



Woodsmith

MEDIA PACKAGE 2020

From the Editor

For 40 years, woodworkers have turned to Woodsmith for practical, hands-on woodworking information. Like a trusted friend, Woodsmith is a companion in the shop, offering step-by-step instructions to guide woodworkers through each step of building a project. Our tips and techniques help woodworkers develop the skills they need to craft beautiful items out of wood.

Woodsmith is much more than just a magazine, however. Our brand includes the Woodsmith Shop TV Show, as well as video, webinars, live events, and a growing social media presence. Woodsmith readers are highly engaged and thirsty for advice on which tools and products to purchase to further the pursuit of their hobby. Tool and jig-related stories and articles consistently rank at the top of the list in popularity among our audience.

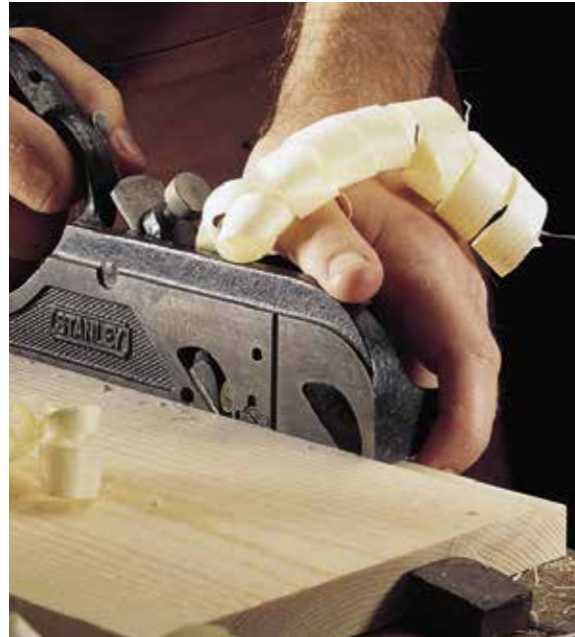
Advertising with Woodsmith lets you reach a dedicated group of woodworkers who are passionate about their hobby. Woodsmith caters to experienced woodworkers, as well as those who are just entering the hobby and looking to set up their shop. Readers consistently tell me how much they value their issues of Woodsmith and carefully preserve each and every one.

For most of its 40-year existence, Woodsmith has not carried advertising. Only within the last two years has this door been opened, giving you a unique opportunity to reach a market that has been largely untapped before now. Join us today to see what Woodsmith can do for you and your business!



