

Better Homes & Gardens

# WOOD<sup>®</sup>

2018 Media Kit



# Letter from the Editor of **WOOD**

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**

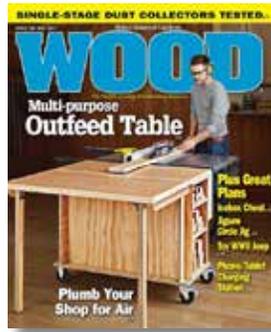
Editorial Content Chief  
*WOOD* Magazine

[dave.campbell@meredith.com](mailto:dave.campbell@meredith.com)

## OUR MISSION

*WOOD* magazine inspires woodworkers to maximize their shop time and dream big.

# brand overview



SOCIAL MEDIA

PRINT

CUSTOM SOLUTIONS



RESEARCH

Reaching more than 2 MILLION woodworkers

VIDEO



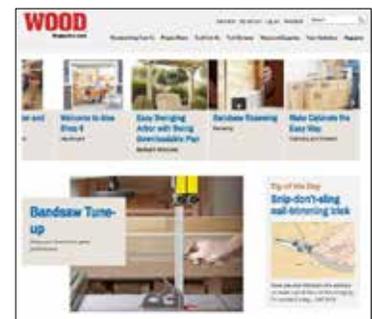
EVENT MARKETING

DIGITAL

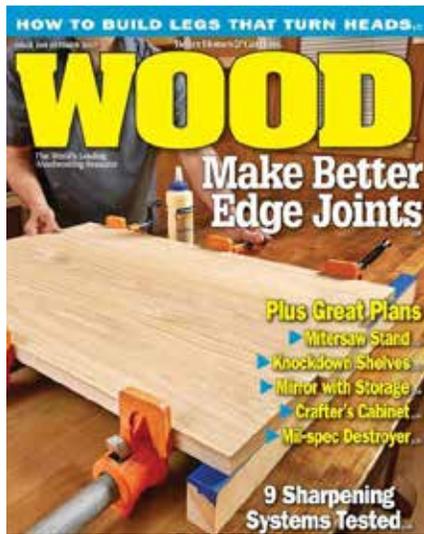
EMAIL MARKETING



MAY 17-20, 2018



WEEKLY E-NEWSLETTER  
DEDICATED E-BLAST



# publishing schedule

## *WOOD*

	ad close	material due	on sale
MARCH	11/7/17	11/17/17	1/9/18
MAY	1/2/18	1/12/18	3/6/18
JULY	2/27/18	3/9/18	5/1/18
SEPTEMBER	5/1/18	5/10/18	7/3/18
OCTOBER	6/12/18	6/22/18	8/14/18
NOVEMBER	7/31/18	8/10/18	10/2/18
DEC/JAN 2019	9/18/18	9/28/18	11/20/18

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## *DO IT YOURSELF*

SPRING	11/21/17	11/21/17	1/23/18
SUMMER	2/13/18	2/13/18	4/17/18
FALL	5/15/18	5/15/18	7/17/18
WINTER	8/21/18	8/21/18	10/23/18





# WOOD®

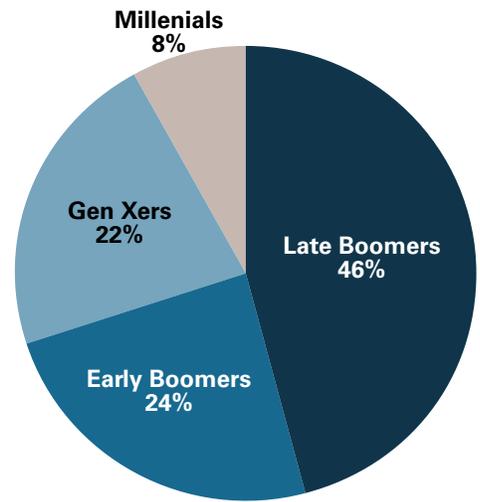
WOOD® magazine provides reliably accurate, shop-proven project plans, techniques, and reliable product reviews to inspire and inform woodworkers via multiple media platforms and educational events.

