

Woodworking Network

delivers buyers
In Print, Online, and In Person.

MEDIA KIT 2025

PRINT



DIGITAL



DATA



EVENTS



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Choose the best media mix to meet YOUR OBJECTIVES:

- Branding/Awareness
- Performance Marketing
- Lead Generation
- Audience Engagement
- Product Promotion
- Market Research

Woodworking Network leads the industry in the highest quality, most effective media products to assist you in gaining market share and growing sales. Offering superb products within the four essential pillars of marketing: Print, Digital, Data, and Events, **Woodworking Network** is your one-stop shop for marketing success.



The Ultimate Branding Tool:

- **Effective** – proven over decades of use
- **Cost efficient** – lowest cost per contact of any medium
- **Reliable** – consistently delivers your precise message

Learn more about **PRINT** - Page 4



The Lead-Gen Leader:

- **Immediacy** – instant response
- **Engagement** – buyer involvement with your message
- **Measurable** – provides proof of performance

Learn more about **DIGITAL** - Page 15



The Essential Research and Planning Tool:

- **Customer data** – define your best prospects
- **Research** – determine trends/preferences/affinity
- **Sales planning** – identify hot spots for territories

Learn more about **DATA** - Page 22



Meet Your Customers & Prospects:

- **Face-to-face selling** – there's no replacement
- **In-depth discussions** – know your customers
- **Instant feedback** – engagement at its finest

Learn more about **EVENTS** - Page 25

Research each marketing pillar throughout the kit and build a plan to achieve your specific objectives by elevating your brand message and identity. Your **Woodworking Network** Media Integration Managers are available to answer any questions or help you build a powerful marketing campaign.

Woodworking Network

Your partner for success!



BRAND with PRINT...

The wise choice to build your bottom line!

A winning marketing combination

Unrivalled publications in the woodworking industry, **FDMC Magazine** and **Closets & Organized Storage** are solid B2B media brands providing essential, relevant business information to wood products manufacturers. They are high-quality products to deliver your brand message to your target audiences.

63,000+ wood manufacturing professionals

26,000+ closet and home storage professionals





For more than 40 years, **Woodworking Network's** flagship publication **FDMC** stands as the trusted resource for manufacturers of

- furniture,
 - millwork,
 - displays,
 - cabinetry,
- and other wood substrates.

Print...it's simply NOT "dead"

63,000+ woodworking professionals receive **FDMC**. They have requested it and they want it.

- 100% requested by all who receive it.
- 62% of subscribers still prefer the print edition over any other medium.
- Only 26.8% request a digital version of the magazine.
- 4.7% of all subscribers receive both print and digital.

FDMC Audience: 63,456*

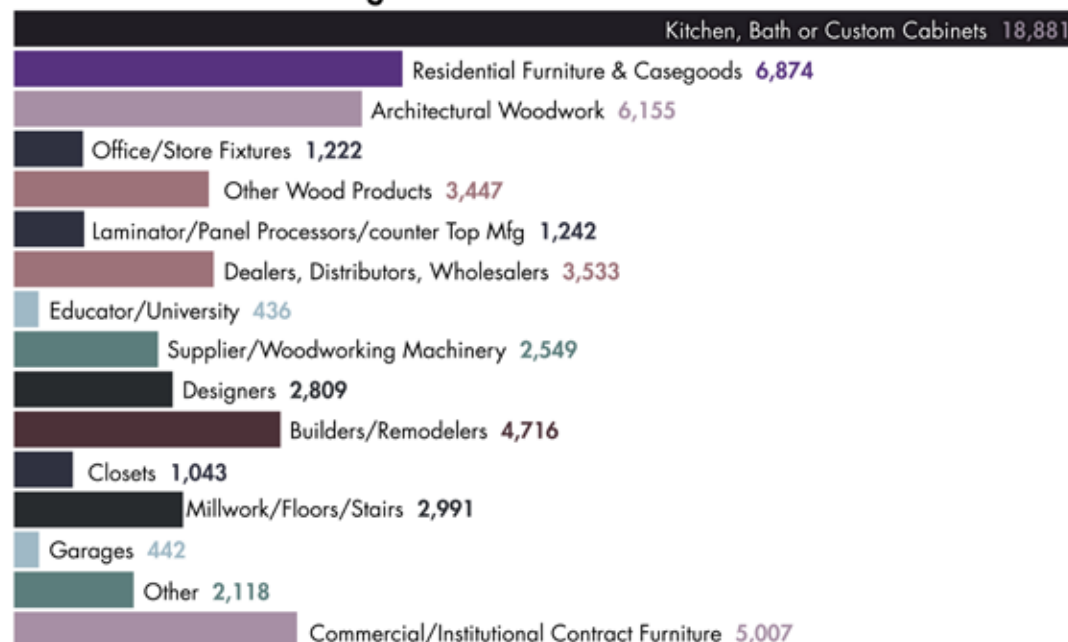
Print: 39,651 62.5%	Digital: 17,011 26.8%	Both: 6,803 10.7%
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FDMC puts your brand in front of the buyers

88%

have purchasing or recommending authority

Working across several business sectors



*All figures are individual subscribers' data | **FDMC**, July 2024

The *FDMC* brand extends your reach to the woodworking industry

Learn about additional print products available from the *FDMC* portfolio.

RED BOOK[®] Advertising

The Annual Red Book ResourceGuide for Best Practices is produced each February as a separate edition to *FDMC*. This fact-filled volume acts as an inspiration resource to buyers. The Resource Guide takes the reader through each process within a typical woodworking plant. Each chapter delivers FAQ answers, Case Studies, Products and information critical to the category.

Advertisers get special treatment: acknowledged in our expanded ad index and a free product photo and copy to ensure visibility in this blockbuster issue.

Issue Closing Date: January 15, 2025 **Materials Due:** January 19, 2025

Refer to standard ad pricing



AWFS[®] Fair

Pre-Show Planner

It's an attention-grabbing option before AWFS Fair kicks off. Promote your participation in the show, announce a new product that will be on display, and drive traffic to your booth. The AWFS Fair Pre-Show Planner is polybagged and distributed with *FDMC*'s June issue, delivered with the *FDMC* June and July digital issues, and distributed to the AWFS pre-registration list. This issue is the comprehensive show preview that is sure to deliver results for your brand long before you arrive on the show floor.

Issue Closing Date: May 12, 2025 **Materials Due:** May 16, 2025

Refer to standard ad pricing



Co-branding/sponsorship opportunities on the pages of *FDMC*

Woodworking Network honors a variety of engaged readers throughout the year by recognizing them with four great programs in addition to our annual pricing survey. Each of these programs is presented on the pages of *FDMC* and garners high readership levels. Most importantly, they offer your company a number of outstanding branding and sponsorship opportunities. [Learn more about co-branding/sponsorship](#) - Page 31



**In Every Issue:**

- Gene Wengert, the Wood Doctor, on wood technology
- Brad Cairns on lean manufacturing
- Coverage of furniture, millwork, and cabinet manufacturing, design, and materials
- Case studies of successful woodworking companies
- Industry news and events
- New products
- In the Shop: Hands-on product reviews and shop advice

2025 Editorial Calendar

* Topics subject to change

		Editorial Topics	Show Focus	Product Focus	Closing/Material Dates		
January		Technology: Tooling Education & training Pricing survey workshop		Hardware	Closing: 12/5 Material due: 12/10		
February		Small shop case history CNC technology		Components & outsourcing	Closing: 1/8 Material due: 1/13		
RED BOOK®		A resource guide for best practices in all facets of woodworking manufacturing		Featured products from all market segments	Closing: 1/15 Material due: 1/20		
March		Automation case history Exclusive report: Cabinet trends CPA Design Portfolio	Closets Conference & Expo/ WPE Florida, June 11-13	Finishing & sanding	Closing: 2/5 Material due: 2/10		
April		Exclusive report: FDMC 300 FDMC 300 case history Lean manufacturing	Closets Conference & Expo/ WPE Florida, June 11-13	Software	Closing: 3/5 Material due: 3/10		
May		Architectural millwork case history Finishing Forum Panel Innovations	Closets Conference & Expo/ WPE Florida, June 11-13	Wood waste management	Closing: 4/7 Material due: 4/10		
June		Custom furniture Pricing Survey workshop		Tooling	Closing: 5/5 Material due: 5/12		
AWFS Pre-Show Planner		A comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate	AWFS, July 22-25		Closing: 5/12 Material due: 5/16		

