

2021 MEDIA KIT

WOOD MAGAZINE

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



WOOD

WOOD 2021 MEDIA KIT

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

WOOD

EDITORIAL

EDITORIAL EXPERTS

The *WOOD*® staff are passionate woodworkers and experienced editors.



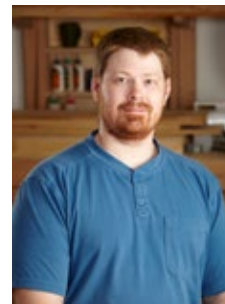
DAVE CAMPBELL
EDITORIAL CONTENT CHIEF
dave.campbell@meredith.com
A lifelong woodworker, Dave joined the *WOOD*® team in 1998. As Editorial Content Chief, he supervises production of the editorial content for *WOOD* magazine and *WOOD*magazine.com, ensuring that each article meets our high standards of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



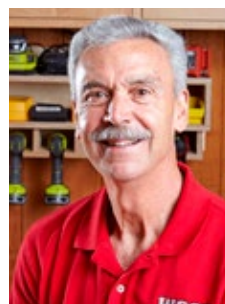
KEVIN BOYLE
SENIOR DESIGN EDITOR
kevin.boyle@meredith.com
With more than 35 years of woodworking experience, Kevin is largely responsible for the projects in *WOOD* magazine, ensuring they are not only timely and stylish but, also incorporate techniques that will enhance the skills of readers.



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 website.



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.



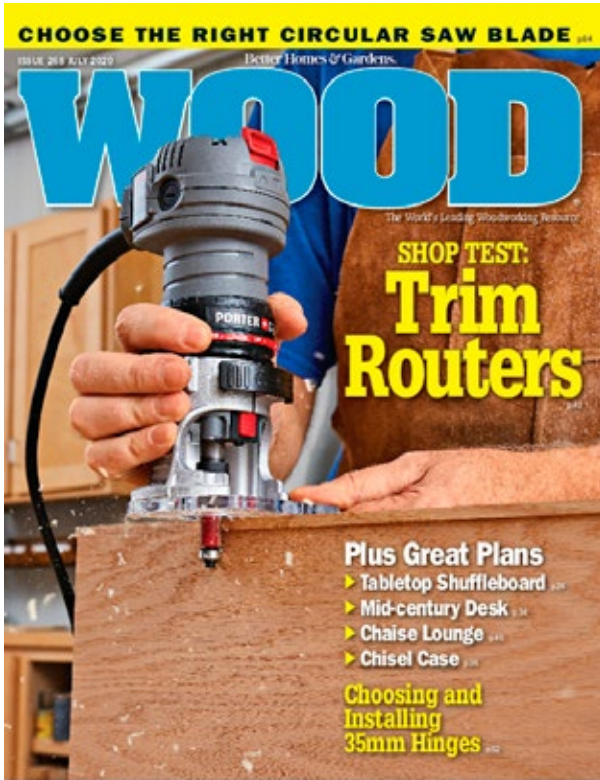
KARL EHLERS
ART DIRECTOR
karl.ehlers@meredith.com
Karl has been a professional graphic designer for more than 35 years, and a member of the *WOOD* magazine staff for more than 10 years. Although a self-labeled woodworking novice, Karl has built many gifts, including Mission-style frames for artwork.

OUR BRAND

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



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

OUR BRAND

WOOD MAGAZINE



PUBLISHING SCHEDULE

	AD CLOSE	MATERIAL DUE	ON SALE
March 2021	11/3/2020	11/13/20	1/8/21
May 2021	12/29/20	1/8/21	3/5/21
July 2021	2/23/21	3/5/21	5/7/21
September 2021	5/6/21	5/13/21	7/2/21
October 2021	6/17/21	6/24/21	8/20/21
November 2021	8/5/21	8/12/21	10/8/21
December/January 2022	9/16/21	9/23/21	11/19/21

EDITORIAL CALENDAR

MARCH: Dust-collection hacks, routers 101

MAY: Amp-up your garage shop

JULY: DIY Tools for the home woodworker

SEPTEMBER: Back to (WOOD) School: dealing with wood movement, guide to clamps, how to face-joint with a planer

OCTOBER: Shop-made tablesaw upgrades, best bang-for-the-buck tools

NOVEMBER: Get started on gifts

DECEMBER/JANUARY: Innovate awards

*subject to change

OUR BRAND

WOODMAGAZINE.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.