## 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



Frequency: 7X/ year  
 Premium price point: \$8.99  
 Paid circulation: 344,826  
 Subscribers: 319,329  
 Newsstand: 13,143  
 Digital: 12,354

## 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

Designed for  
viewability,  
interaction, &  
engagement

# WOOD<sup>®</sup> magazine.com

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.

The screenshot shows the WOOD Magazine website homepage. At the top left is the WOOD Magazine.com logo. To the right are links for 'Subscribe', 'My Account', 'Log out', and 'Newsletter', along with a search bar. Below the navigation is a horizontal menu with categories: 'Woodworking How-To', 'Project Plans', 'Tool How-To', 'Tool Reviews', 'Wood and Supplies', 'Your Workshop', and 'Magazine'. The main content area features a grid of five featured articles with images and titles: 'ter and', 'Welcome to Idea Shop 6', 'Easy Swinging Arbor with Swing Downloadable Plan', 'Bandsaw Resawing', and 'Make Cabinets the Easy Way'. Below this grid are two larger featured articles: 'Bandsaw Tune-up' and 'Tip of the Day: Snip-don't-sling nail-trimming trick'. The 'Bandsaw Tune-up' article includes the subtext 'Bring your bandsaw to peak performance.' The 'Tip of the Day' article includes an illustration of hands using pliers on a nail head and the text 'Have you ever trimmed off a nailhead (to make a pivot for a circle-cutting jig, for instance) using... read more'.

## TRAFFIC

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

## EMAIL SUBSCRIBERS

150,000 newsletter subscribers  
155,000 special offers email list  
  
\*list sizes fluctuate

## SOCIAL MEDIA

 253,000 likes  
 46,000 followers  
 18,000 followers

# 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





SH-DETECTING HAMMERS: UNCANNILY ACCURATE  
**WOOD**



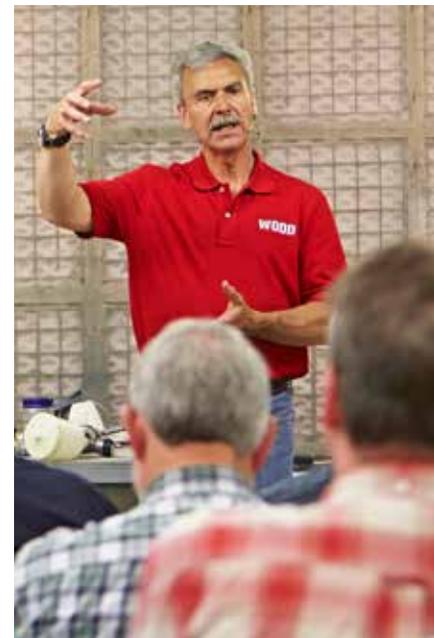
# Weekend With **WOOD**<sup>TM</sup>

*Weekend with WOOD*<sup>TM</sup> 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](http://WWW.WEEKENDWITHWOOD.COM)  
FOR MORE INFO.



# sponsorship

Get your brand in front of the dedicated woodworkers at *Weekend with WOOD*.

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## 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

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**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.



**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.



**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.



**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.



**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.



**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.

# custom programs

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## 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.

# contact us

## ADVERTISING

Daniel Wells

Account Executive

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1716 Locust Street

Des Moines, IA 50309-3023

## PRINT AD SUBMISSIONS

Submit your files via Meredith Ad Express at [Meredith.SendMyAd.com](http://Meredith.SendMyAd.com). Please see our MATERIAL SPECIFICATIONS for more information.

## MATERIAL EXTENSIONS OR QUESTIONS?

### CONTACT:

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515-284-2869

## WEB AD SUBMISSIONS

Katie Eggers

Digital Ad Operations Manager

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515-284-3067



**WOOD**<sup>®</sup>

2018