Polybagged with June + distributed digitally in June and July












In Every Issue:

- Gene Wengert, the Wood Doctor, on wood technology
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- Coverage of furniture, millwork, and cabinet manufacturing, design, and materials
- Case studies of successful woodworking companies
- Industry news and events
- New products
- In the Shop: Hands-on product reviews and shop advice

2025 Editorial Calendar

* Topics subject to change

	Editorial Topics	Show Focus	Product Focus	Closing/Material Dates		
July	AWFS show issue Small shop case history Gene Wengert on solid wood technology	AWFS, July 22-25	Show products	Closing: 6/5 Material due: 6/10		
AWFS Show Dailies	Official Show Daily distributed during AWFS and includes news and happenings at the show			Closing: 6/15 Material due: 6/19		
August	Manufacturing technology Panel Innovations	WPE Lancaster, Oct. 2025 WMS, Nov. 12-14	Hardware	Closing: 7/7 Material due: 7/11		
September	Veneer & veneering Brad Cairns on lean manufacturing	WPE Lancaster, Oct. 23-24 WMS, Nov. 12-14	Components & outsourcing	Closing: 8/5 Material due: 8/11		
October <i>Leadership Issue</i>	Market Leaders, 40 Under 40, FDMC 300 Top 10	WMS, Nov. 12-14	CNC automation	Closing: 9/5 Material due: 9/10		
November	Cabinet manufacturer case history Panel Innovations Pricing survey workshop		Wood waste management	Closing: 10/6 Material due: 10/10		
December	Exclusive Woodworking Almanac & Industry Forecast for 2026		Editor's Picks of Top Products of 2025	Closing: 11/5 Material due: 11/10		



2025 Print Rates



Ad Unit	2025 PRINT ADVERTISING RATES		
	All rates are gross and include 4-color		
	1X	6X	12X
Spread (2 facing pages)	\$12,365	\$11,515	\$10,675
Full page	\$8,385	\$7,695	\$7,085
NO BLEED ON FRACTIONAL ADS			
2/3 page	\$5,935	\$5,595	\$5,225
1/2 Page Island	\$5,545	\$5,235	\$4,925
1/2 Page Horizontal	\$5,075	\$4,775	\$4,615
1/2 Page Vertical			
1/3 Page Horizontal	\$3,535	\$3,355	\$3,225
1/3 Page Square			
1/3 Page Vertical			
1/4 Page Horizontal	\$2,615	\$2,455	\$2,305
1/4 Page Vertical			
1/6 Page Banner	\$2,295	\$2,135	\$1,985

Ad Unit Column = 2 3/16" wide	2025 CLASSIFIED AD RATES		
	Rates are net per insertion		
	1X	6X	12X
1" x 1 column	\$365	\$335	\$465
2" x 1 column	\$475	\$455	\$715
3" x 1 column	\$565	\$505	\$795
4" x 1 column	\$665	\$625	\$1,005
5" x 1 column	\$735	\$695	\$1,065
6" x 1 column	\$805	\$775	\$1,275

Ad Closing Dates for 2025

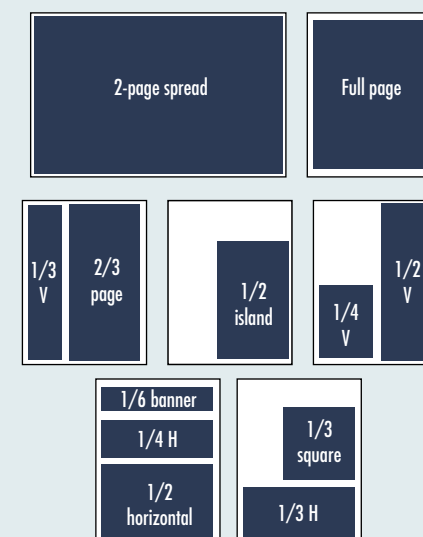
	Ad Sales
January	12/5/24
February	1/8/25
Red Book	1/15/25
March	2/5/25
April	3/5/25
May	4/7/25
June	5/5/25
AWFS Preshow Planner	5/12/25
July	6/5/25
AWFS Show Dailies	6/15/25
August	7/7/25
September	8/5/25
October	9/5/25
November	10/6/25
December	11/5/25

Cancellations

Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Short Rates and Rebates

Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.





2025 Print Specs



Art Requirements

- Keep all live area material 0.25" (13mm) away from edges (page trim size 7.875" x 10.5" or 200mm x 267mm).
- All images MUST be at least 300 dpi.
- Convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.
- Print file modifications: If supplied digital files require additional work, charges over \$100 will be billed to the advertiser.
- Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable. Identify "For Position Only" by clearly labeling.

- Please provide ad materials in one of the following preferred file types: .JPEG, .PNG, .EPS, .PDF (PDF/x-1a or distilled with Press Quality job settings). All full-page non-PDF files must include bleed. We cannot accept files from the following programs: Microsoft Word, Microsoft Publisher or Power Point, Crude paint programs (Paint or MacPaint), Spreadsheet database (i.e. Excel), Canva.

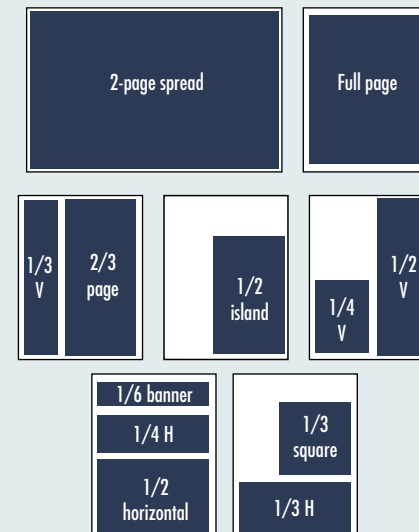
Cancellations: Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
Spread (2 facing pages)	16 x 10.75 (see dimensions for live area and trim)	388 x 254	Bleed = 16 x 10.75; Live area = 14.75 x 10
Full page	8.125 x 10.75 (see dimensions for live area and trim)	188 x 254	Bleed = 8.125 x 10.75 Live area = 7.375 x 10 Trim = 7.875 x 10.5
2/3 page	4.5 x 10	114 x 254	No bleed available on fractional ads.
1/2 Page Island	4.5 x 7.5	114 x 191	
1/2 Page Horizontal	7.375 x 4.625	188 x 117	
1/2 Page Vertical	3.375 x 10	85 x 254	
1/3 Page Horizontal	7.375 x 3.25	188 x 83	
1/3 Page Square	4.5 x 4.625	114 x 118	
1/3 Page Vertical	2.125 x 10	54 x 254	
1/4 Page Horizontal	7.375 x 2.625	188 x 60	
1/4 Page Vertical	3.375 x 4.625	85 x 118	
1/6 Page Banner	7.375 x 1.5	188 x 38	

Classified Ads (Column = 2 3/16" wide)		
1" x 1 column	2" x 1 column	3" x 1 column
4" x 1 column	5" x 1 column	6" x 1 column

Material Due Dates for 2025

	Materials
January	12/10/24
February	1/13/25
Red Book	1/20/25
March	2/10/25
April	3/10/25
May	4/10/25
June	5/12/25
AWFS Preshow Planner	5/16/25
July	6/10/25
AWFS Show Dailies	6/19/25
August	7/11/25
September	8/11/25
October	9/10/25
November	10/10/25
December	11/10/25



Closets

& Organized Storage
Inspiration for Designers & Fabricators

PRINT



Closets & Organized Storage is the only publication in existence fully dedicated to the

- design,
- fabrication,
- sales,
- and installation

of closets, garage, and organized storage solutions. It has defined an industry, delivering information and design inspiration that can't be found elsewhere!

Closets & Organized Storage is the trusted source for 26,000+ closet and home storage professionals.

- 100% requested by all subscribers.
- The majority of the subscribers request a print copy - 75%.
- Six issues per year exclusively designed and engineered for this growing niche industry.

