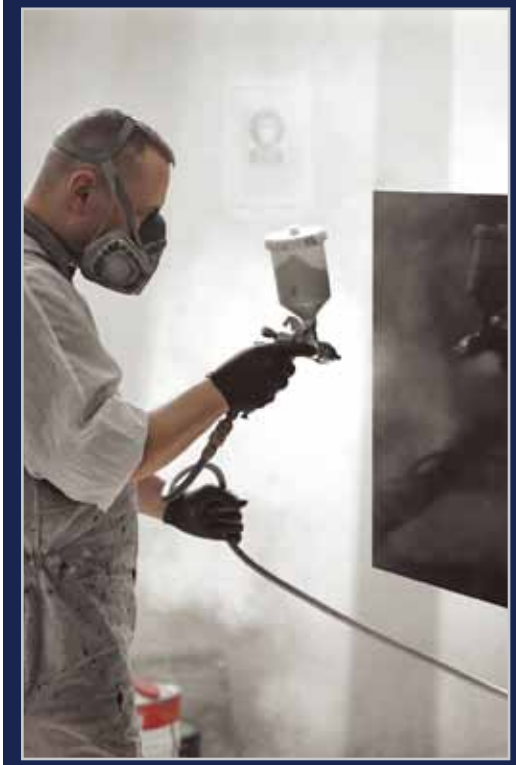
WOODSHOP NEWS®
Shaping the Successful Shop™

2027

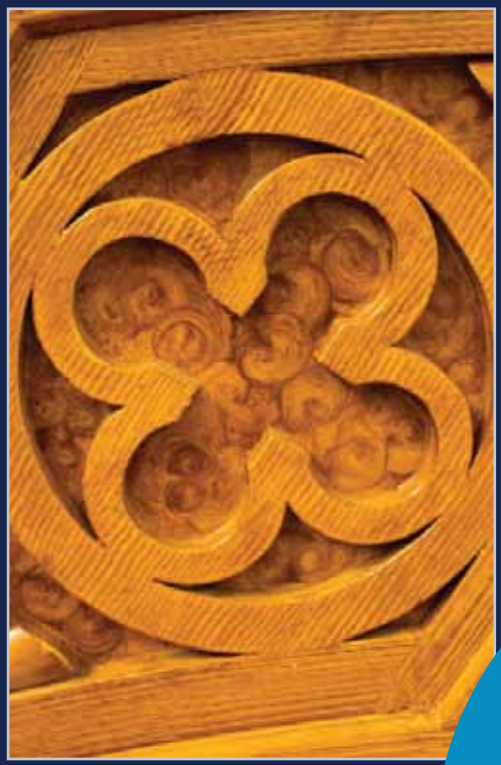
ADVERTORIAL PROGRAM

Making the Best Cabinets & Furniture - *March Issue*

The Finishing Touch
July Issue



The Perfect Cut
September Issue



Retooling for 2028
November Issue

Mixed-Media Program
Reach our readers where and when they choose
Print • Email • Online

WOODSHOP NEWS

2027 Advertorial Program

Control your exposure through our mixed-media advertorials.

These Print + Digital Special Sections offer an estimated exposure of over 150,000 readers, via integrated, year-long, promotions

Print – E-Mail – Website – Reprints

AVAILABLE AND PROMOTED ONLINE, YEAR-LONG

How it works:

1. Our writer will take your information (documents, phone calls) to generate the write up –which the advertiser will have final approval of. The writer is there to create the section in the same voice and style; you will control the factual content. This will be a section within the pages of the monthly issue.

   Distribution to 37,000 readers (with pass along….50,000 total print readers)

2. The advertorial section will then be recreated digitally with live links and embedded video and sent to our 23,000 opt e-mail readers roughly 3 weeks after the issue releases.

   Distribution: 23,000 e-mails

3. Then it will be posted as a reference piece on our website, and on our Resource Guide site for one year. We will promote the advertorial section throughout the year continually pushing readers back to the digital section.

   Additional eNewsletter promotion & web exposure to 75,000+

For more information, email sales@woodshopnews.com
203-952-6790 • rory@woodshopnews.com

a division of ACTIVE INTEREST MEDIA

WOODSHOP NEWS

2027 Advertorial Program

ADVERTORIAL SPREAD

ADVERTORIAL FULL PAGE

ADVERTORIAL HALF PAGE

ADVERTORIAL WITH ONE THIRD PAGE AD

ADVERTORIAL WITH QUARTER PAGE AD

REPRINT

Advertorial Program Rates

Advertorial Spread	Full page ad + Full page Advertorial	$4,280 net
Advertorial Full Page Unit		$3,100 net per

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WOODSHOP NEWS

2027 Advertorial Program

Advertorial Sections

Expand your marketing reach through:
Print, e-mail, eNewsletters and website—
All in one program!

Advertorial as posted on our website.

Individual teaser ads promoting your write up will appear in our enewsletter multiple times during the year.

2027 Schedule

March	"Making the best cabinets & furniture"	1/15
June	"The Finishing Touch"	4/19
September	"The Perfect Cut"	7/19
November	"Retooling for 2023"	9/17

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