WOODWORKING GROUP
ACTIVE INTEREST MEDIA

WOODSHOP NEWS®

SHAPING THE SUCCESSFUL SHOP™

2026 MEDIA KIT

The only professional woodworking magazine
100% written for small & midsized pro woodshops

2026 AUDIENCE PROFILE

Woodshop News is written for small to mid-sized professional woodshops. Woodworkers in these shops are the heart of the woodworking industry— they are the artisans, the master craftsman and professional woodworkers that live for their craft. An important factor they all have in common is their constant desire to continue to invest in their passion—woodworking. They are constantly upgrading their skills, workshops and tools to ensure their personal and business growth. For these shops and woodworkers, their tools and woodwork are a reflection of their professionalism.

Key points regarding our subscribers:

96% read the advertising*

8%+ paid subscribers*

75% read every issue*

7 is the average number of employees in our reader's shops*

67% report doing Custom Built-in jobs (on-site work)*

18% undertake general contracting work*

71% of our readers can't be reached by any other single professional magazine*

Distribution Channels:

Monthly magazine average distribution: 23,600 in print and approximately 14,000 digital editions.

Website: Approximately 200,000 unique users annually and 310,000 page views annually.*

Social Media: A universe of 60,000+ readers that opt in users and those that have interacted with *Woodshop News* digital. All focused in on the small to mid-sized professional woodshops

E-Newsletter: Weekly delivery to approximately 11,000, with a 21% click-thru.*

Custom Publishing: An array of tailored print and digital options to meet your specific needs.

*Publishers Own Data

WOODSHOP NEWS READERS

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

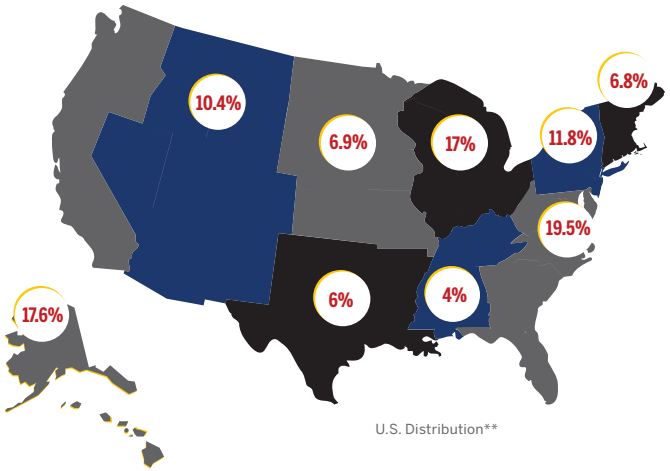
58% Custom Cabinets

54% Custom Furniture

62% Custom Woodworker

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

These responsive subscribers of Woodshop News are a select group of professional woodworkers. READERS will spend over 4 billion dollars on woodworking this year! Reach this audience 12 times a year!

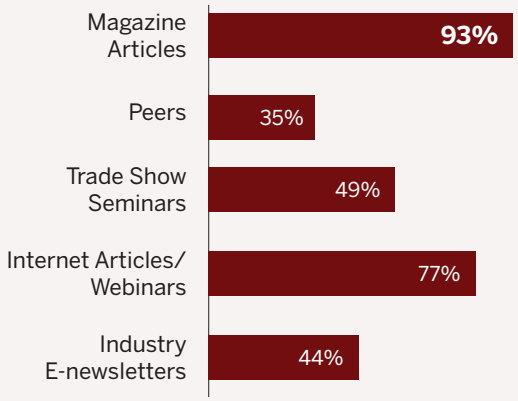


Woodshop News delivers an audience that is **professional**, **accomplished** and a **proven purchaser** of woodworking equipment and products.

