodwork weekly 47%
- Avg number of projects completed in a year 19

**COMMITTED TO WOODWORKING**
- 92% have a dedicated space for woodworking
  - 35% garage
  - 27% basement
  - 24% separate building
  - 8% barn/shed

**INVEST IN WOODWORKING**
- Avg amount spent on woodworking in the last year $2,086

**TOP PLACES TO SHOP**
- Woodworking supply stores 84%
- Big box retailers 82%
- Amazon or Online 66%
- Independent shop, millwork or lumber yard 60%
- Tool supply stores 58%

**TOP TOOLS**

<table>
<thead>
<tr>
<th>Type</th>
<th>Used Most</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corded/electric tools</td>
<td>15%</td>
<td>40%</td>
</tr>
<tr>
<td>Battery powered</td>
<td>11%</td>
<td>45%</td>
</tr>
<tr>
<td>Hand powered</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>Combination</td>
<td>71%</td>
<td></td>
</tr>
</tbody>
</table>

**DEVOTED MAGAZINE READERS**
- Magazines are the #1 source for inspiration
- Magazines are the #1 way to learn about new products

*2018 Wood Magazine Enthusiast Panel

Detailed research on consumers’ brand perceptions, trends, and behavior available.
# Publishing Schedule

**WOOD**

<table>
<thead>
<tr>
<th></th>
<th>Ad Close</th>
<th>Material Due</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC/JAN 2019</td>
<td>9/18/18</td>
<td>9/28/18</td>
<td>11/20/18</td>
</tr>
<tr>
<td>MARCH</td>
<td>11/6/18</td>
<td>11/16/18</td>
<td>1/4/19</td>
</tr>
<tr>
<td>MAY</td>
<td>1/2/19</td>
<td>1/12/19</td>
<td>3/1/19</td>
</tr>
<tr>
<td>JULY</td>
<td>2/26/19</td>
<td>3/8/19</td>
<td>5/3/19</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>4/30/19</td>
<td>5/10/19</td>
<td>7/5/19</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>6/11/19</td>
<td>6/21/19</td>
<td>8/9/19</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>7/30/19</td>
<td>8/19/19</td>
<td>10/4/19</td>
</tr>
<tr>
<td>DEC/JAN 2020</td>
<td>9/17/19</td>
<td>9/27/19</td>
<td>11/15/19</td>
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</tbody>
</table>

**DO IT YOURSELF**

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<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>11/20/18</td>
<td>11/20/18</td>
<td>1/18/19</td>
</tr>
<tr>
<td>SUMMER</td>
<td>2/12/19</td>
<td>2/12/19</td>
<td>4/12/19</td>
</tr>
<tr>
<td>FALL</td>
<td>5/14/19</td>
<td>5/14/19</td>
<td>7/19/19</td>
</tr>
<tr>
<td>WINTER 2020</td>
<td>8/20/19</td>
<td>8/20/19</td>
<td>10/25/19</td>
</tr>
</tbody>
</table>
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
- *list sizes fluctuate

### SOCIAL MEDIA
- 151,000 likes
- 50,000 followers
- 22,000 followers

### DISPLAY AD UNITS
- Leaderboard: 728x90
- Poster: 300x250
- Jumbo Skyscraper: 300x600
  - Premium placement
  - Run-of-site, channel-specific, and geography specific
  - Ad viewability: 80%
  - (IAB Standard is 70%)

### VIDEO
- We can host your video and guarantee views.
- Custom Videos
  - Work with our team to create content. Guaranteed views!

### SWEEPSTAKES
- **WOOD Prize-a-day Group Sweepstakes – Two a year!**
  - Month long sweeps gives readers a chance to win a prize every day!

**Spring:** May 1 – May 31
- Promoted in the July issue, online and social media

**Fall:** October 1 – October 31
- Promoted in the November issue, online and social media

**Sponsorship Benefits:**
- Opt-in names
- Product featured on calendar (2 days of giveaways)

**Custom sweepstakes available**

### EMAIL MARKETING
- **Weekly e-newsletter:**
  - 970x250 or 300x250 ad units.
  - Open rate average is 50%

- **Eblast:**
  - Your message is sent to our exclusive list.
  - Open rate average is 30%
  - (industry average is 17%)
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.

Attendees spent more than $45,000 on tools and products at the 2018 event!

MAY 16-19, 2019
AT WOOD HEADQUARTERS
IN DES MOINES, IOWA
VISIT WWW.WEEKENDWITHWOOD.COM FOR MORE INFO.
NEW in 2019!
Woodworking and DIY focused influencers will be attending WWW along with our 250+ attendees. Sponsorships now include the opportunity to meet influencers, have them attend your classes, get one-on-one demonstration time and have them share your products with their followers.

The Instagram, YouTube, Pinterest, Facebook or Blog influencers will have a combined minimum audience reach of 350,000.

<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>Sponsorship Level</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>NEW in 2019! Exclusive dinner with influencers</td>
<td>Platinum $10,500 (limited to 1 sponsor)</td>
<td>Diamond $7,500 (limited to 2 sponsors)</td>
<td>Gold $4,500 (limited to 7 sponsors)</td>
<td>Silver $3,200</td>
<td>Bronze $2,500</td>
<td></td>
</tr>
<tr>
<td>NEW in 2019! Exclusive influencers-only class. All influencers will attend class featuring only your product. Guarantee a min. of FIVE social posts about your product using your hashtag</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sponsored class: Work with the WOOD team to provide an instructor and class topic.</td>
<td>x</td>
<td>x</td>
<td></td>
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</tr>
<tr>
<td>NEW in 2019! Guarantee a min. of one influencer will attend your class and post about it using your hashtag.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
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<tr>
<td>Demo space to promote your products in our Tool Demonstration area (8’ table).</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW in 2019! Show your products during our Tool Demo Hour for influencers only. Guarantee TWO influencer social posts about your product.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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</tr>
<tr>
<td>Attend the event and have personal interaction with attendees and influencers.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
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</tr>
<tr>
<td>Logo on all promotional materials</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Email addresses from Weekend with WOOD sweepstakes</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td></td>
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<tr>
<td>Opportunity to provide Swag Bag material and door prizes</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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</tbody>
</table>

Commit to a Silver or above package by 8-31-18 and receive one social amplification of your message mentioning the event and sponsorship.

2018 Stats:
57% of attendees were exposed to brands of woodworking tools/products they had never seen before
52% said seeing tools or products in person raised their perception of their quality
43% learned about tools or products they hadn’t heard of
38% were excited to get hands-on experience with tools they had heard of but not seen in person

43% said visiting with vendors influenced their decision to buy or order their product at the event
79% said they are more likely to become a future customer because of the hands-on experience they had in the Tool Demonstration area
88% said they are more likely to purchase products from a Weekend With WOOD sponsor based on the samples in the swag bag
meet the team

DAVE CAMPBELL
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 website.

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
johnolson@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.

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

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

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 available in WOOD’s front-of-book sections, including the Table of Contents, Wood-Wide Web, Sounding Board, Ask WOOD, and Shop Tips.