WOOD MAGAZINE

Where woodworkers connect, learn, shop, share, get inspired, and create
OUR MISSION

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

FOR MORE THAN 35 YEARS, WOOD® MAGAZINE—THE WORLD’S MOST TRUSTED WOODWORKING RESOURCE—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 connecting our marketing partners to those potential customers. 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
EDITORIAL EXPERTS
The WOOD® staff are passionate woodworkers and experienced editors.

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.

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.

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.

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.

JOSH HANCOCK
DEPUTY EDITOR
josh.hancock@meredith.com
Josh has been writing and producing woodworking content since 1999. He enjoys creating content that keeps readers looking forward to the next issue.

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.

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.
WOOD MAGAZINE

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.

**WOOD IS THE #1 WOODWORKING MAGAZINE**

**OUR BRAND**

**FREQUENCY:** 7x/year  
**PREMIUM PRICE POINT:** $8.99  
**PAID CIRCULATION:** 312,789

**PRINT SUBSCRIPTIONS:** 289,324  
**NEWSSTAND COPIES SOLD:** 12,853  
**DIGITAL ISSUE SALES:** 10,612
PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>Month</th>
<th>AD CLOSE</th>
<th>MATERIAL DUE</th>
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<td>March 2021</td>
<td>11/3/2020</td>
<td>11/13/20</td>
<td>1/8/21</td>
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<td>September 2021</td>
<td>5/6/21</td>
<td>5/13/21</td>
<td>7/2/21</td>
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<td>October 2021</td>
<td>6/17/21</td>
<td>6/24/21</td>
<td>8/20/21</td>
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<td>November 2021</td>
<td>8/5/21</td>
<td>8/12/21</td>
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<td>December/January 2022</td>
<td>9/16/21</td>
<td>9/23/21</td>
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EDITORIAL CALENDAR

<table>
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<tr>
<th>MONTH</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td><strong>MARCH</strong></td>
<td>Dust-collection hacks, routers 101</td>
</tr>
<tr>
<td><strong>MAY</strong></td>
<td>Amp-up your garage shop</td>
</tr>
<tr>
<td><strong>JULY</strong></td>
<td>DIY Tools for the home woodworker</td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td>Back to (WOOD) School: dealing with wood movement, guide to clamps, how to face-joint with a planer</td>
</tr>
<tr>
<td><strong>OCTOBER</strong></td>
<td>Shop-made tablesaw upgrades, best bang-for-the-buck tools</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td>Get started on gifts</td>
</tr>
<tr>
<td><strong>DECEMBER/JANUARY</strong></td>
<td>Innovate awards</td>
</tr>
</tbody>
</table>

*subject to change
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.

**WEBSITE**

- 595,000 unique visitors/month
- 1.3 MILLION page views/month
- 51% mobile traffic

**EMAIL**

- 150,000 enewsletter subscribers
- 155,000 partner offers email list

*List sizes fluctuate

**VIDEO**

- YOUTUBE: 220,000 subscribers
- WOODMAGAZINE.COM:
  - 22,000+ video views per month

**CUSTOM VIDEOS**

Create content with our team.

**SOCIAL**

- FACEBOOK: 151,000 likes
- PINTEREST: 86,000 followers
- INSTAGRAM: 42,400 followers
- TWITTER: 22,700 followers

**ADVERTISING OPPORTUNITIES**

- DISPLAY ADS
- AUDIENCE TARGETING
- GEO-TARGETING
- PRE-ROLL VIDEO
- CUSTOM VIDEO
- EMAIL MARKETING
- SWEEPSTAKES
- SOCIAL MEDIA PROGRAMS
A MEDIA POWERHOUSE

Reaching a mass audience of engaged, enthusiast woodworkers across multiple platforms

1.3 MILLION TOTAL AUDIENCE
- 312,000+ magazine readers
- 595,000 digital uniques
- 300,000+ social media community
- 300,000 direct email audience
- 220,000 YouTube subscribers
- 10% duplication rate

A HIGHLY INFLUENTIAL AUDIENCE TAKING ACTION ON WHAT THEY SEE

77% say WOOD magazine is their number 1 source for woodworking inspiration

87% say WOOD magazine is their most TRUSTED resource for woodworking plans

75% say WOOD magazine is their most TRUSTED resource to learn about the newest tools and products
AUDIENCE

DEMOGRAPHICS
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 # 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
Spent an avg of $2,086 on woodworking last year

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

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
WOOD MAGAZINE ENTHUSIAST PANEL

The findings of this panel are designed to provide insight into consumers’ brand perceptions, trends, and behavior. We currently have 400 online members (70% are WOOD magazine subscribers). Opportunity for custom advertiser surveys.

