

Woodworking Network

2026 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)	\$125
2	Medium Rectangle 1, 2, & 3	300w x 250h	\$125
3	Half Page Banner	300w x 600h	\$125
4	Welcome Banner (pop-up ad)	300w x 250h	\$165

WoodworkingNetwork.com Website Advertising			
Ad	Unit	Dimensions	Rate* (cpm)
5	Inline Ad	300x250 image, text ad link, 7 word headline, 50 word body copy	\$165
1-5	Road Block - Block all the ad spots for one day	Multiple ad sizes	\$255
2, 3	In-Banner Video Ad	300w x 250h or 300w x 600h	\$125

* 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.

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The screenshot shows the Woodworking Network website interface. At the top, there's a navigation bar with links like 'HOME', 'ABOUT US', 'CONTACT', etc. The main content area is divided into several sections:

- 1** (circled): 'Introducing the World's First Rice Straw MDF. Eureka' - A featured article with an image of a person in a workshop.
- 2** (circled): 'BE FEATURED ON Woodworking Network' - A call-to-action for users to share their projects.
- 3** (circled): 'CLOSETS & ORGANIZED STORAGE' - A carousel of images showing various storage solutions.
- 4** (circled): 'WOOD EXPLORER' - A section featuring different wood types like American elm, Hard maple, and White oak.
- 5** (circled): 'INDUSTRY PRODUCTS' - A section showcasing various woodworking machinery like sliding table saws, flow track systems, and CNC machines.
- 2** (circled): 'TOP HEADLINES' - A list of recent news items, including 'Wood Pro Expo Lancaster returns', 'Library for materials opens in Maine', and 'UPDATE: A killed in Canadian lumber plant explosion'.
- 2** (circled): 'Upcoming Events' - A calendar listing events like 'Wood Pro Expo Lancaster 2021' and 'Clean & Storage Summit'.

Webinar Sponsorship		
Produced Webinar	Exclusive content developed and produced by our editorial team	\$2,755 per webinar
Hosted Webinar	You supply the Webinar content and we do the complete Webinar production	\$6,595 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	\$1,505 per listing

Podcast Sponsorship (per podcast)			
Branding opportunity to sponsor the Woodworking Network Podcast	1X:	3X:	6X:
	\$3,465	\$3,345	\$3,115
	12X:	24X:	
	\$2,755	\$1,655	

Sponsored Social Campaigns	
Your branded campaign on Facebook and Instagram with reach to the Woodworking Network audience.	\$3,855 per campaign

Woodworking Network Site Database	
Full database or demo/geo selects for 0.15 per site. (\$5,000 min.)	\$11,605

Brand Voice	
Place your content on woodworkingnetwork.com and we'll drive traffic to it.	\$5,455

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Newsletters		Frequency	Ad Unit	Rate per send
1	Daily Brief	Daily, Monday-Saturday at 6 am CDT	Leaderboard Ad • 728x90 banner ad • URL	\$1,285 per send -OR- \$6,875 weekly (6 times)
			Video • 728 x Variable Height pixel image plus video • URL	\$1,175 per send -OR- \$5,505 weekly (6 times)
			Inline Ad • High-res image (300 dpi) • Headline (7 words max) • Body text, 50 words max • URL	\$955
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	\$955
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		\$1,165

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	\$2,395
8	Closets Showcase	Four times a year		\$1,665
9	CNC Insider	Six times a year		\$2,395

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	\$5,935
Case Studies		
Tech Review		
White Paper		
Custom	Deploy your custom message to the right audience	\$6,475 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 \$205/1,000 addresses
Lead Nurturing/Trigger	Add a nurturing campaign to generate leads	\$5,935

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