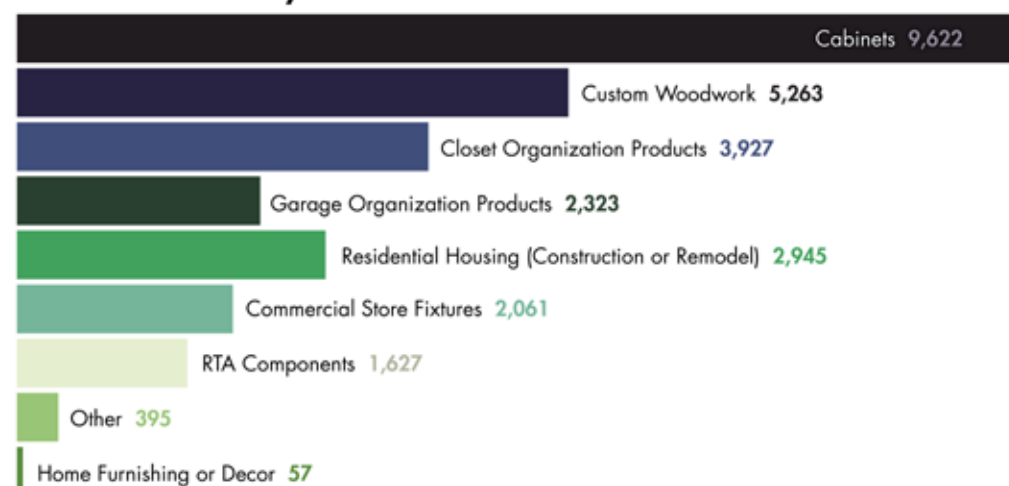
Closets & Organized Storage Audience: 26,280*

Print: 16,368 62.3%	Digital: 6,575 25%	Both: 3,337 12.7%
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Reach the buyers in this niche market

91%
have purchasing or recommending authority

They work across several business sectors



*All figures are individual subscribers' data | **Closets & Organized Storage**, July/August 2024

Closets

& Organized Storage





Inspiration for Designers & Fabricators

In Every Issue:

- Designer Notebook – successful projects
- Front Office – marketing and business tips
- Materials & Trends – what's trending in materials, colors and finishes
- ACSP Update
- Editors Column
- New products by category and relevance
- ASID column - interior design news and updates

2025 Editorial Calendar

* Topics subject to change

	Editorial Topics	Management	Product Focus	Closing/Material Dates	
January/February	Garage Trends Preview: KBIS/IBS, February 25-27	Leveraging Social Media for Business Growth	Installation & power tools	Closing: 12/13 Material due: 12/18	
March/April	Outdoor Living Preview: Milan Design Week, April 7-13 Preview: ICFF, May 18-20 Preview: interzum, May 20-23	How to Maximize Client Referrals	Hardware & accessories	Closing: 2/21 Material due: 2/26	
May/June	Fashion & Design Preview: Closets Conference & Expo, June 11-13 Preview: NeoCon, June 9-11 Preview: AWFS, July 22-25 Extra Distribution: Closets Conference & Expo	Should You Have Contract Non-negotiables?	Lighting	Closing: 4/22 Material due: 4/28	
July/August	Sustainability Show Recap: Closets Conference & Expo, June 11-13 Extra Distribution: AWFS, July 22-25	Green Practices in Business Operations	CNC machinery	Closing: 6/20 Material due: 6/27	
September/October	Collaborative Design Preview: Design Chicago, September 24-25 Preview: High Point Market, October 25-29	Building a Strong Brand Identity	Design software	Closing: 8/19 Material due: 8/26	
November/December	State of the Industry Preview: KBIS/IBS, February 17-19, 2026	Strategies for Expanding Product Lines	Cabinet & closet components	Closing: 10/17 Material due: 10/24	

Closets

& Organized Storage
Inspiration for Designers & Fabricators

2025 Print Rates



Ad Unit	2025 PRINT ADVERTISING RATES	
	All rates are gross and include 4-color	
	1X	6X
Spread (2 facing pages)	\$11,135	\$9,235
Full page	\$6,245	\$5,275
NO BLEED ON FRACTIONAL ADS		
1/2 Page Island	\$3,955	\$3,415
1/2 Page Horizontal	\$3,805	\$3,285
1/2 Page Vertical		
1/3 Page Horizontal	\$2,335	\$2,165
1/3 Page Square		
1/3 Page Vertical		
1/4 Page Horizontal	\$1,905	\$1,735
1/4 Page Vertical		

Ad Unit Column = 2 3/16" wide	2025 CLASSIFIED AD RATES	
	Rates are per insertion	
	1X	6X
1" x 1 column	\$365	\$335
2" x 1 column	\$475	\$455
3" x 1 column	\$565	\$505
4" x 1 column	\$665	\$625
5" x 1 column	\$735	\$695
6" x 1 column	\$805	\$775

Closing Dates for 2025 Issues

	Ad Sales
January/February	12/13/24
March/April	2/21/25
May/June	4/22/25
July/August	6/20/25
September/October	8/19/25
November/December	10/17/25



Cancellations

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Closets

& Organized Storage
Inspiration for Designers & Fabricators

2025 Print Specs

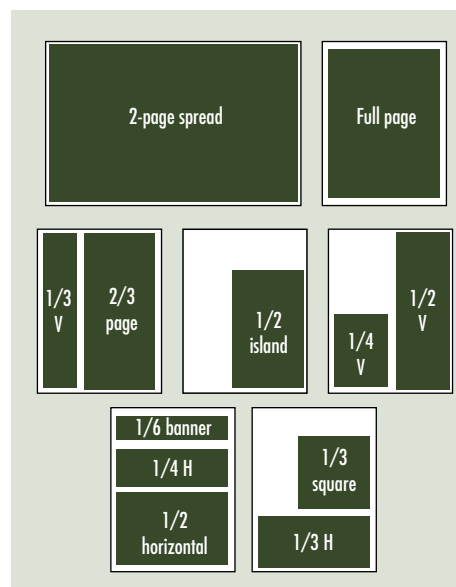


Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
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1/2 Page Island	4.5 x 7.5	114 x 191	No bleed available on fractional ads.
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1/2 Page Vertical	3.375 x 10	85 x 254	
1/3 Page Horizontal	7.375 x 3.25	188 x 83	
1/3 Page Square	4.5 x 4.625	114 x 118	
1/3 Page Vertical	2.125 x 10	54 x 254	
1/4 Page Horizontal	7.375 x 2.625	188 x 60	
1/4 Page Vertical	3.375 x 4.625	85 x 118	

Classified Ads (Column = 2 3/16" wide)		
1" x 1 column	2" x 1 column	3" x 1 column
4" x 1 column	5" x 1 column	6" x 1 column

Material Due Dates for 2025

	Materials
January/February	12/18/24
March/April	2/26/25
May/June	4/28/25
July/August	6/27/25
September/October	8/26/25
November/December	10/24/25



Art Requirements

- Keep all live area material 0.25" (13mm) away from edges (page trim size 7.875" x 10.5" or 200mm x 267mm).
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- Please provide ad materials in one of the following preferred file types: JPEG, .PNG, .EPS, .PDF (PDF/x-1a or distilled with Press Quality job settings). All full-page non-PDF files must include bleed. We cannot accept files from the following programs: Microsoft Word, Microsoft Publisher or Power Point, Crude paint programs (Paint or MacPaint), Spreadsheet database (i.e. Excel), Canva.

Cancellations: Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Acceptable Media

Email (8Mb limit) or cloud file sharing service (e.g., Dropbox, Google Drive, etc.)

SEND AD FILES TO:

Email: ads@ccimedia.net or gail.utt@woodworkingnetwork.com



Digital – the wise choice to generate immediate response

With a variety of digital offerings available, **Woodworking Network** can help you achieve the brand success you desire.



WoodworkingNetwork.com Website Banners w/ Retargeting Extension			
Your banner is served on WoodworkingNetwork.com plus includes retargeting to follow the audience with your ad as they browse sites on the Google Display Network.			
Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$115
2	Medium Rectangle 1, 2, & 3	300w x 250h	\$115
3	Half Page Banner	300w x 600h	\$115
4	Welcome Banner (pop-up ad)	300w x 250h	\$145

WoodworkingNetwork.com Website Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
5	Inline Ad	300x250 image, text ad link, 7 word headline, 50 word body copy	\$145
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$225
2, 3	In-Banner Video Ad	300w x 250h or 300w x 600h	\$115

* There is a minimum number of 10,000 impressions required for all web ad campaigns

Website Advertising

Drive traffic to your site. WoodworkingNetwork.com is a powerhouse for your brand message and will drive the right kind of traffic to your site.

