



Show Daily Advertising

The ONLY official printed show resource available at IWF

Woodworking Network brings the **ONLY** official Show Daily to the floor of the largest show in North America this year. Ignore the copycats — this is the only publication

Two print editions plus digital distribution (with links to your website) drive traffic straight to your booth. The guide features the IWF floor plan with highlighted advertisers, real-time show updates, and after-hours activities, making it a must-have for attendees.



IWF SHOW DAILY STANDARD RATES (includes both issues)

Spread **\$5,285**

Full page **\$2,785**

Standard half-page, no islands **\$1,385**

AD CLOSING: 6/26
MATERIALS DUE: 6/29

DISTRIBUTION SCHEDULE	Print Distribution	WWN Digital Distribution to surrounding states	IWF Digital Distribution to registered attendees
August 24		Edition 1	
August 25	Edition 1		Edition 1
August 26	Edition 1		Edition 1
August 27	Edition 2		Edition 2
August 28	Edition 2		Edition 2

Maximize your IWF impact with the **TRAFFIC BOOSTER PLAN**

Promote your IWF presence in **FDMC** and the **IWF Pre-Show Planner** to unlock valuable discounts on your *Show Daily* advertising.

The more ads you place — spread, full-page, or half-page — in upcoming issues, the more you save. Increase your frequency and earn incremental discounts that stretch your marketing budget while amplifying your visibility.

33% Show Daily discount earned **66%** Show Daily discount earned **66%** Show Daily discount earned **Free** Show Daily ad earned

Ad in IWF Pre Show Planner * <i>Polybagged with June FDMC</i>	✓	✓	✓	✓
Ad in July FDMC * <i>IWF Show Issue</i>		✓		✓
Ad in August FDMC * <i>Show follow-up issue</i>			✓	✓

*Standard **FDMC** ad rates apply. Ad in the Show Daily cannot exceed ad size run in **FDMC**.

Secure your ads now and boost your IWF traffic. More ads = bigger discounts = maximum exposure.