

Advertorial Program

Portability – working the job site
-May Issue



Making the best cabinets & furniture
-March Issue



Retooling for 2013
-Nov. Issue

To Do

- Expand Services
- Replace Equip
- Service Tooling

Get

- CNC - Laser equip
- Table Saw, Belt Sander
- Options? outsourcing

CONTROL YOUR EXPOSURE THROUGH OUR MIXED-MEDIA ADVERTORIALS

These Print + Digital Special Sections offer an estimated exposure of over 100,000 readers, via integrated, year-long, promotions

Print – E-Mail – Website

AVAILABLE ONLINE, YEAR-LONG

HOW IT WORKS:

1. Our writer will take your information (documents, phone calls) to generate the write-up, of which the marketer (you) will have final approval. The writer is tasked with creating the section to have the same voice, theme and style, throughout - the marketer (you) will control the factual content. This will be a special section within the pages of our monthly issue.

Distribution in print - 40,000 (with pass along - 70,000 total print readers)

2. The advertorial section will then be re-created, digitally (live links and embedded video added). This digital section will then be sent to our 20,000 opt-in e-mail readers, roughly 3 weeks after the issue releases.

Distribution - 20,000 v

3. The section will then be posted as a reference piece in our Special Marketing Section on our Web site, linked from the home page, for one year.

Distribution via click-throughs - estimate 30,000

SPECIAL ADVERTISING SECTION



Along Comes Ironwood

Stiles Ironwood is a new line of ironwood products designed for the professional woodworker. The line includes a variety of hand tools, including chisels, planes, and routers, all made from high-quality ironwood. The products are designed to be durable and long-lasting, and they are also aesthetically pleasing. Stiles Ironwood products are available in a variety of finishes, including natural wood, black, and chrome. For more information, visit www.stilesironwood.com.

SPECIAL ADVERTISING SECTION

Stiles Expands Its Ironwood Brand

Stiles Ironwood is a new line of ironwood products designed for the professional woodworker. The line includes a variety of hand tools, including chisels, planes, and routers, all made from high-quality ironwood. The products are designed to be durable and long-lasting, and they are also aesthetically pleasing. Stiles Ironwood products are available in a variety of finishes, including natural wood, black, and chrome. For more information, visit www.stilesironwood.com.

SPECIAL MARKETING SECTION

Arguably the most versatile sander on the planet

The new 2012 model of the Woodshop News sander is a true workhorse. It's compact, lightweight, and easy to use. It's also incredibly versatile, with a variety of attachments and accessories that allow it to be used for a wide range of sanding tasks. The sander is made from high-quality materials and is built to last. For more information, visit www.woodshopnews.com.

SPECIAL MARKETING SECTION

ADVERTORIAL FULL PAGE

Retooling Your Workshop for 2012

The Thinnest Carbide-Tipped Saw Blade In The World

Introducing the new 2012 model of the Woodshop News carbide-tipped saw blade. This blade is the thinnest in the world, yet it's also the most durable. It's made from high-quality materials and is built to last. For more information, visit www.woodshopnews.com.

SPECIAL MARKETING SECTION

ADVERTORIAL HALF

Introducing the new 2012 model of the Woodshop News carbide-tipped saw blade. This blade is the thinnest in the world, yet it's also the most durable. It's made from high-quality materials and is built to last. For more information, visit www.woodshopnews.com.

SPECIAL MARKETING SECTION

Fusion legs combine decorative wood and metal elements

The new Fusion legs are a perfect combination of wood and metal. They are made from high-quality materials and are built to last. They are also aesthetically pleasing and easy to use. For more information, visit www.woodshopnews.com.

SPECIAL MARKETING SECTION

HALF & HALF

Introducing the new 2012 model of the Woodshop News carbide-tipped saw blade. This blade is the thinnest in the world, yet it's also the most durable. It's made from high-quality materials and is built to last. For more information, visit www.woodshopnews.com.

WOODSHOP NEWS
Shaping the Successful Shop™

"Maximizing Your Workshop"

As detailed in the March issue of Woodshop News, this special section will offer you some very practical information. We asked vendors what they saw as key methods that make a big difference in your workshop. Several of the answers involved saving you time and expanding your product options.

Please read on and feel free to follow the links through to these vendors - they are sure to have multiple options that will interest you.