NEW IN 2025: Website Banners with Retargeting Extension

All banner ads served on WoodworkingNetwork.com now include retargeting, displaying your banner ad to people who have previously visited WoodworkingNetwork.com as they browse sites on the Google Display Network.

Red Book Showroom Enhanced Listing

An enhanced listing provides the ability to customize your listing with your company logo, company information, photos, documents and videos. Extra exposure is included via our Showroom, a slideshow listing of suppliers who have purchased an Enhanced Listing, drawing attention to those listed companies first. Your listing is also published in the Annual Red Book Resource Guide published in February and mailed and emailed to our audience of 63,000+.



- Start your enhanced listing at any time. Your listing will run for 12 consecutive months from time of posting.
- Hosted on WoodworkingNetwork.com with an average of over 350,000 views per month.
- We drive buyers to the Showroom via website ads and ads in the weekly Red Book Alert e-newsletter that deploys to our database of 29,000+.
- Your products will be on display in a number of Red Book Alert e-newsletters throughout your 12-month program.

Showroom Listing: \$1,365

Webinar Sponsorship

Co-brand a Webinar with us and reach our audience of professional woodworkers, cabinet makers, furniture manufacturers, home organization and closet companies looking for best practices and ways to improve efficiency and productivity in their shops. Choose the option that works best for you; sponsor a WWN Produced Webinar or bring your developed content to us to produce and host. Either way, leave the Webinar production work to us.



Produced Webinar: \$2,500 per webinar

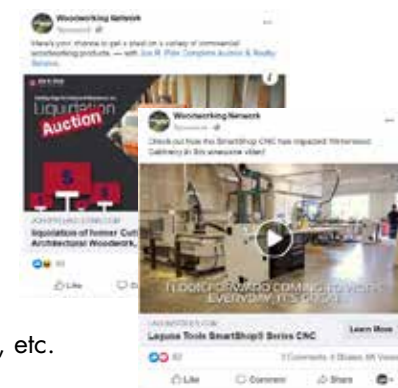
Hosted Webinar: \$5,995 per webinar

Sponsored Social Campaigns

Reach our audience on Facebook and Instagram. With a sponsored campaign, you have large scale reach to potential customers where they are on the web, helping to drive sales activity and generate leads.

Campaigns can be customized further to maximize your reach, including specific audience selects based on location, age, gender, etc.

Base campaign: \$3,500 per campaign



Podcast Sponsorship



Podcasts are one of the fastest growing content formats today. The **Woodworking Network** audience tunes in regularly to listen to editor Will Sampson discuss everything from bidding and estimating costs, technology, customer service, and best practices. This evergreen content is ideal for industry marketers looking to make an impression with **Woodworking Network's** dedicated audience. Podcast Sponsorship is an excellent branding opportunity to reach

the professional woodworker as they tune in from their computer or outside of the business on their mobile device.

More than 30k podcast downloads/listens to date with an average of 1,000 per month and growing.

1X: \$3,145 3X: \$3,040 6X: \$2,830 12X: \$2,500 24X: \$1,500

Newsletters

Our wide selection of newsletters gives you options for reaching the professional woodworker. Each e-newsletter possesses brand strength among our audience, displaying exceptional open rates, high readership, and measurable engagement. Consider the benefits of your message embedded into one of the **Woodworking Network's** newsletters.



Daily Brief

Our daily newsletter filled with the latest woodworking business and technology news affecting the wood manufacturing industry.

Delivered daily, Monday – Saturday at 6am CDT

Audience: 33,000+

Averages 24.4% open rate

Inline Ad: \$865 per send

Leaderboard Ad: \$1,165 per send or \$6,245 weekly (6 times)

Video: \$1,065 per send or \$5,005 weekly (6 times)



Closets & Organized Storage

This newsletter is delivered to closets, garage & storage professionals to keep them informed on this niche market.

Delivers every Thursday, 10am CDT

Audience: 19,900+

Averages 25.1% open rate

Inline Ad: \$865 per send



Red Book Alert

Spotlight on new product technology and services which guarantees qualified opens.

Delivers every Wednesday at 9am CDT

Audience: 29,000+

Averages 24.2% open rate

Inline Ad: \$865 per send

[View the schedule](#)



Week in Review

Week in Review is a recap of the best of the previous week's Daily Brief news coverage.

Delivers weekly on Sundays

Audience: 24,000+

Averages 23.2% open rate

Inline Ad: \$865 per send



WMS Canadian News

We keep our audience informed as breaking industry events occur.

Audience: 10,000+

Averages 26.8% open rate

Inline Ad: \$865 per send



Breaking News

We keep our audience informed as breaking industry events occur.

Audience: 33,000+

Averages 25.7% open rate

Exclusive Opportunity: \$1,055 per send

Product Showcase Newsletters

If your objective is to generate leads, this is the perfect opportunity. Our Product Showcase Newsletters are designed to deliver products, supplies, equipment and machinery options to professional woodworkers, cabinet makers, furniture manufacturers, home organization and closet companies. Each newsletter targets our most engaged audience, including those that have opened 3 or more **Woodworking Network** emails in the past 120 days. This is the ideal option to magnify your products in the eyes of the buyers when they are considering purchases.

Woodworking Network Showcase



Averages 39.6% open rate
Lead-generator
Delivering the latest in wood machinery and supplies to 32,000+ woodworking professionals.

Inline Ad: \$2,175

Schedule

January 31	July 25
February 28	August 22
March 28	September 26
April 25	October 31
May 16	November 21
June 27	December 19

Closets Showcase



Averages 35.9% open rate
Lead-generator
More than 10,000 closets and organization professionals need your products and look to the Closets Showcase to deliver.

Inline Ad: \$1,515

Schedule

April 15	August 19
June 7	October 21

CNC Insider



Averages 40.8% open rate
Lead-generator
CNC focused case studies, products, and content delivered to 33,000+ precision woodworkers.

Inline Ad: \$2,175

Schedule

January 9	July 11
March 13	September 11
May 8	November 13

Email Marketing

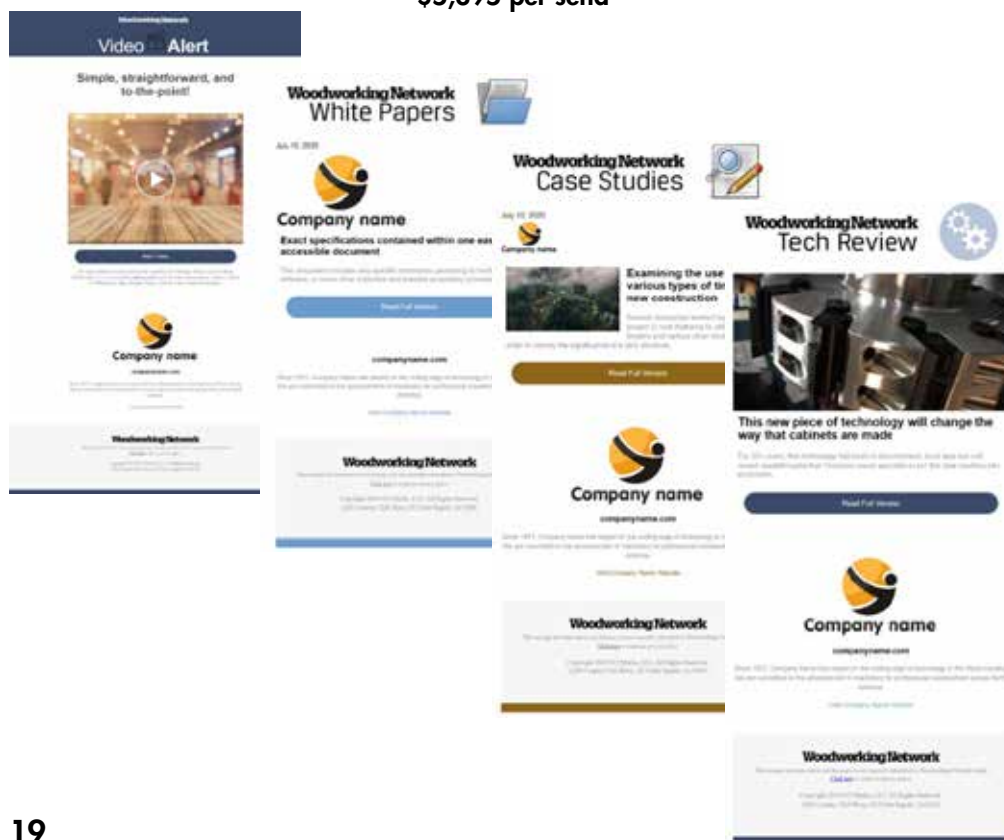
Leverage the **Woodworking Network** database to send your exclusive message to our audience of qualified woodworking professionals, your customers.

