

# Get Results with **WOODSHOP NEWS**

Shaping the Successful Shop™

## BPA\*

Qualified Circulation . . . . . **39,228** (29.9% Qualified and Paid)

## Lewis & Clark\*\*

Readers who finance major shop purchases . . . . . **25%**

Readers who occasionally work on remote job sites . . . . . **60%**

Readers who discuss an article or referred someone to it . . . . . **46%**

Readers who are interested in New Product & Power Tools . . . . . **85%**

Readers who use magazine articles to get information . . . . . **88%**

Readers who have been subscribing to *Woodshop News* for 5+ years . . . . . **52%**

\*BPA is a media auditing firm that verifies audience/circulation data. Woodshop News requalifies our subscriber base each and every year for accurate data. (www.bpaww.com)

\*\*LewisClarkBoone Market Intelligence is a full-service market research and competitive intelligence firm. (www.lewisclarkboone.com)

*"As it is time to once again sign a contract for another year, I just wanted to send Woodshop News a quick thank you. Starting my new business 2 years ago, Woodshop News was my first choice out of all the trade magazines in which to advertise. Since we have been working with Woodshop News, our company has had continual and rapid growth. I am convinced our success is due in great part to the excellent work Woodshop News has done. We have since been in several other magazines and found that none have given us the response or the sales we are getting from Woodshop News. Again thank you, and we look forward to many more profitable years with Woodshop News."*

Tim H., Owner – New England Drawer

*"For the past 20 years, Woodshop News has played an important role in Amana Tool's overall brand awareness campaign. Advertising with Woodshop News has helped us reach a large number of professional woodworkers, and has generated many business opportunities for the company. We are strongly supportive of our partnership and feel that our advertising strategy would not be complete without this important and valuable publication."*

Michele Speigel – Amana Tools



# WOODSHOP NEWS

Shaping the Successful Shop™

# Audience Profile

**8** employees is the average size of our readers shop

**65%** of our subscribers cannot be reached by any other single professional magazine

**\$4+** BILLION is the total spent annually on woodworking, accessories and supplies (that's \$98,100 annually for the average reader)

**91%** of readers stated that WOODSHOP NEWS editorial contains valuable information

**70%** Read 4 of the last 4 issues

**our readers mean business**

# WOODSHOP NEWS READERS

**W**oodshop News is the only national professional woodworking publication focusing in on woodshops, their stories, their tools, their techniques and their drive for quality results. We report the news that drives the industry, the wood market itself and the events that present the best of their works. Every month, for over 20 years, we've offered essential information that assists professional woodworkers and helps their businesses succeed.

Woodshop News delivers an audience of professional woodworkers with growing businesses gearing up for a wide range of wood-working production including:

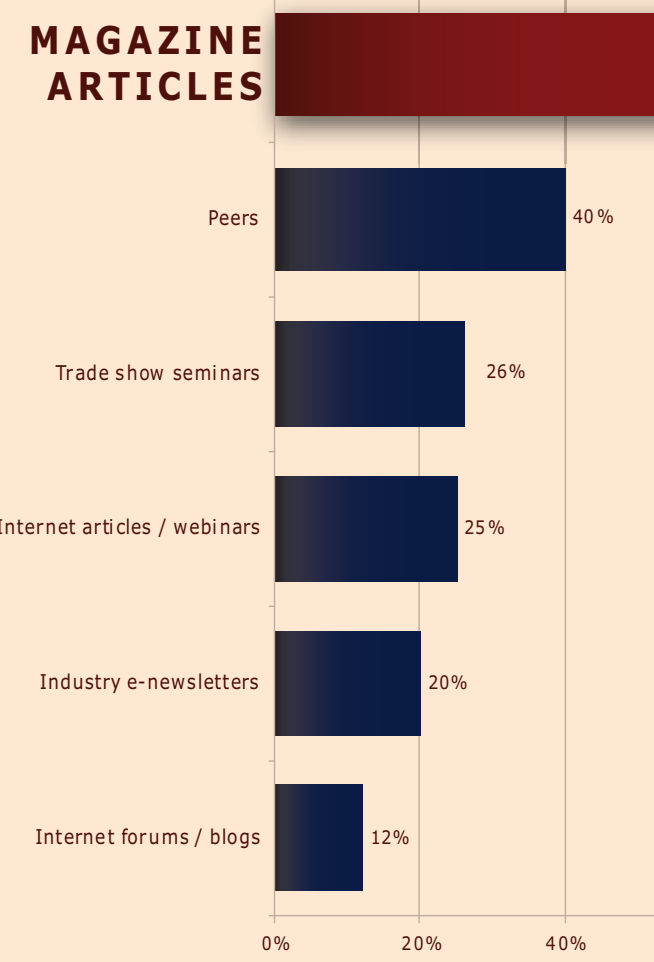
Custom Furniture . . . . .	43%
Custom Cabinets . . . . .	41%
Kitchen & Bath Cabinets . . . . .	37%
Residential Built-ins . . . . .	35%
Custom Commercial Cabinets . . . . .	20%
Other Woodworking . . . . .	30%