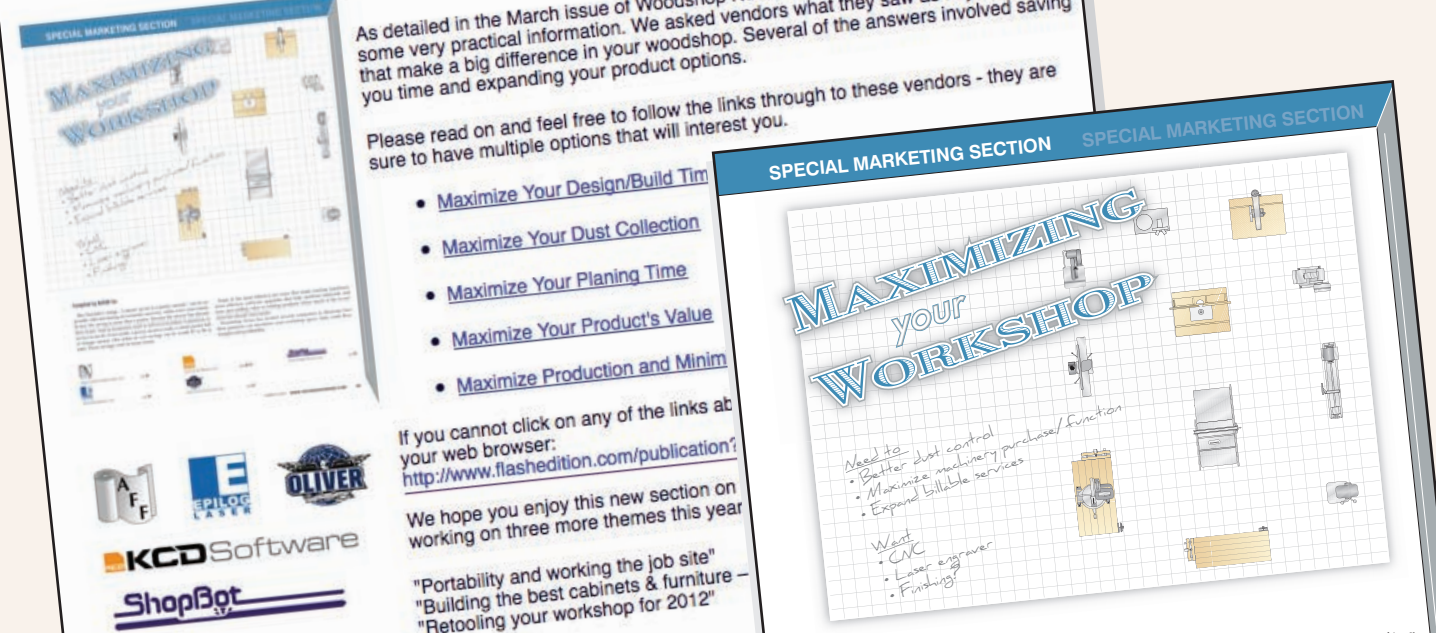
- Maximize Your Design/Build Time
- Maximize Your Dust Collection
- Maximize Your Planing Time
- Maximize Your Product's Value
- Maximize Production and Minimize Waste

If you cannot click on any of the links at your web browser:
<http://www.flashedit.com/publication/>

We hope you enjoy this new section on working on three more themes this year:

- "Portability and working the job site"
- "Building the best cabinets & furniture"
- "Retooling your workshop for 2012"

Sincerely,
Rory Beglin
National Sales Manager



Need to:
• Better dust control
• Maximize machinery purchase function
• Expand billable services
Want:
• CNC
• Laser engraver
• Finishing

Compiled by BHSW Inc.
Ben Franklin's adage, "a penny saved is a penny earned," can be especially relevant during an economic recovery, when every cent counts. In fact, the saving is more than a penny, because the money has already been saved. And as businesses need to sell several dollars in products or services to see \$1 of net profit, a penny saved is really a whole pocket full of change earned. One dollar in cost savings can be worth \$7 or \$8 in sales. Those savings come in many forms.

Some of the most effective are ways that make existing machinery more efficient, software upgrades that help optimize materials and time, and adding value to existing products where much of the investment has already been made. Woodshop News has invited several companies to illustrate how their products can maximize your workshop space, time, work flow, margins and profitability.

www.americanfabricfilter.com . . . pg 42
www.kcdsoftware.com . . . pg 40-41
www.shopbottools.com . . . pg 45
www.epiloglaser.com . . . pg 44
www.olivermachinery.net . . . pg 43

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ADVERTORIAL SPREAD	ADVERTORIAL FULL PAGE	Half & Half	ADVERTORIAL HALF
full page ad + full page Advertorial	no ad	half page ad + half page Advertorial	no ad
\$4,800 net	\$2,900 net	\$2,700 net	\$1,700 net

*20% savings for running an additional ad in the main issue - Quarter page minimum

CONTACT INFORMATION

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SCHEDULE

Month	Theme	Deadline
March	"Making the best cabinets & furniture"	1/24
May	"Portability - working the job site"	3/24
September	"The Finishing Touch"	7/25
November	"Retooling for 2013"	9/26