Templated Email

Our designed templates make it turn-key for you to deliver an exclusive email to our audience. It's simple. You provide the required elements and we do the rest to set-up and deliver your email to 30,000+ professional woodworkers, cabinet makers, furniture manufacturers, home organization and closet companies.

Promote your video, case study, white paper, or tech review using our pre-designed email templates.

\$5,395 per send



Custom Email

Go completely custom and deploy your own creative to the right audience. Target your message to a specific segment of our database by narrowing in on personal demographics or geo selections. Or choose to send to the full list. Either option delivers your personal message to the audience you wish to reach.

\$5,885 per send for full list of 38,000 qualified woodworkers.
Or you pick the list by choosing demographics and/or geo selects, \$500 set-up charge, 10,000 minimum at \$185/1,000



Lead Nurturing/Trigger Campaign

Add a nurturing campaign to your email marketing efforts. There is no better way to grow your sales pipeline and increase lead volume quickly. Avoid wasting valuable time calling contacts that don't have the budget or need your product. Engage your target audience with relevant information and take them from prospects to buyers.

\$5,395 per send

Woodworking Network

2025 Digital Rates

*All Rates are Net

WoodworkingNetwork.com Website Banners w/ Retargeting Extension			
Your banner is served on WoodworkingNetwork.com plus includes retargeting to follow the audience with your ad as they browse sites on the Google Display Network.			
Ad	Unit	Dimensions	Rate* (cpm)
1	Leaderboard	970w x 90h (320x50 mobile)	\$115
2	Medium Rectangle 1, 2, & 3	300w x 250h	\$115
3	Half Page Banner	300w x 600h	\$115
4	Welcome Banner (pop-up ad)	300w x 250h	\$145

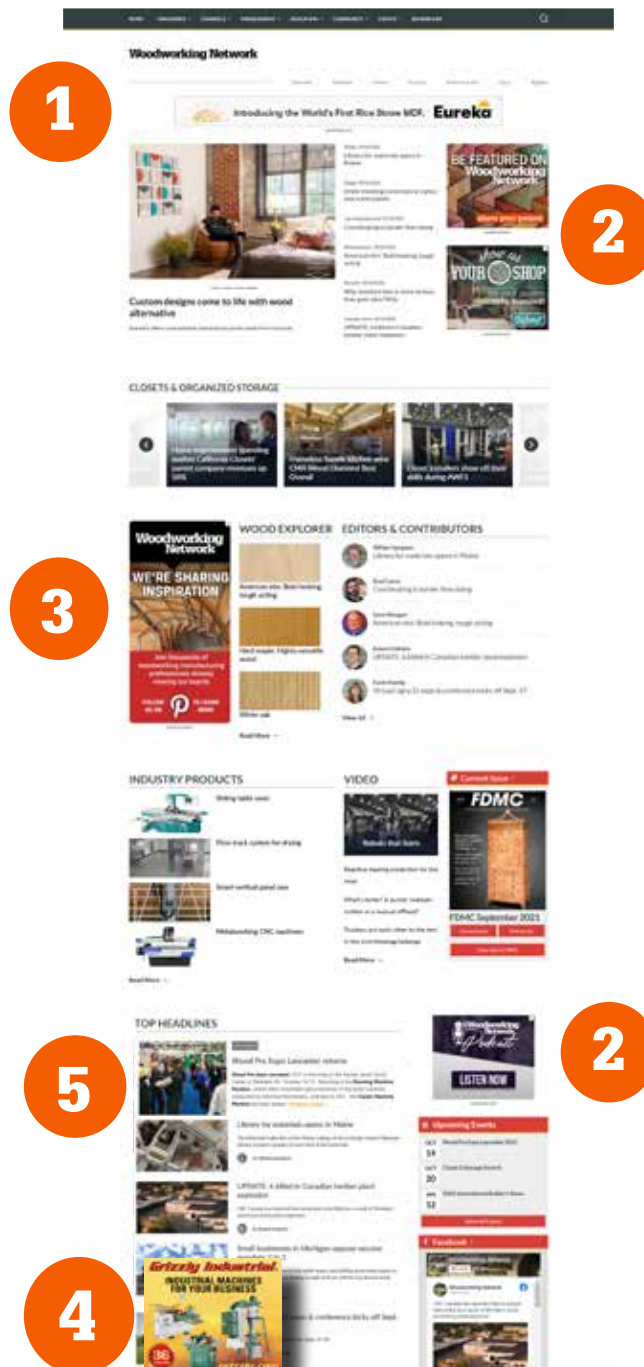
WoodworkingNetwork.com Website Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
5	Inline Ad	300x250 image, text ad link, 7 word headline, 50 word body copy	\$145
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$225
2, 3	In-Banner Video Ad	300w x 250h or 300w x 600h	\$115

* There is a minimum number of 10,000 impressions required for all web ad campaigns.

Cancellations

Digital cancellations must be received within 30 days of initial placement. Cancellations following 30 days after placement of order will be billed to the advertiser in full.

*All Rates are Net



Webinar Sponsorship		
Produced Webinar	Exclusive content developed and produced by our editorial team	\$2,500 per webinar
Hosted Webinar	You supply the Webinar content and we do the complete Webinar production	\$5,995 per webinar

Red Book Online	
A showroom listing in the Red Book online database, includes logo, photos, company information and the ability to load videos and PDF files	\$1,365 per listing

Podcast Sponsorship (per podcast)			
Branding opportunity to sponsor the Woodworking Network Podcast	1X: \$3,145	3X: \$3,040	6X: \$2,830
	12X: \$2,500	24X: \$1,500	

Sponsored Social Campaigns	
Your branded campaign on Facebook and Instagram with reach to the Woodworking Network audience.	\$3,500 per campaign

Woodworking Network Site Database	
Full database or demo/geo selects for 0.15 per site. (\$5,000 min.)	\$10,545

Sponsored Content	
Place your content on woodworkingnetwork.com and we'll drive traffic to it.	\$4,955

Woodworking Network

2025 Digital Rates

*All Rates are Net



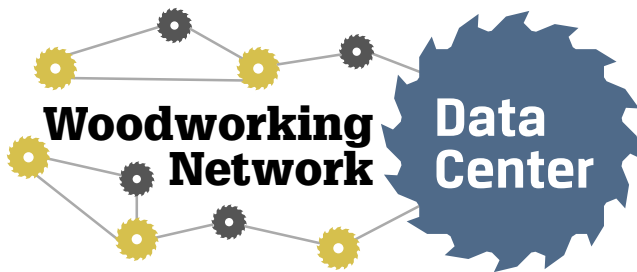
Newsletters		Frequency	Ad Unit	Rate per send
1	Daily Brief	Daily, Monday-Saturday at 6 am CDT	Leaderboard Ad • 728x90 banner ad • URL	\$1,165 per send -OR- \$6,245 weekly (6 times)
			Video • 728 x Variable Height pixel image plus video • URL	\$1,065 per send -OR- \$5,005 weekly (6 times)
			Inline Ad • High-res image (300 dpi) • Headline (7 words max) • Body text, 50 words max • URL	\$865
2	Week in Review	Weekly, Sundays at 3 pm CDT	Inline Ad • High-res image (300 dpi) • Headline (7 words max) • Body text, 50 words max (Red Book only: 70 words max) • URL	\$865
3	Red Book	Weekly, Wednesday at 10 am CDT		
4	Closets & Organized Storage	Weekly, Thursday at 10 am CDT		
5	WMS Canadian News	Every other week		
6	Breaking News	As needed, exclusive		\$1,055

Product Showcase Newsletters (includes leads)		Frequency	Ad Unit	Rate per send
7	Woodworking Network Showcase	Monthly, last Friday of the month	Text Ad • High-res image (300 dpi) • Headline (7 words max) • Body text (50-70 words max) • URL	\$2,175
8	Closets Showcase	Four times a year		\$1,515
9	CNC Insider	Six times a year		\$2,175