RESEARCH CATEGORIES

CONSUMER BEHAVIOR

• Spending habits
• Where they buy
• What tools and products they use
• What they like to make

BRAND RESEARCH & PERCEPTION

• Finishing & sprayers
• Machinery
• Portable power tools

TECHNOLOGY

• Smartphones
• E-readers and tablets
• Social Media

MEDIA USAGE

• Magazine comparison
• Top places for inspiration, learning and plans
MARKETING OPPORTUNITIES

WOOD IS A FULL-SERVICE MARKETING PARTNER.

OFFERING INTEGRATED INITIATIVES THAT EXTEND YOUR BRAND MESSAGE TO OUR MILLIONS OF ENGAGED CONSUMERS.

- High-impact, multi-platform programs
- In-person event
- Direct-to-consumer
- Digital, social, and mobile extensions

- Videos
- Lead generation programs
- Native advertorials
- Powerful inserts and onserts
CONTACT US

ADVERTISING
BRIAN KOSSACK
NATIONAL ACCOUNT EXECUTIVE
p: 515.284.2090
brian.kossack@meredith.com

PRINT AD SUBMISSIONS
Submit your files via Quad Ad Shuttle
https://www.adshuttle.com/Meredith
Please see our MATERIAL
SPECIFICATIONS for more information.

MATERIAL EXTENSIONS OR
QUESTIONS? CONTACT:
HECTOR L. GONZÁLEZ BALCÁZAR
414-622-2810
hlgonzalezba@quad.com

WEB AD SUBMISSIONS
DIGITAL ADVERTISING TEAM
DigitalAdvertising@meredith.com

EBLAST SUBMISSIONS
ASHLEY JACOBS
SALES ASSISTANT
ashley.jacobs@meredith.com
515-284-2237

WOOD Magazine
1716 Locust Street
Des Moines, IA 50309-3023
MAGAZINE TRIM SIZE: 8 3/8” X 10 1/2”
BINDING: SADDLE STITCH

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM SIZE width x length</th>
<th>NON-BLEED width x length</th>
<th>BLEED SIZE width x length</th>
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<td>7 7/8” x 10”</td>
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<td>7 7/8” x 10”</td>
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<td>17” x 10 3/4”</td>
<td>16 1/4” x 10”</td>
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<td>3” x 10 3/4”</td>
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<tr>
<td>1/2 Horizontal</td>
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<td>7 3/4” x 4 7/8”</td>
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<td>5” x 4 7/8”</td>
<td>5 5/8” x 5 3/8”</td>
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<tr>
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<td>4 1/8” x 5 1/8”</td>
<td>3 3/4” x 4 7/8”</td>
<td>4 3/8” x 5 3/8”</td>
<td>3 5/8” x 4 5/8”</td>
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<tr>
<td>1/6 Vertical</td>
<td>N/A</td>
<td>2 1/4” x 4 7/8”</td>
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<td>1/6 Horizontal</td>
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<td>4 5/8” x 2 3/8“</td>
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Document/File Spec Information on next page.

Material extensions, file specs and ad portal contact:
Hector L. González Balcázar
414-622-2810
hlgonzalezba@quad.com
FILE TYPES AND DELIVERY
- Submit PDF-X1a FILES via Quad Ad Shuttle: https://www.adshuttle.com/Meredith
- For instructions on how to create a PDF-X1a go to: http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf
- Prepare files to Meredith’s specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES
- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
- 5/c ads: Limit spot color to the elements from the Pantone Library.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()*&^%$#@!'{}[]\:,;:in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS
- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8” beyond trim on all sides.
- Keep live matter 1/4” inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167” so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS
- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007” at the thinnest area. Single color type and line art should not be less than .004” at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

PROOFS
- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES
- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.
### DISPLAY UNIT

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>PLATFORMS</th>
<th>DIMENSIONS</th>
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<th>FILES ACCEPTED</th>
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### SOCIAL AMPLIFICATION*

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<td>Pinterest</td>
<td>1000 x 1500 (2:3)</td>
<td>.jpg, .png</td>
<td>500</td>
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<tr>
<td>Twitter</td>
<td>720 x 720 (1:1)</td>
<td>.jpg, .png, .gif</td>
<td>125</td>
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</tbody>
</table>

*Copy max limit to include any supporting text, legal slug, #ad
*Video options available
*All social amplification must adhere to the social media’s platform guidelines

### OTHER SOCIAL MEDIA OPTIONS INCLUDE SWEEPSTAKES AND POSTS.

### AD CREATIVE DUE ONE WEEK PRIOR TO START DATE.