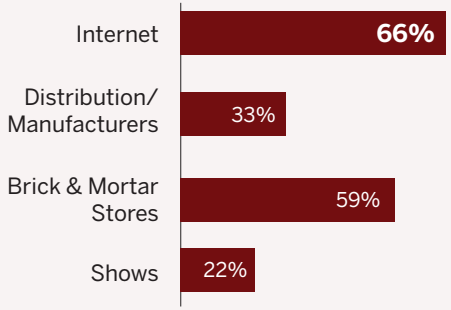
**U.S. Regional distribution percentages

*Publishers Own Data

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



Where do you typically buy Machine/Power Tools?*



Our readers take action

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

61% Saved entire issue for future reference

32% Discussed an article or referred someone to it

84% Went to advertiser website

40% Viewed Video

48% Requested information on a product or service

50% Bought/ordered product or service

25% Cut out an advertisement

83% of our readers use the internet. The most common uses by our readers are:

96% Information/Research

89% E-mail

69% Purchasing

WOODSHOP NEWS SOLUTIONS

Our solutions leverage the *Woodshop News* brand authority, storytelling expertise, industry and experts/influencers relationships, extensive reach across multiple platforms, marketing experience, and social media savviness to deliver impactful, top-to-bottom funnel campaigns.

DIGITAL MEDIA

- Native advertising
- Custom live webinars
- High-impact interstitials
- Digital display
- eLetters
- Custom email campaigns
- Sponsored content hubs
- Mobile solutions
- Keyword behavioral & contextual targeting
- Geo-fencing
- Addressable
- B2B IP Mapping

SOCIAL MEDIA

- META
- LinkedIn

PRINT MEDIA

- Custom publishing
- High-impact units
- Gatefolds
- Special editions
- Advertorials
- Inserts/Onserts

EXPERIENTIAL

- Custom and owned event opportunities
- Industry event podcasts

CUSTOM INTEGRATION

- Contests & sweepstakes (lead gen)
- Social media
- Custom content
- Product integration

CONTENT

- Video series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs
- Downloadable custom build plans (lead gen)

CAMPAIGNS

Custom Social Campaigns

Partner with *Woodshop News* to elevate your brand by integrating your content into our social channels.

Highlight your products and reached highly engaged audiences.

- We post your sponsored content
- Video shorts recommended
- Tags to include @ and #
- META and LinkedIn

Custom Download Campaigns

Partner with *Woodshop News* to create a Lead-Gen downloadable plans campaign, across digital and social platforms, to create awareness and generate leads with our online and social media audiences.

- Content creation available
- Tags to include @ and # (product specific tags)
- Primary use case: lead-gen, reach, awareness

PREMIUM FACEBOOK AUDIENCE

Partner with us to harness the strength of AIM Woodworking Group's curated social audiences to reach the feeds of our most active and engaged woodworkers on social, across our 5 magazine brands.

AIM Woodworking Group Premium Audiences are curated from visitors to our websites, email opt-ins, magazine subscribers, and users who engage with our content on social.

Control and monitor your social spend and effectiveness from your own dashboard.

- We provide your Business Manager Account a set of custom/targetedaudiences that are refreshed monthly. This audience is fed to Meta where you deploy and manage campaigns directly. You control the creative and budget for each campaign.

- For a flat monthly fee, you have full access to our curated audience via Meta to manage and execute campaigns from your dashboard.

- Audience access can include *Fine Woodworking*, *Popular Woodworking*, *ShopNotes* and *Woodsmith*.

ADVERTORIAL SECTIONS

Take control of your marketing message

Sponsored content marketing gives you the ability to control your message and provide a multi-channel campaign in one program. Turnkey solution ideal to deep-dive into your product or service, tell your origin story, or position your company competitively in the marketplace.

Work with our writers to craft your marketing message, with final approval of all content.

Campaign elements:

- Full Page sponsored advertorial in your selected *Woodshop News* print and digital edition
- Digitalized advertorial section hosted on WoodshopNews.com + Resource Guide web sites
- Email deployment of digital advertorial section
- Promotional campaign – 12-months
- Option to embed video
- PDF for your marketing use on your website, at events, email and social deployment

Four themed Advertorial Section opportunities available for 2026:

- **March issue:** Making the best cabinets & furniture
- **July issue:** The Finishing Touch
- **September issue:** The Perfect Cut
- **November issue:** Retooling for 2027