Email Marketing		Rate per send
Video Alert	Exclusive opportunity to promote your video, case study, white paper, or tech review using our pre-designed email templates	\$5,395
Case Studies		
Tech Review		
White Paper		
Custom	Deploy your custom message to the right audience	\$5,885 per send for full list of 39,000 qualified woodworkers. Or you pick the list by choosing demographics and/or geo selects, \$500 set-up charge, 10,000 minimum at \$185/1,000 addresses
Lead Nurturing/Trigger	Add a nurturing campaign to generate leads	\$5,395

*All Rates are Net

DATA



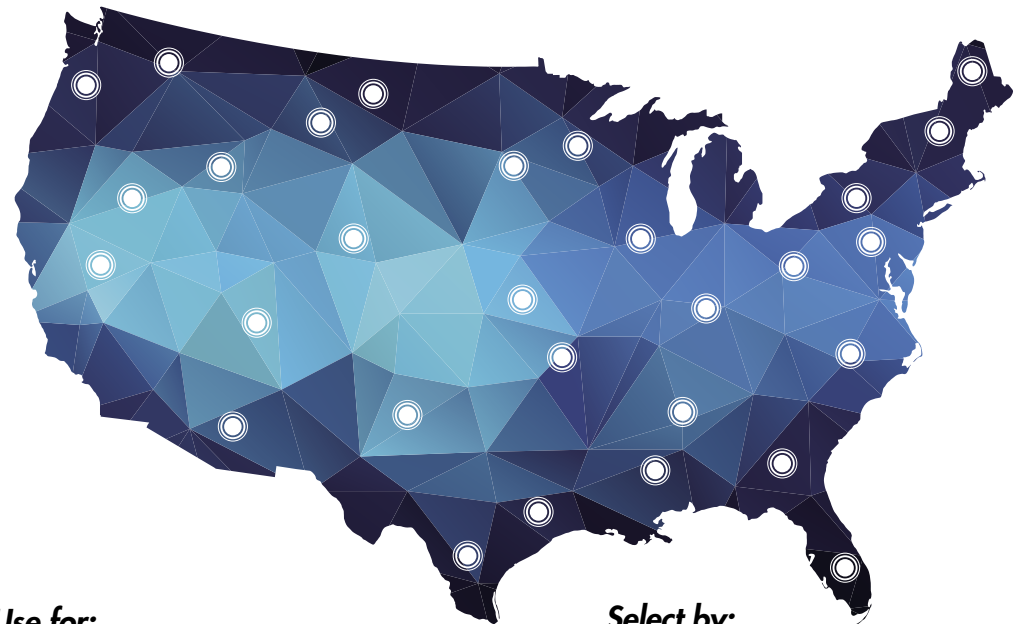
Up-to-date data, giving you access to more than 229,000 subscribers to our various products at more than 155,000 locations.

At **Woodworking Network**, we maintain the world's largest, most up-to-date repository of people and businesses who design and manufacture:

- cabinetry
- millwork
- furniture
- store fixtures
- closets
- wood-based substrates

Use for:

- Sales territory planning
- Distribution engagement
- Targeted promotions
- Market share calculation
- Data cleansing
- Data verification



Select by:

- Primary end product produced
- Number of employees
- Number of sites by primary business
- **FDMC 300**
- Engagement score
- Title/Job function
- Site/Location/Geography
- FDMC300 ranking
- Engagement score
- ... and more!

Select by the product channels our audience chooses to receive from the **Woodworking Network**.

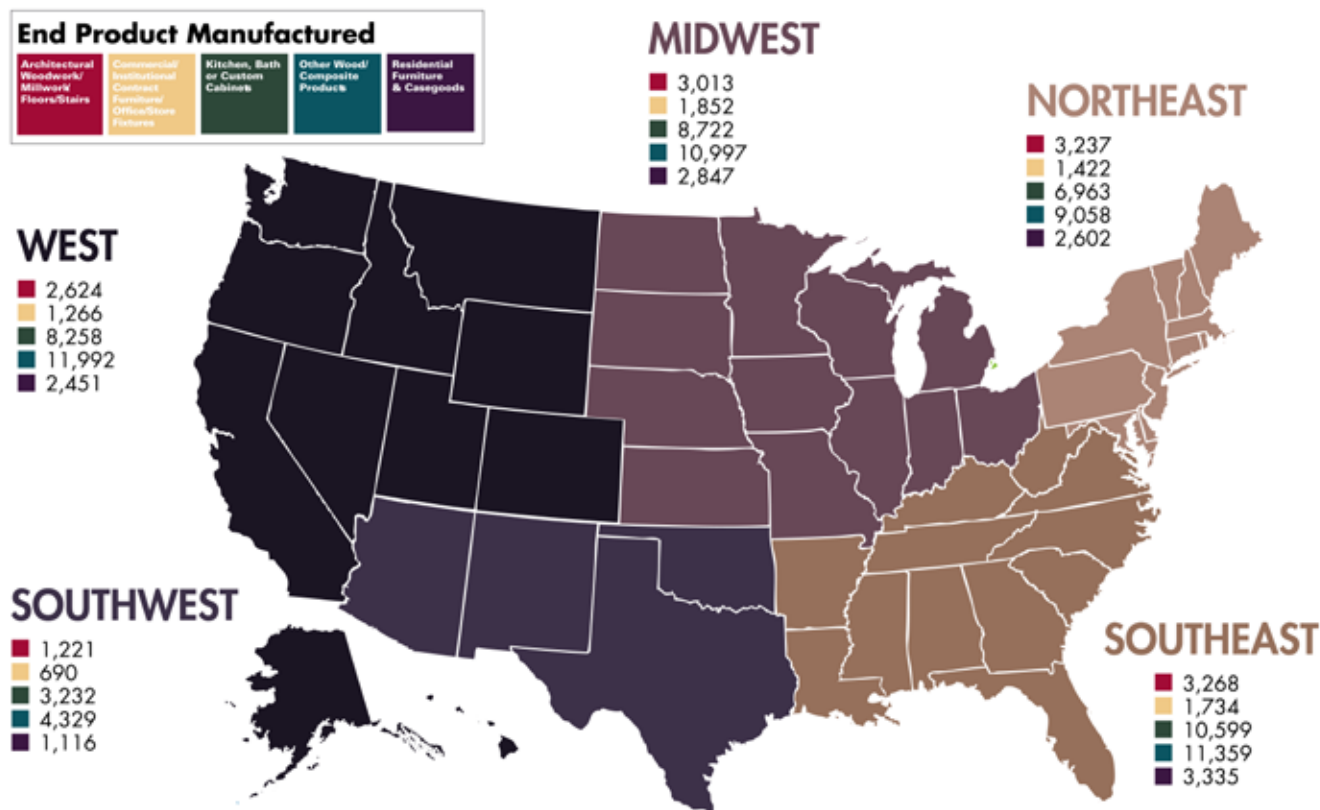
Product Channels



	FDMC Magazine	Closets & Organized Storage Magazine	Week in Review e-Newsletter	Daily Brief e-Newsletter	Red Book e-Newsletter	Closets & Organized Storage e-Newsletter
FDMC Magazine	63,456	15,087	19,744	17,890	18,342	7,574
Closets & Organized Storage Magazine	15,087	26,575	6,497	7,263	7,473	9,511
Week in Review e-Newsletter	19,744	6,497	23,849	19,461	19,365	7,761
Daily Brief e-Newsletter	17,890	7,263	19,461	27,715	19,891	9,504
Red Book e-Newsletter	18,342	7,473	19,365	19,891	24,476	9,984
Closets & Organized Storage e-Newsletter	7,574	9,511	7,761	9,504	9,984	15,140

Source: Individual subscribers' data | July, 2024

Segment by region and by end product manufactured.
Further segmentation can be achieved by drilling down to specific states in your target reach.