### Our Readers Take Action

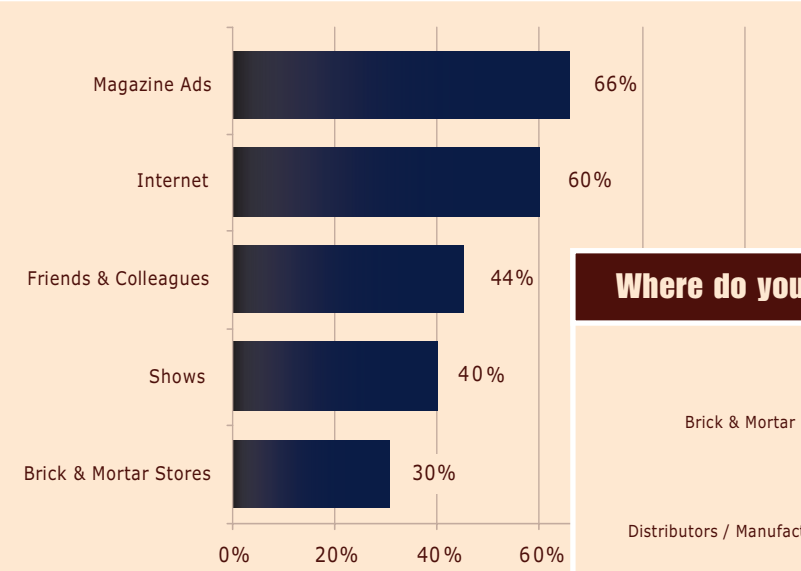
In the last 12 months, 96.7% of readers took action after reading Woodshop News:

Saved entire issue for future reference . . . . .	47.1%
Discussed an article or referred someone to it . . . . .	46.8%
Went to advertiser web site . . . . .	45.8%
Cut out an article . . . . .	31.5%
Requested information on a product or service . . . . .	29.2%
Bought / ordered product or service . . . . .	28.8%
Cut out an advertisement . . . . .	27.8%

## Where do our readers get their information about the woodworking industry and current industry events?



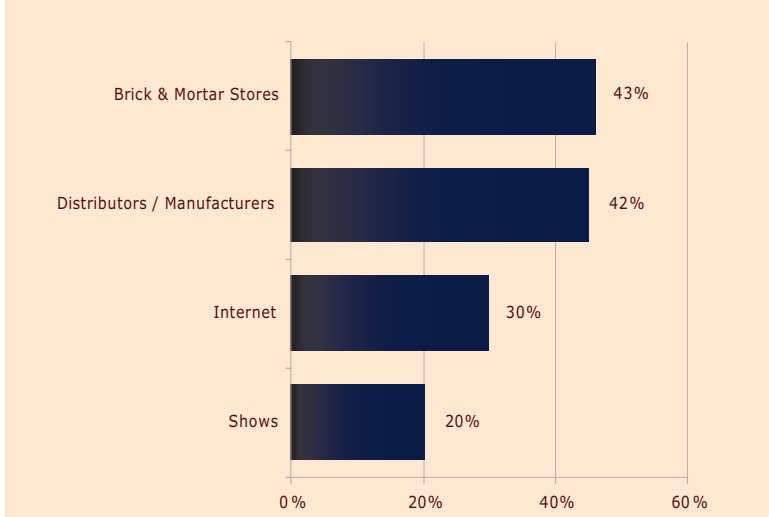
## When researching for a purchase, where do you go?



**83%** of our readers use the internet. The most common uses by our readers are:  
 96% Information/research    89% E-mail    69% Purchasing

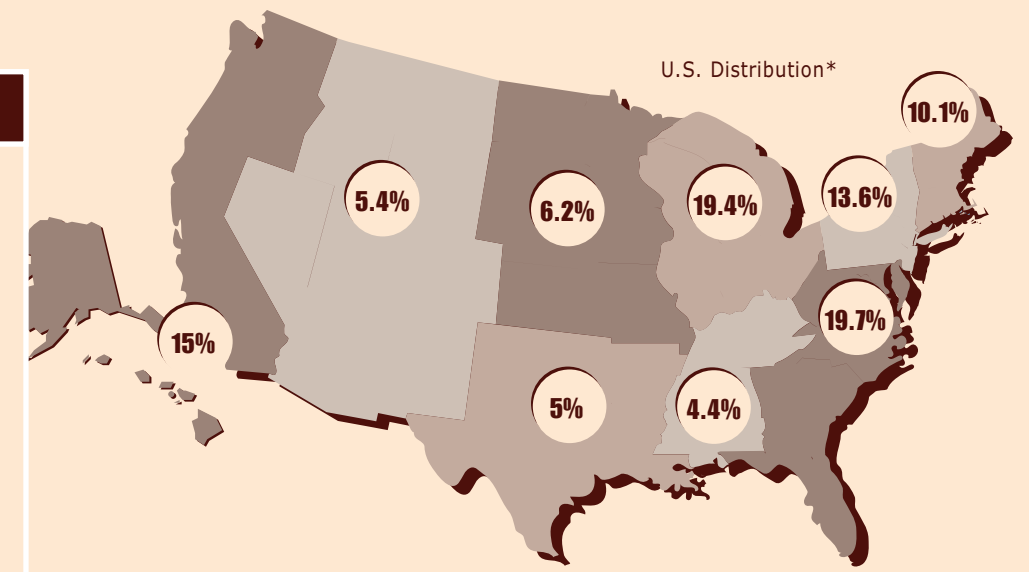


## Where do you typically buy Machine/Power Tools?



## YOU'RE BUYING AN AUDIENCE THAT CAN BE FOUND NOWHERE ELSE

The super-responsive readers of **Woodshop News** are a select group of professional-shop woodworkers. Reach this vital reader mix 14 times a year! Our **READERS** will spend over **5.4 billion dollars** on woodworking this year!



**Woodshop News** delivers an audience that is **professional, accomplished** and a **proven purchaser** of woodworking equipment and products.



\*Woodshop News is BPA audited. Contact your account manager for the latest statement.