Spread: Full page ad + Copy

Full page 100% copy

Half page ad + copy

Third page ad + copy

Quarter page ad + Copy

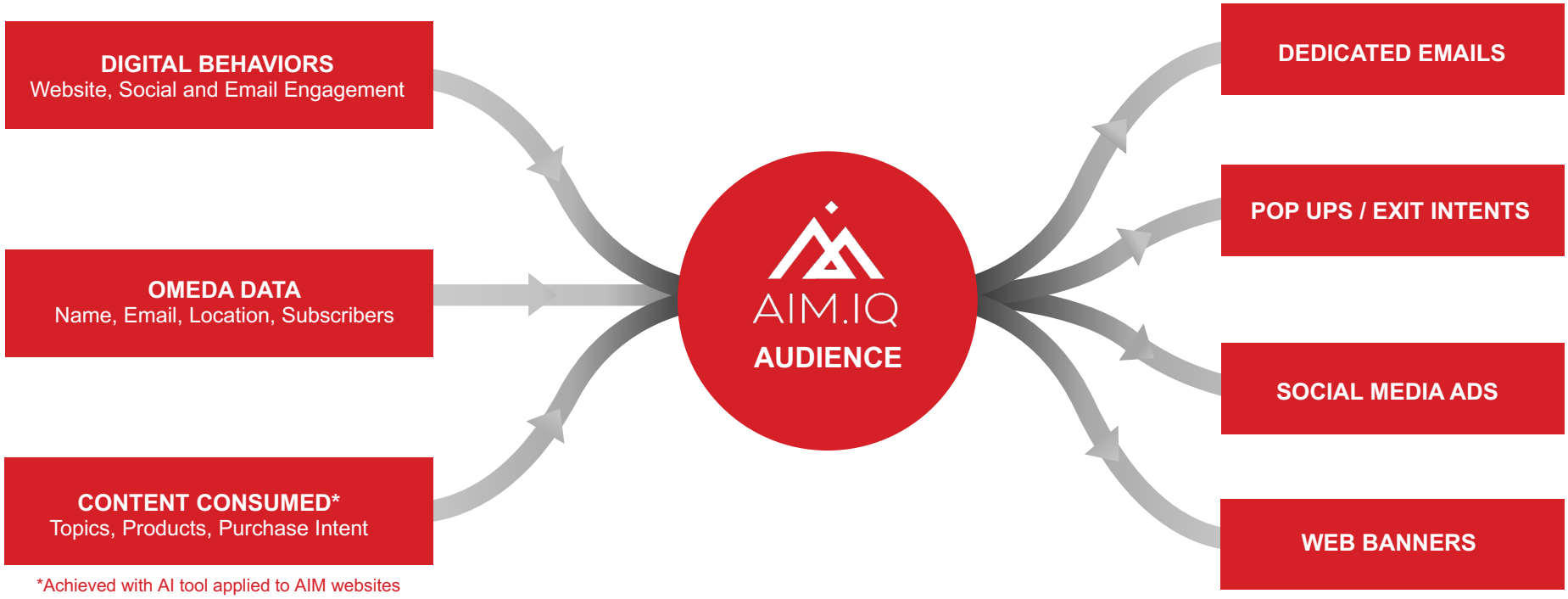
AIM.IQ

AIM.IQ offers optimized engagement with high-quality audiences. This is achieved with the use of innovative AI-based content categorization, enriched user profiles across the customer database, and seamless integration into digital platforms.

AIM.IQ delivers targeted, intelligent campaigns that provide significant value for advertisers, driving brand awareness, valuable traffic, and lead generation. AIM.IQ enables a sponsor to own a specific topic or category, positioning them as an authoritative voice in the space.

Deliverables:

- Precise, high-value audience cohorts and look-a-like audiences are created using enriched customer data and AI-based content categorization
- Client campaigns are activated across multiple channels incorporating dedicated emails, pop ups/exist intents, social media ads, and web banners