WEBSITE

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

EMAIL

150,000 newsletter 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

AUDIENCE

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

RESEARCH



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 onsets

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



PRINT AD SPECS



MAGAZINE TRIM SIZE: 8 3/8" X 10 1/2"

BINDING: SADDLE STITCH

AD SIZE	TRIM SIZE width x length	NON-BLEED width x length	BLEED SIZE width x length	BLEED SAFETY width x length
Full Page	8 3/8" x 10 1/2"	7 7/8" x 10"	8 5/8" x 10 3/4"	7 7/8" x 10"
Spread	16 3/4" x 10 1/2"	16 1/4" x 10"	17" x 10 3/4"	16 1/4" x 10"
1/2 Vertical	4 1/8" x 10 1/2"	3 3/4" x 10"	4 3/8" x 10 3/4"	3 5/8" x 10"
1/3 Vertical	2 3/4" x 10 1/2"	2 3/8" x 10"	3" x 10 3/4"	2 1/4" x 10"
1/2 Horizontal	8 3/8" x 5 1/8"	7 3/4" x 4 7/8"	8 5/8" x 5 3/8"	7 7/8" x 4 5/8"
1/2 Spread Horizontal	16 3/4" x 5 1/8"	16 1/4" x 4 7/8"	17" x 5 3/8"	16 1/4" x 4 5/8"
1/3 Square	5 3/8" x 5 1/8"	5" x 4 7/8"	5 5/8" x 5 3/8"	4 7/8" x 4 5/8"
1/4 Page	4 1/8" x 5 1/8"	3 3/4" x 4 7/8"	4 3/8" x 5 3/8"	3 5/8" x 4 5/8"
1/6 Vertical	N/A	2 1/4" x 4 7/8"	N/A	N/A
1/6 Horizontal	N/A	4 5/8" x 2 3/8"	N/A	N/A
1/12 Page	N/A	2 1/4" x 2 3/8"	N/A	N/A

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.

DIGITAL AD SPECS

DISPLAY UNIT	PLATFORMS	DIMENSIONS	MAX FILE SIZE	FILES ACCEPTED
Leaderboard	desktop, tablet	728 x 90	150 KB	.gif, .jpg, .png, HTML 5
Medium Rectangle	desktop, tablet, mobile	300 x 250	150 KB	.gif, .jpg, .png, HTML 5
Half Page	desktop, tablet	300 x 600	200 KB	.gif, .jpg, .png, HTML 5
Super Leaderboard	desktop	970 x 90	200 KB	.gif, .jpg, .png, HTML 5
Mobile Adhesive	mobile	320 x 50	50 KB	.gif, .jpg, .png, HTML 5

NEWSLETTER

& EBLAST	PLATFORMS	DIMENSIONS	MAX FILE SIZE	FILES ACCEPTED
Newsletter	email	728 x 90	40 KB	.gif, .jpg, .png
Newsletter	email	300 x 250	40 KB	.gif, .jpg, .png
Newsletter	email	970 x 250	40 KB	.gif, .jpg, .png
Eblast	email	templates provided		

*Digital options can be targeted by audience, content, or state/city

VIDEO UNIT	PLATFORMS	DIMENSIONS	VIDEO SIZE	FILES ACCEPTED
Pre-Roll Video	desktop, tablet, mobile, YouTube	640 x 360 (16:9)	1GB Max	.mov, .mp4, .flv, .webm

SOCIAL AMPLIFICATION*

PLATFORM	SIZE	FILES ACCEPTED	COPY MAX CHARACTER
Facebook	4:5 aspect ratio max 1200 x 720 pixels <20% Text on Image	.jpg	Headline: 25 Copy: 125 Meta Description: 30
Instagram	1200 x 1200 (1:1 or 4:5)	.jpg	125
Pinterest	1000 x 1500 (2:3)	.jpg, .png	500
Twitter	720 x 720 (1:1)	.jpg, .png, .gif	125

*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.