Sincerely,
Vincent Ancona
Editor

Vincent Ancona



Dedicated to Editorial Excellence with Print at the Center

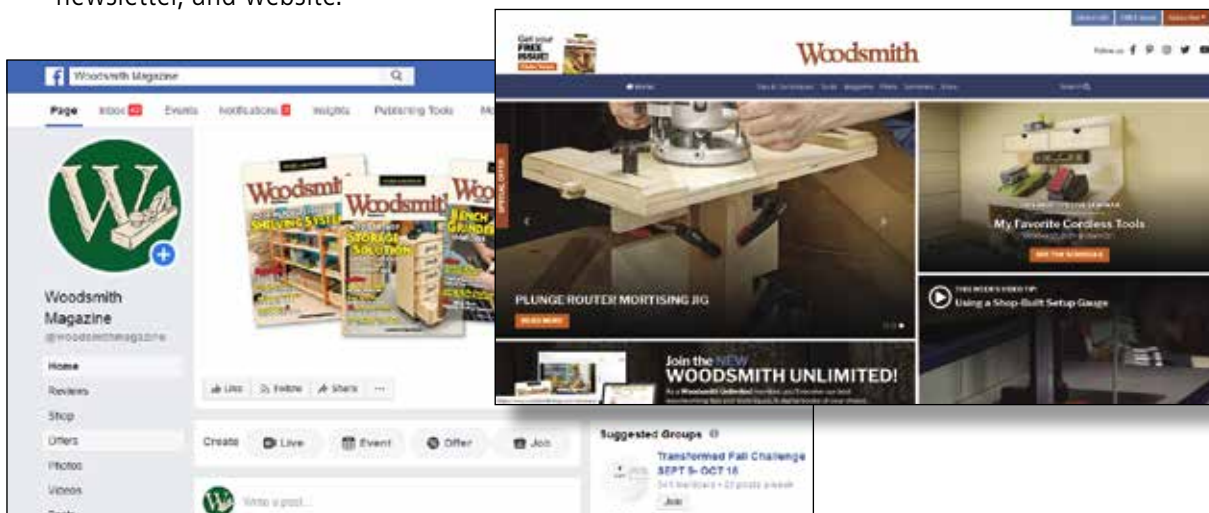
► publishing 6x per year ◀

Rapidly Expanding Reach through Digital Editions, Web & Social Media

Our Facebook presence has grown to over 20,000 followers in just under two years. And the number of subscribers to our YouTube channel has doubled in the last year alone to over 50K! In 2020, we are planning to expand our YouTube presence even further by adding new videos on a regular basis, as well as partnering with other social media influencers in the woodworking space. We will continue to expand our total monthly reach across all channels: magazine, digital, social media, newsletter, and website.

Initiatives online and through social media already have expanded significantly our engagement with readers. We continue the highly successful programs that have increased our numbers over the past couple of years:

- Increased YouTube, Facebook, Instagram, and Twitter postings
- Weekly e-tips
- Live Facebook updates from our shop
- Exclusive online content and videos
- Woodsmith Classes and Woodsmith Live, our educational platforms to deliver expert teaching for all skill levels through webinars and online courses



Issues regularly include:

- Time and money-saving woodworking tips from our readers
- In-depth looks at new tools and materials
- Technique articles on joinery and design
- Shop-tested advice on getting more out of your tools
- Step-by-step finishing information
- Practical ideas for setting up or improving your shop space
- Additional tips, patterns, and related videos on our website

Our editors, illustrators, and project designers are all avid woodworkers who enjoy sharing their knowledge and experience with our readers. Their regular engagement with other woodworkers all over North America keeps the magazine accurate, helpful, and on point. Woodsmith offers a balance of practical, hands-on information for both power tool and hand tool woodworkers. Its step-by-step approach to building projects sets it apart from other woodworking magazines.