*Achieved with AI tool applied to AIM websites

ACROSS THE BOARD

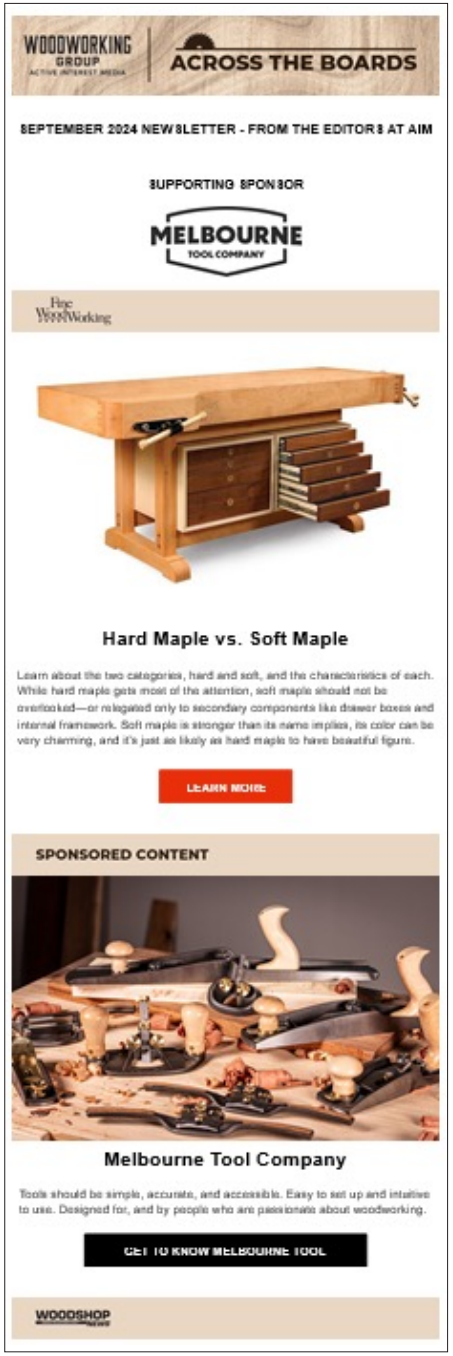
Premium eNewsletter Sponsorship

AIM Woodworking Group's new curated editorial email reaches the inboxes of our entire email audience, with an opt in list of 450,000 readers across 5 magazine titles.

With the supporting sponsor position, you receive the title mention/logo, native content placement (driving traffic directly to your URL) and bottom banner ad unit position, putting your message in front of our full, engaged woodworking audience, providing branding, CTA and lead generation opportunities.

A la carte banner ad units also available.

- Reach our total Woodworking email audience with your product-specific creative and marketing message
- Offer an incentive that drives woodworkers to your website for traffic and lead generation
- Features top-rated content from *Fine Woodworking*, *Popular Woodworking*, *ShopNotes*, *Woodshop News* and *Woodsmith*



2026 EDITORIAL CALENDAR

JANUARY

Feature Story: Dust collection: Dos & don'ts, options & accessories
Article: Converting to 3-phase power
Article: Spindles & aggregate heads: Benefits/Market Overview

Supplement: The 2026 Black Book Resource Guide

Decisions: November 19 Materials: November 24

FEBRUARY

Feature Story: Value-added cabinetry: Lighting, specialty drawers, accessories & more
Article: Measuring methods: Shop and jobsite solutions
Article: Sanding problem surfaces

Decisions: December 17 Materials: December 22

MARCH

Feature Story: CNC for larger shops: Market Overview
Article: Building a finishing system
Article: Band saws: Market Overview

Advertorial Section: Making the best cabinets & furniture

Decisions: January 21 Materials: January 26

APRIL

Feature Story: Finishing material trends, focus on new coatings
Article: Cabinet hardware: New slides, hinges and accessories
Article: Joinery: Commercial methods & options

Decisions: February 19 Materials: February 24

MAY

Feature Story: CAD/CAM software: Market Overview
Article: Choosing and using abrasives
Article: Controlling spray & fumes

Decisions: March 25 Materials: March 30

JUNE

Feature Story: The benefits of outsourcing, new products
Article: Finishing: Faster, better drying methods
Article: CNC in review, trends

Special Section: CNC review for 2026

Decisions: April 23 Materials: April 28

JULY

Feature Story: Bits, blades & CNC tooling: What's new
Article: Compressors & pumps for shop and jobsite use
Article: The benefits of buying pre-finished panels, plus new trends and products

Advertorial Section: The Finishing Touch

Decisions: May 22 Materials: May 27

AUGUST - IWF SHOW ISSUE & SHOW PLANNER

Feature Story: CNC for smaller shops
Article: Edgebanding
Article: Space-saving/multipurpose machines

Supplement: IWF 2026 Black Book Show Planner

Main Decisions: June 19 Materials: June 26
Show Planner Decisions: June 15 Materials: June 19

SEPTEMBER

Feature Story: Outfitting the cabinet - Lights, pulls, slides & lifts
Article: CNC for smaller shops: Desktop & 4x8 routers
Aarticle: Table saws: Market Overview