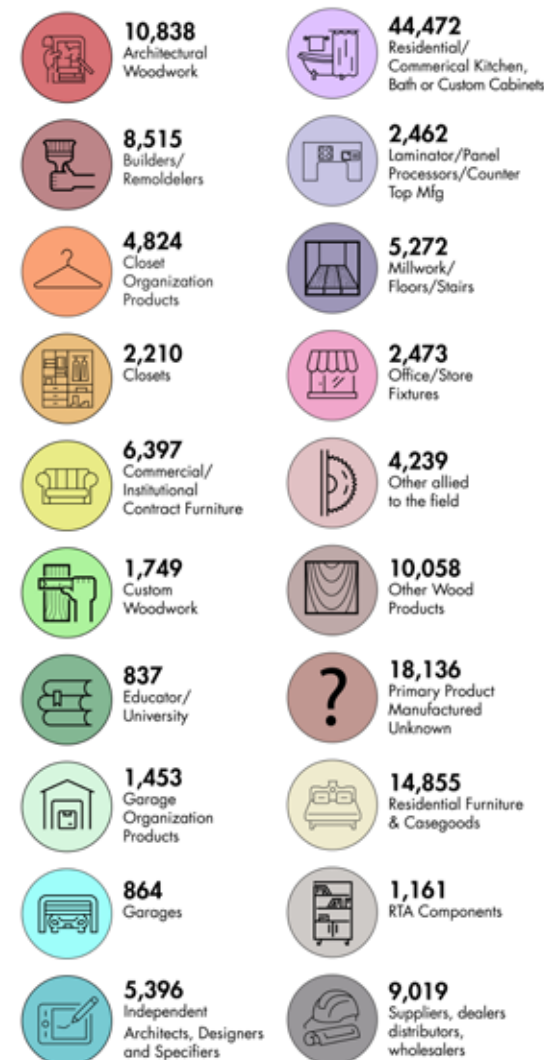


Reach our audience in the business sectors most important to helping you achieve your marketing goals.

Number of sites by Primary Business

Grand Total: 155,230

Source: Woodworking Network site data | July, 2024



We're ready to put our powerful **Woodworking Network** Data Center to work for you.

Contact your Media Integration Manager today. They can demo our PowerBI platform of data to help you build your custom target to the **Woodworking Network** audience.

Woodworking Network Data Center reports are delivered to you in an Excel file so you can easily embed the data into the mapping software of your choice.

Rate: \$10,545 for the full Woodworking Network Site Database

Demo/Geo sorts are 15 cents/site with a \$5,000 minimum

EVENTS



The Power of Connection and Community

Events are powerful tools for positioning your brand and finding new prospects. As an exhibitor or sponsor, you gain increased visibility and a relevant platform to:

- promote products, services, and capabilities,
- meet face-to-face with clients and future customers,
- and establish your presence and leadership in the industry.

In fact, the majority (87%*) of B2B marketers say in-person events are a critical component to their company's success.

SOURCE: * Bizzabo



There are several ways to participate in an event but before you commit, consider the reasons why business people attend events:

The top 3 reasons individuals choose to attend events

**As reported by Meetings Imagined*



91%*

Education

Most attendees want to take away learning points they can apply to their business.



75%*

Networking Opportunities

They want to make new connections, especially true of millennials.

Above and beyond, the **#1 reason** woodworkers attend **Woodworking Network** Events is to find new products.



Where design meets manufacturing: Closets Conference & Expo co-located with Wood Pro Expo brings together two professional woodworking events in one great location!

Closets Conference & Expo is the largest North American event to connect you with professionals in design, manufacturing and installation of closets, cabinets and home storage solutions. Wood Pro Expo is a regional marketplace for professional woodworkers, providing them with a showcase of top industry brands in equipment, hardware, software, materials and services. It is the event for technology, supplies and education, and a meeting place for inspiration and community.

This single event brings all your best customers and potential customers together in one location, combining the trade show floor for new products, components and machinery. Exhibiting at the co-located expo saves you a great deal of time prospecting and finding the right buyers. Let us bring them to you in the aisles of Closets Expo and Wood Pro Expo, all in one place, at one time.



To reserve booth space, advertising or sponsorship opportunities, please contact:
Laurel Didier, **Closets & Organized Storage** Publisher & Exhibit Sales
Laurel.didier@woodworkingnetwork.com | 847-334-3038

[Visit the Closets event site](#)

[Visit the WPE event site](#)

WPE®
Wood Pro Expo
 LANCASTER PA.

October 23-24, 2025

Spooky Nook
 Sports Center
 Manheim, PA -
 Lancaster County



A regional marketplace for woodworking professionals

Located in the iconic heart of woodworking country, Wood Pro Expo Lancaster is the only professional woodworking event to serve the Northeast and Mid-Atlantic regions. Woodworking professionals involved in many sectors of wood manufacturing flock to the event every year, including:

- furniture,
- millwork,
- storage solutions,
- cabinets,
- fixtures,
- and other wood products

Exhibitors can expect strong participation from not only Pennsylvania, but the woodworking base from the surrounding states. It's an exceptional opportunity to cash in by meeting cabinet makers, custom woodworkers, and other wood product manufacturers from the region. Wood Pro Expo Lancaster's two-day event includes not only a booming expo hall, but educational features such as the Running Machinery Program, classroom sessions and keynotes.

By The Numbers

Wood Pro Expo

What is your purchasing influence at your company for machinery and supplies?

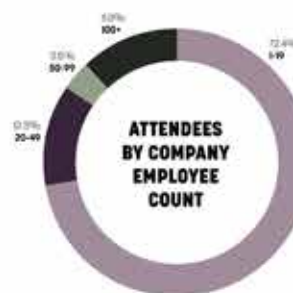
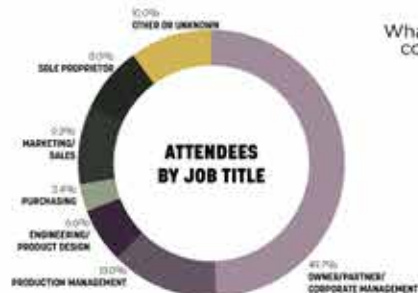
70.7%
Final Decision Maker

36.2%
Specify or Recommend

5.2%
No influence

ATTENDEES BY PRIMARY BUSINESS

Residential & Commercial Cabinets	45.2%
Custom Woodwork & Other Wood Products	20.5%
Architectural Woodworking & Millwork	8.3%
Commercial/Institutional and Residential Furniture	7.1%
Building Contractor/Remodeler	4.8%
Architect/Designer/Specifier	3.8%
Dealers/Dist/Wholesalers	3.8%
Education/University	3.3%
Laminator/Panel Processor/Counter Tops	1.2%
Closet & Garage Organization	8.7%



Top 3 reasons why attendees come to Wood Pro Expo

- #1 - Looking for new products
- #2 - Evaluate and compare products for future purchase
- #3 - Looking for specific products

94%
of Wood Pro Expo attendees are involved in the purchasing process!

Visit the WPE event site

To reserve booth space, advertising or sponsorship opportunities, please contact:
 Lewis Goldman, Show Manager
lewis@woodproexpo.com | 800-969-2212



The National Event for Canada’s Wood Industry

For more than four decades, WMS has connected Canada’s professional woodworking buyers with the world’s most prominent machinery manufacturers and suppliers. WMS 2023 attracted attendees from all 10 Canadian provinces and 2 territories. It is the national event for Canada’s wood industry!

WMS will make a return in 2025 for woodworking machinery and supply companies that have relied on WMS to reach Canadian decision-makers. The entire scope of the industry’s suppliers and manufacturers should plan to participate:

- Panel processing machinery ■ Decorative surfaces ■ Solid wood processing equipment ■ Wood components ■ Advanced CNC equipment
- Portable power pools ■ Cutting tools ■ Panel products, lumber, veneer ■ Sanding & finishing equipment & materials
- Closet, garage & home organization products ■ Computer software ■ Green products ■ Functional and decorative hardware & fasteners

By The Numbers
WMS

Business Type in Attendance	
Residential & Commercial Cabinets	49.4%
Architectural Woodwork	8.2%
Residential Furniture/Office/Institutional Furniture	8.2%
Hardwood Dimensions, Components, Flooring	5.9%
Supplier	5.7%
Designers/Builders/Remodelers	5.4%
Millwork, Moulding, Doors, Windows and Stairs	4.9%
Woodworking Machinery Dealer or Distributor	4.5%
Equipment, Cutting Tool Services, or Distribution	1.8%
Veneers, Plywood, Particle Board, MDF, OSB	1.5%
Store/Office Partitions & Fixtures	1.3%
Other	3.2%

Top 2
reasons

attendees go to WMS is to see new products or evaluate and compare products for future purchases.

51%

of attendees attend no other show. WMS attracts buyers you won't find at other woodworking shows!