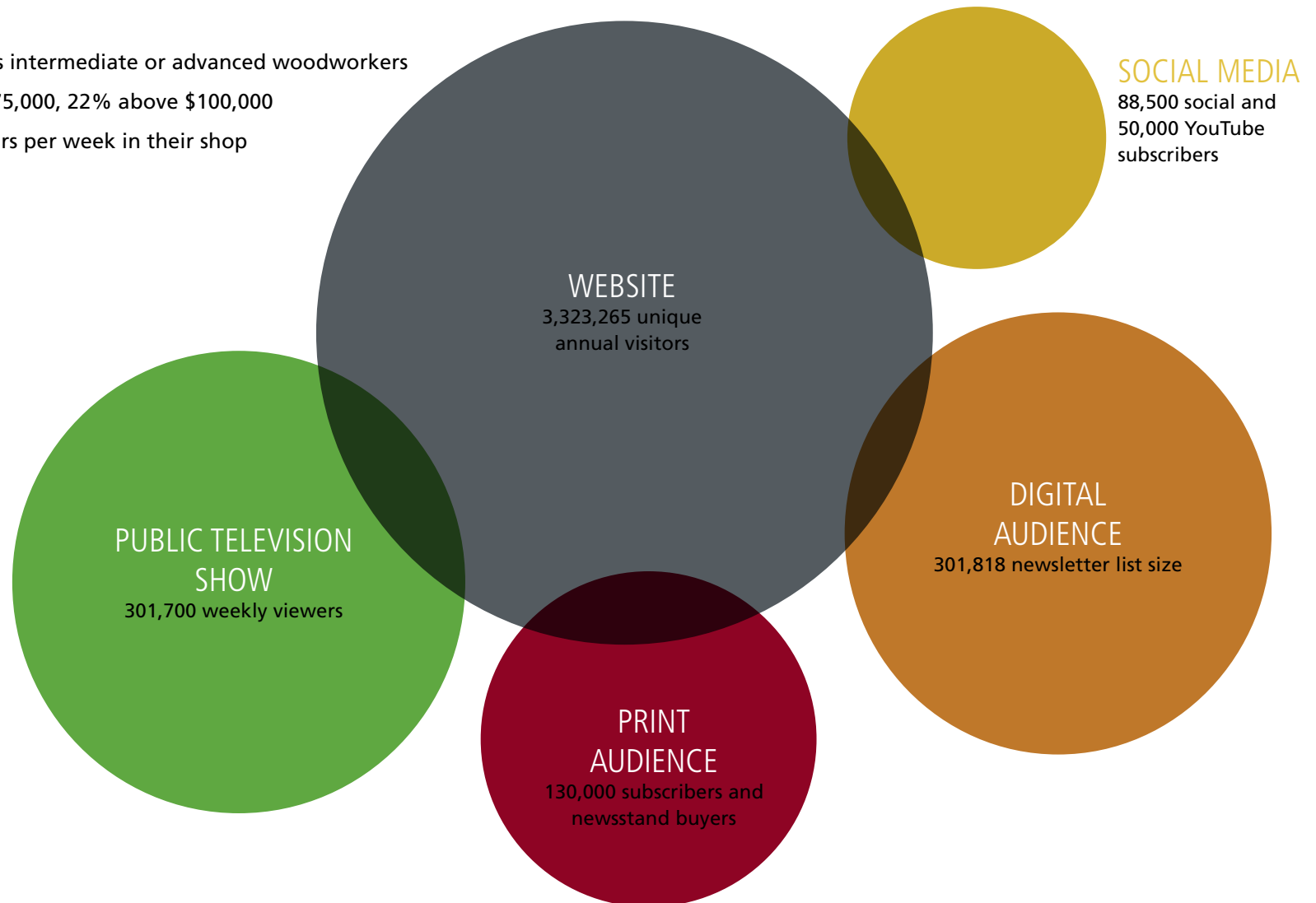
Audience

Dedicated and engaged are two words that describe the typical *Woodsmith* reader. Our audience is passionate about woodworking and actively involved in the pursuit of the hobby. Woodworkers of all skill levels — from beginners to professionals — turn to *Woodsmith* for trusted and reliable woodworking information.

at a glance

- 95% male / 5% female
- Average age is 65
- 85% describe themselves as intermediate or advanced woodworkers
- 53% have income above \$75,000, 22% above \$100,000
- 55% spend six or more hours per week in their shop
- 74% are mail order buyers

Total Audience of Woodsmith is 4,195,283



February/March 2020

PROJECTS

- Pet bed
- Shave horse
- Floor lamp
- Shop stool
- Empire chest of drawers

DEPARTMENTS

Using drawknives and spokeshaves, routing dadoes, cutting small parts on the table saw, all about nails

CLOSE DATE: 11/15/19

MATERIALS DUE DATE: 11/22/19

ON SALE DATE: 1/14/20

April/May 2020

PROJECTS

- Cutting board
- Compact miter saw stand
- Turntable console
- Trestle-style dining table

DEPARTMENTS

Food safe finishes, core box bits, moisture meters, drawbore joinery, flattening large surfaces

CLOSE DATE: 1/17/2020

MATERIALS DUE DATE: 1/24/20

ON SALE DATE: 3/17/20

June/July 2020

PROJECTS

- Locking gift box
- Workbench companion cart
- Rowboat
- Waterfall bookcase

DEPARTMENTS

Epoxy finishes, using guide bushings, *Festool* domino, must-have corded tools, handling plywood

CLOSE DATE: 3/13/20

MATERIALS DUE DATE: 3/20/20

ON SALE DATE: 5/12/20

August/September 2020

PROJECTS

- Wine rack
- Shop lamp
- Weather vane
- Heirloom workbench

DEPARTMENTS

All about sandpaper, routing a sphere, sharpening, table saw tune-up, woodworking apps

CLOSE DATE: 5/8/20

MATERIALS DUE DATE: 5/15/20

ON SALE DATE: 7/7/20





October/November 2020

PROJECTS

- Humidor
- Fine tool
- Kitchen cart
- Piecrust table

DEPARTMENTS

All about veneer, routing large recesses, digital calipers, carving patterns, dadoes and grooves on the table saw, working with Spanish cedar

CLOSE DATE: 7/10/20

MATERIALS DUE DATE: 7/17/20

ON SALE DATE: 9/8/20

December/January 2021

PROJECTS

- Kitchen utensils
- Shop gear box
- Nightstand w/hidden compartment
- Tall clock

DEPARTMENTS

All about hinges, router bit storage, woodworking design software, rotary tool accessories, band saw basics, bevels and miters

CLOSE DATE: 9/11/20

MATERIALS DUE DATE: 9/18/20

ON SALE DATE: 11/10/20



February/March 2021

PROJECTS

- Book rack
- Garage/shop storage
- Valet
- Empire chest of drawers

DEPARTMENTS

CA glue, router bits for plastic, pen making accessories, fixing mistakes, making and modifying card scrapers, table saw fences, rust removal