Advertorial Section: The Perfect Cut

Decisions: July 27 Materials: Juy 31

OCTOBER

Feature Story: Finishing systems: Market overview
Article: CNC tooling: Market trends/new products
Article: Back-office planning – Software, insurance & finance

Decisions: August 24 Materials: August 28

NOVEMBER - IWF POST-SHOW REPORT

Feature Story: New cabinet & furniture components
Article: Sanding doesn't have to be such a pain
Article: Multipurpose machines: Market Overview

Advertorial Section: Retooling for 2027

Decisions: September 22 Materials: September 28

DECEMBER

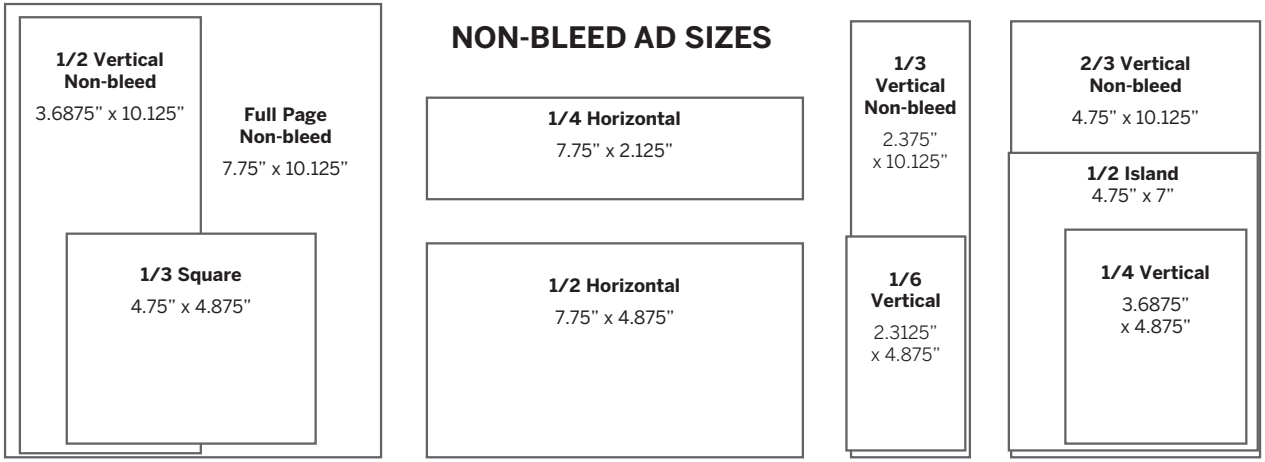
Feature Story: Shop upgrades
Article: Clamping & holding devices
Article: World Wide belt sanders: Market Overview

Marketing Program: End of year "deals"

Decisions: October 23 Materials: October 29

ADVERTISING SPECIFICATIONS

NON-BLEED AD SIZES



Positioning
Guaranteed Positioning +10%
Premium Positioning +20%

Inserts
Accepted. Call for rates and availability.

Media
All PDF files need to be press ready (300 dpi). EPS and TIF files are acceptable; fonts must be embedded.

Please send ad material to rbeglin@aimmedia.com

BLEED AD SIZES SPECIFICATIONS:

	Trim Size	Bleed Size
1/3 Vertical	2.8125" x 10.875"	2.9375" x 11.125"
1/2 Horizontal	8.5" x 5.3125"	8.75" x 5.5625"
1/2 Vertical	4" x 10.875"	4.125" x 11.125"
2/3 Vertical	5.4375" x 10.875"	5.5625" x 11.125"
Full Page	8.5" x 10.875"	8.75" x 11.125"
Full Page Spread	17" x 10.875"	17.25" x 11.125"

Keep live matter at least .375" from trim on all outside edges.
Binding method: Saddle stitched.

2026 PRINT ISSUE DEADLINES

ISSUE	CLOSE DATE	MATERIAL DUE
January	November 19	November 24
Februrary	December 17	December 22
March	January 21	January 26
April	February 19	Februrary 24
May	March 25	March 30
June	April 23	April 28
July	May 22	May 27
August	June 22	June 26
September	July 27	July 31
October	August 24	August 28
November	September 22	September 28
December	October 23	October 29

WOODSHOP NEWS

FOR MORE INFORMATION:

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WOODWORKING GROUP
ACTIVE INTEREST MEDIA

Woodsmith

Popular Woodworking

ShopNotes

Fine WoodWorking