78%

of attendees stated that they plan to attend the next WMS.

More than
78%

of attendees have specifying and/or purchasing authority.

28 To reserve booth space, please contact:
Gavin McAuliffe
gavin@corcexpo.com | 312-265-9649

To inquire about advertising or sponsorship opportunities, please contact
Ryan Wagner
ryan.wagner@woodworkingnetwork.com | 312-442-2236

Visit the WMS event site



Woodworking Network will offer these sponsorship and advertising opportunities to help exhibitors reach attendees and stand out in the crowd at AWFS.



AWFS Official Pre-Show Planner

Drive traffic to your booth with this comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate. Polybagged and distributed with **FDMC** June, delivered with the **FDMC** June and July digital issues, and distributed to the AWFS pre-registration list. The pre-show planner is worth the investment and is sure to deliver results for you in 2025.

Ad Closing: 5/12/25
Materials Due: 5/16/25

Refer to standard pricing

PREVIEW ISSUES AND SHOW DISTRIBUTION



Closets & Organized Storage

May/June

Includes a preview of closet and home storage exhibitor's products you'll see on the AWFS expo floor.

Ad Closing: 4/22/25
Materials Due: 4/28/25

July/August

Bonus distribution of the July/August issue at AWFS.

Ad Closing: 6/20/25
Materials Due: 6/27/25



FDMC

July

Issue includes show floor updates, exhibitor list and a focus on show products. This issue will also be distributed on the show floor.

Ad Closing: 6/5/25
Materials Due: 6/10/25



TRAFFIC DRIVERS: Draw attention to your booth at AWFS



AWFS Today Show Dailies

The ONLY show daily sanctioned by AWFS and allowed to be distributed at the Las Vegas Convention Center. The best last-minute option for driving traffic to your booth, the Official Show Daily will be distributed during AWFS and includes news and happenings at the show as well as coverage of Awards Ceremonies.

Spread: \$4,805 for both issues

Full page: \$2,525 for both issues

Standard Half Page: no islands \$1,255 for both issues

Ad Closing: 6/15/25

Materials Due: 6/19/25

Product Sneak Peek–AWFS Edition

Build anticipation for your product offerings in advance of the show. For 6 weeks leading up to AWFS, we'll deliver Sneak Peek emails dedicated to showcasing exhibitors and their products to our **Woodworking Network** subscribers. This text ad opportunity includes your product image, a headline and 50 words of body copy, including your booth number at the show.

Inline ads: \$875



AWFS Fair Booth Video

A 3-5 min. video shoot at your booth with a **Woodworking Network** interviewer that promotes your key marketing messages and allows for the demonstration of featured product(s). Your edited video will be distributed electronically to the entire **Woodworking Network** audience shortly after AWFS concludes, and also be featured on **Woodworking Network** social channels, in the Daily Brief newsletter, and made available as shareable content on WoodworkingNetwork.com.

Video: \$3,413

Closets Symposium and CNC Symposium at AWFS Sponsorship

The Closets Symposium, moderated by Michaelle Bradford, Editor of **Closets & Organized Storage**, will address the latest trends in the closets industry. The CNC Symposium presents leading CNC technology pros discussing what's new, what's coming and offering practical advice for new and current CNC users and will be moderated by Will Sampson, Editorial Director of **FDMC**. A robust, multi-level sponsorship package is available for each symposium that includes but is not limited to:

- sponsor logo recognition on AWFS educational mentions and signage,
- sponsor logo recognition on **Woodworking Network** promotional materials promoting the symposium,
- pre-event and during event recognition, plus more.

Sponsorship: \$3,850

Co-branding/sponsorship opportunities

Woodworking Network honors a variety of engaged readers throughout the year by recognizing them with five great programs in addition to our annual pricing survey and annual forecast. Each of these programs is presented on the pages of **FDMC** and/or **Closets & Organized Storage** and garners high readership levels. Most importantly, they offer your company outstanding branding and sponsorship opportunities.



Pricing Survey Triannual in 2025 (January, June, November)

Sponsorship: \$4,005

Known as the industry's only custom woodworking pricing tool and a favorite for the **FDMC** audience, the Pricing Survey in 2025 moves to a triannual feature in **FDMC** presented as the Pricing Survey workshop. Sponsorship recognition as part of the feature in the January, June, and November issues of **FDMC**, with prominent visibility both in print and online.



Wood Industry 40 Under 40 February 2025

Sponsorship: \$13,345

The Wood Industry 40 Under 40 program honors the next generation of wood industry professionals who are making an impact at their jobs, in the community, and on wood products manufacturing in North America.

Includes acknowledgement at the **Woodworking Network** Leadership Reception at AWFS and other **Woodworking Network** events involving 40 Under 40 Class of 2025 honorees, as well as recognition throughout the year when the 40 Under 40 is referenced in editorial coverage in print and online.



Young Woodworking Pro Early 2025

Sponsorship: \$4,005

The Young Woodworking Professionals competition recognizes outstanding projects and the young wood pros that create them. Includes sponsorship of awards presentation at Wood Pro Expo Florida, June 2025 and engagement with finalists and winners. In addition, your logo and linked URL will be included on the contest landing page on WoodworkingNetwork.com, in contest emails, and logo or sponsorship mention included on any marketing to promote the Awards Presentation.



FDMC 300 April 2025

Sponsorship: \$4,005

Ranking of the 300 largest cabinet, furniture, millwork, store fixture, office/contract and component producers in North America. This sponsorship includes recognition when the rankings are published in the April issue of **FDMC**, branding on **FDMC** 300 landing page on WoodworkingNetwork.com and recognition throughout the year when **FDMC** 300 is referenced in editorial coverage in print and online.

**Top Shelf Awards** June 2025**Sponsorship: \$5,000**

Popular, long-standing celebration held annually to honor designers for their creative closet and home organization designs. Investment includes sponsorship of the June awards reception during Closets Conference & Expo 2025, as well as engagement with finalists and winners. Your sponsorship also includes logo and linked URL included on the contest landing page on WoodworkingNetwork.com, in contest emails, and recognition when the Top Shelf Design Awards is referenced in editorial coverage in print and online.

**Market Leaders** October 2025**Sponsorship: \$4,005**

Recognizing an elite group of professionals in woodworking leadership for their influences, insights and strategies in business as well as working for the betterment of their respective industries and their communities. Sponsorship recognition included with publishing of recipients in the October **FDMC** Leadership Issue and recognition throughout the year when Market Leaders is referenced in editorial coverage in print and online.

**Almanac & Industry Forecast** December 2025**Sponsorship: \$4,005**

Published annually since 2014, the Almanac is packed with pages of detailed charts, data, and forecasting for the woodworking industry. It is a definite read for the 63,000+ readers looking for business intelligence for the coming year. The sponsorship includes recognition in the Almanac published in the December issue of **FDMC**, with prominent visibility both in print and online, as well as recognition throughout the year as the Almanac is referenced.

Leave the creative work to us

Expertise: Let the **Woodworking Network** assist you in tackling some of your creative marketing challenges. All copy and design services are performed by individuals with years of experience in marketing and selling to wood products manufacturers. Our team knows the woodworking industry inside and out. We understand the needs of professionals who manufacture furniture, cabinetry, millwork, store fixtures and all kinds of specialty wood products, and we understand how to hit their hot buttons.

Whether you are looking to generate leads, build brand awareness, or stimulate instantaneous response, we can assist you in selecting the right products to influence your targeted audience segments at just the right times throughout the year.

Services include:

- Creative copywriting
- Ad design and layout
- Digital and print advertising services

There are no limits to creativity.

If you can think it, you can dream it...we'll work to help you make it happen. If you have an idea for your brand but not sure how to get there, please contact your Media Integration Manager and let us put our creativity to work.



Specifications

The typical full-page or ½ page ad or series will take between 3-5 hours for our team to create, modify with your changes, and finalize. Because of our understanding of the industry, you are sure to get the results you seek.

RATE:
\$250/hour

This cost will never have you paying for uptime for our creative staff to learn the industry or just how your products and services fit with our audience.

Elements needed to start the process for a print ad series:

- Company and brand logos in a high-resolution format (.eps, .ai, .png, or .tiff) with no background
- Access to high-res photos either in a zip file or on website
- Decision on ad sizes and frequency for campaign

Woodworking Network



Tom Cahill

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Tammy Webster

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