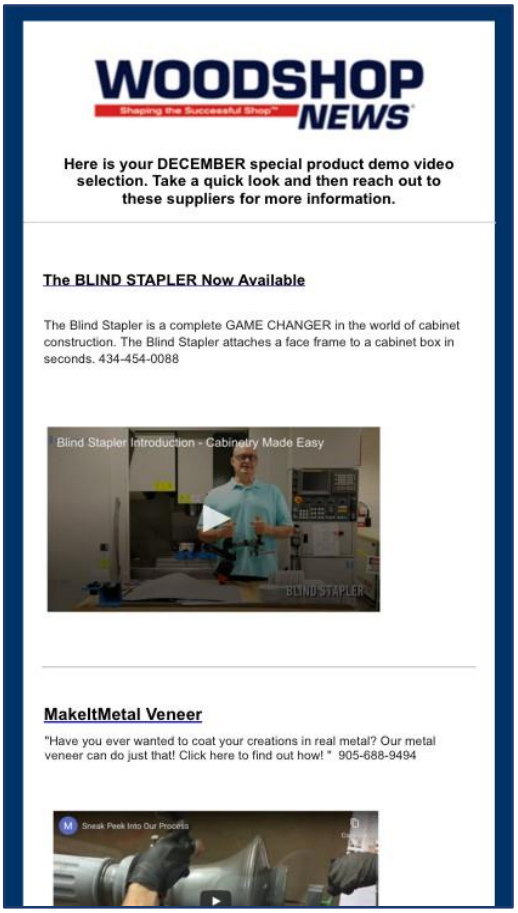
WOODSHOP NEWS

2027 Video Product Demo

The Video Product Demo Program is distributed via eMail, web site & within our digital edition.
The program allows for up to 4 marketing positions each month. Each video will receive 3 levels of promotion within that month.

- Released via eMail to roughly 23,001+.
- Positioned opposite the cover of that month's digital edition of Woodshop News (14,000 editions).
- They will be posted on our website in the Videos tab and tagged so they can be searched using 7 different categories.
- They will also be individually promoted on our eNewsletter 6x over a 12 month cycle (50,000 impressions).



Monthly Program Close Dates:

Decisions 10th of the month prior to the issue title

Materials due 15th of the month prior to the issue title
(Example: positioned opposite the MARCH issue - Decisions February 10 and Materials due February 15)

Rates:

1-3X $700 net per / 3X+ $600 net per

Materials needed:

Preferred MP4 Video (max 100mg file size), YouTube or Vimeo

Written copy: Headline 5-7 words
Short copy: 25 words & long copy 150 words + url & phone
Logo + Image