CLOSE DATE: 11/13/20

MATERIALS DUE DATE: 11/20/20

ON SALE DATE: 1/12/21



SPECIAL INTEREST PUBLICATIONS

Plywood Shop Projects

PROJECTS

- Workbenches
- Carts
- Storage cabinets
- Jigs
- Sawhorses

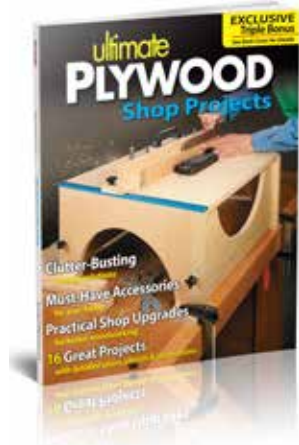
TECHNIQUES

- Breaking down plywood sheets
- Edging plywood
- Splinter-free cuts
- Plywood finishing strategies

CLOSE DATE: 1/10/20

MATERIALS DUE DATE: 1/17/20

ON SALE DATE: 3/10/20



Craftsman Furniture Collection

CRAFTSMAN-STYLE FURNITURE PROJECTS

- Tables
- Bookcases
- Cabinets
- Chairs
- Lamps

TECHNIQUES

- Mortise and tenon joinery
- Wedged tenons
- Making square plugs

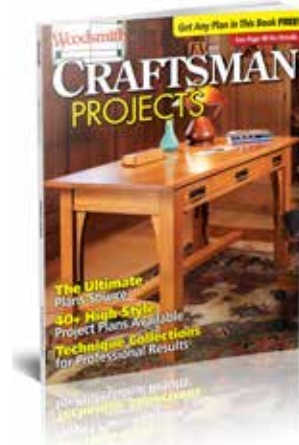
FINISHING

- Craftsman-style finishes
- Selecting hardware
- Upholstery

CLOSE DATE: 2/28/20

MATERIALS DUE DATE: 3/6/20

ON SALE DATE: 5/5/20



Router Table Secrets

ESSENTIALS

- Choosing the right bit
- Routed profiles
- Perfect grooves

TECHNIQUES

- Drawer joinery
- Box joints
- Edge joinery

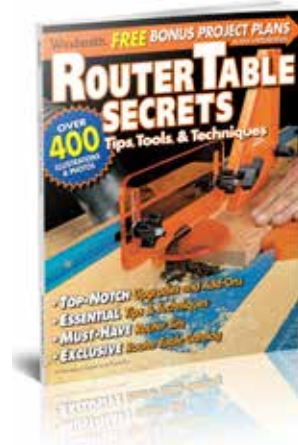
UPGRADES

- Top 10 accessories
- After-market fences
- Router lifts

CLOSE DATE: 4/24/20

MATERIALS DUE DATE: 5/1/20

ON SALE DATE: 6/30/20



Woodsmith Shop TV Show

SEASON 14 HANDBOOK

- Complete plans for all 12 projects featured in Season 14

- Shop-tested tips straight from the show

- Techniques and helpful finishing advice to accompany each project

CLOSE DATE: 6/26/20

MATERIALS DUE DATE: 7/3/20

ON SALE DATE: 9/1/20



Best of ShopNotes — Jigs & Accessories

JIGS FOR YOUR:

- Table saw
- Router
- Band saw
- Planer
- Lathe

ACCESSORIES

- Miter sled
- Table saw blade cover
- Shop-made clamps
- Storage systems

PLUS

- Choosing jig hardware
- Gluing and assembly tips
- Best finishes for jigs

CLOSE DATE: 8/28/20

MATERIALS DUE DATE: 9/4/20

ON SALE DATE: 11/3/20



Woodworking Tips, Tricks & Jigs

POWER TOOLS

- Auxiliary miter fences
- Table saw sleds
- Router tips & tricks

TECHNIQUES

- Hinge mortises
- Installing drawer slides
- Tips for perfect panels

LAYOUTS & CUTS

- Prepping stock
- Secrets to cleaner cuts
- Straightedge guides

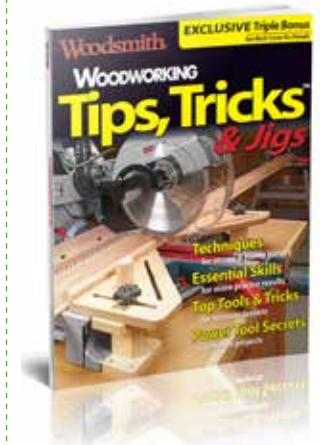
JOINERY & ASSEMBLY

- Better-fitting tenons
- Getting ready for glueup
- Versatile miter jig

CLOSE DATE: 10/30/20

MATERIALS DUE DATE: 11/6/20

ON SALE DATE: 1/5/21



ADDITIONAL PROMOTIONAL OPPORTUNITIES

Lead Generation

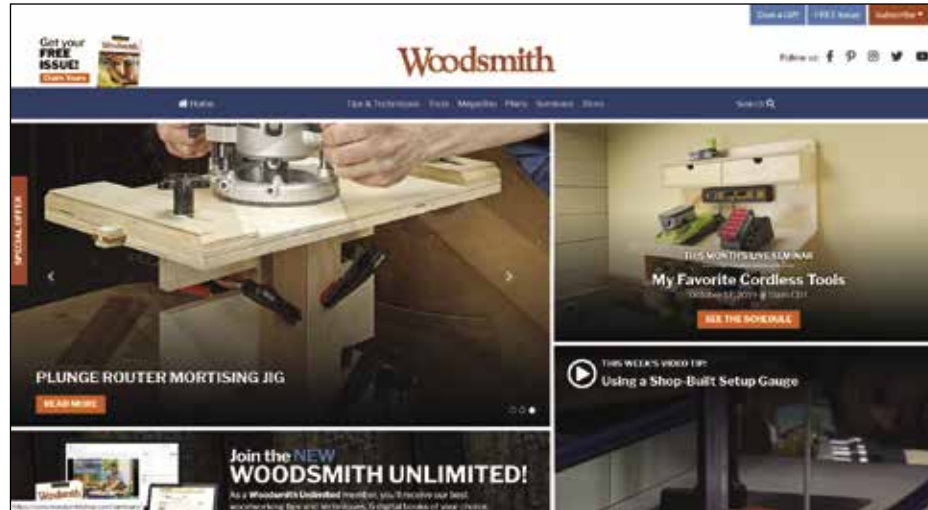


We fine-tune our audience for your specific needs, nurture the leads, and deliver them to you with detailed reporting. Your program may include a library of topic-specific sponsored articles and/or webinars covering all aspects of woodworking, from tools to techniques to setting up a shop. The entire library of sponsored content will be available free for instant download to email addresses, allowing us not only to broaden our service to woodworkers, but also to obtain essential contact information on our website.

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Websites



Woodsmith.com and our associated websites are currently getting 1.3 million page views/month and 335K visitors/month.

Sponsorship Opportunities Include:

- Category Sponsorships
- Social Media Sponsorship Opportunities (Monthly Giveaways, etc)
- Run of Site/Geo-Targeted Banner Ads
- Weekly e-Newsletters (300K subscribers)
- Dedicated Custom Emails (300K subscribers)
- Webinar Presentations and Sponsorships
- Product Giveaway
- Video Creation and Sponsorships
- Sponsored Content Articles

Digital Editions

Woodsmith digital editions are fully interactive. Users can click tappable links for immediate access to the company's website for more information or to buy the product.



Catapult's mission is simple: To facilitate dynamic customer conversations. To achieve your marketing goals, they'll co-curate targeted messaging and tap the experts and technology of AIM's enthusiast network. Creative, credible, and connected — their team leverages unrivaled capabilities and reach for your brand.



CUSTOM CONTENT

- › Native advertising
- › Blogs, newsletters, social
- › Influencer networks
- › Athlete & expert ghostwriting
- › Online classes (B2C & B2B)



VIDEO & TV PRODUCTION

- › Short-form storytelling
- › Native content
- › Branding & corporate storytelling
- › Advertising campaigns
- › Long form features
- › TV production & consulting



LEAD GENERATION

- › Simple name/email capture
- › Content campaigns
- › Live & virtual events
- › Full nurture/qualify campaigns



CREATIVE SERVICES

- › Print & digital ad creative
- › Photo & video shoots
- › Branding strategy & execution
- › Logos & corporate assets
- › POS displays & packing



EVENT ACTIVATION

- › Logistics management
- › Full turnkey strategy & execution
- › Ticket sales
- › Retail & other mobile tours



SOCIAL AUDITS & STRATEGY

- › Engagements audits
- › Contents strategy & execution
- › Analytics & measurement
- › Influencer campaigns



RESEARCH SERVICES

- › Market studies
- › Focus groups
- › Reader panels
- › Brand awareness/loyalty



DATA SERVICES

- › Customer profiling & tracking
- › Multi-audience marketing
- › Predictive intelligence