

Woodsmith



2026
MEDIA KIT

FROM THE EDITOR

Woodworkers turn to Woodsmith for practical, hands-on woodworking information. Like a trusted friend, Woodsmith is a companion in the shop, offering step-by-step instructions to guide woodworkers through each step of building a project. Our tips and techniques help woodworkers develop the skills they need to craft beautiful items out of wood.

Woodsmith reaches woodworkers beyond the magazine. Our content includes the top-rated Woodsmith Shop TV Show, digital plans, YouTube video instruction, online seminars, live events and classes, and a growing social media presence. Woodsmith readers and viewers are highly engaged and eager for advice on which tools and products to purchase to improve their enjoyment of their hobby. Tool and jig-related stories and articles consistently rank at the top of the list in popularity among our audience.

Advertising with Woodsmith connects you to a dedicated group of woodworkers who are passionate about their hobby. Woodsmith encompasses experienced woodworkers as well as those who are just entering the craft and looking to set up their shop. I consistently hear from readers how much they value the quality of content that only Woodsmith can provide.

Together we can create a custom program to help you reach your business goals and serve woodworkers in their hobby. I look forward to hearing from you.



Sincerely,
Phil Huber
Executive Editor

A handwritten signature in black ink, appearing to read "PHH".



DEDICATED TO EDITORIAL EXCELLENCE

Our editors, illustrators, and project designers are all avid woodworkers

who enjoy sharing their knowledge and experience with our readers. Their regular engagement with other woodworkers all over North America keeps the magazine accurate, helpful, and on point. Woodsmith offers a balance of practical, hands-on information for both power tool and hand tool woodworkers. Its step-by-step approach to building projects sets it apart from other woodworking magazines.



Fully Interactive Digital Editions

Users can click links for immediate access to a company's website for more information or to buy the product.

Issues Regularly Include:

- Time and money-saving woodworking tips from our readers
- In-depth looks at new tools and materials
- Technique articles on joinery and design
- Shop-tested advice on getting more out of your tools
- Step-by-step finishing information
- Practical ideas for setting up or improving your shop space
- Additional tips, patterns, and related videos on our website

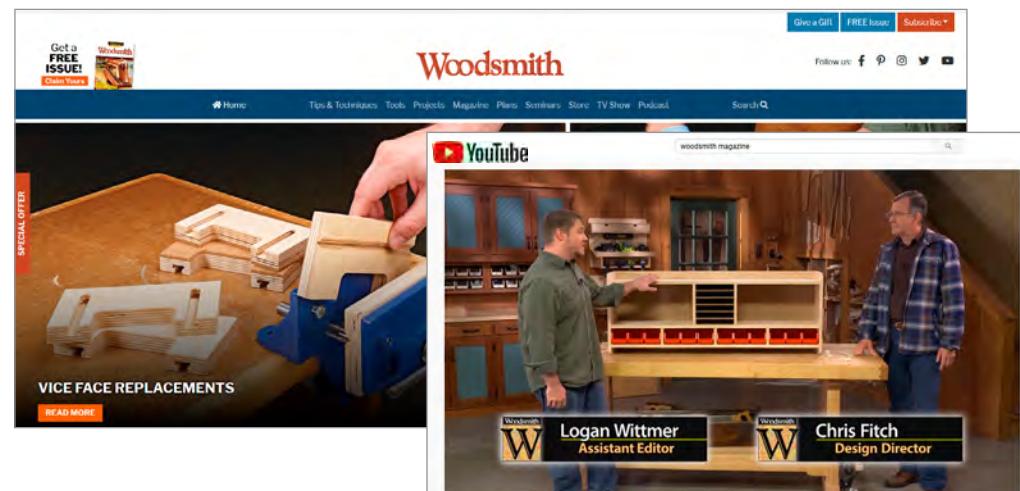
Rapidly Expanding Reach Through Digital Editions, Web & Social Media

Our YouTube channel has more 170,000 subscribers this year!

We're adding new videos on a regular basis, as well as partnering with other social media influencers in the woodworking space. Our digital audience just keep growing!

Initiatives online and through social media already have significantly expanded our engagement with readers. We continue the highly successful programs that have fueled our growth over the last few years:

- Increased YouTube, Facebook, Instagram, and Twitter postings
- Weekly e-tips
- The ShopNotes Podcast
- Live Facebook updates from our shop
- Exclusive online content and videos
- **Woodsmith Classes and Woodsmith Live**
(Our educational platforms deliver expert teaching for all skill levels through webinars and online courses)



THE WOODSMITH AUDIENCE

Connect With More Than 5.6 Million Passionate Woodworkers

Dedicated and engaged are two words that describe the typical **Woodsmith** reader. Our audience is passionate about woodworking and actively involved in the pursuit of the hobby. Woodworkers of all skill levels — from beginners to professionals — turn to **Woodsmith** for trusted and reliable woodworking information.

Meet Our Readers

95% | 5%

MALE | FEMALE

[Average age: 63]

81% describe themselves as intermediate or advanced woodworkers

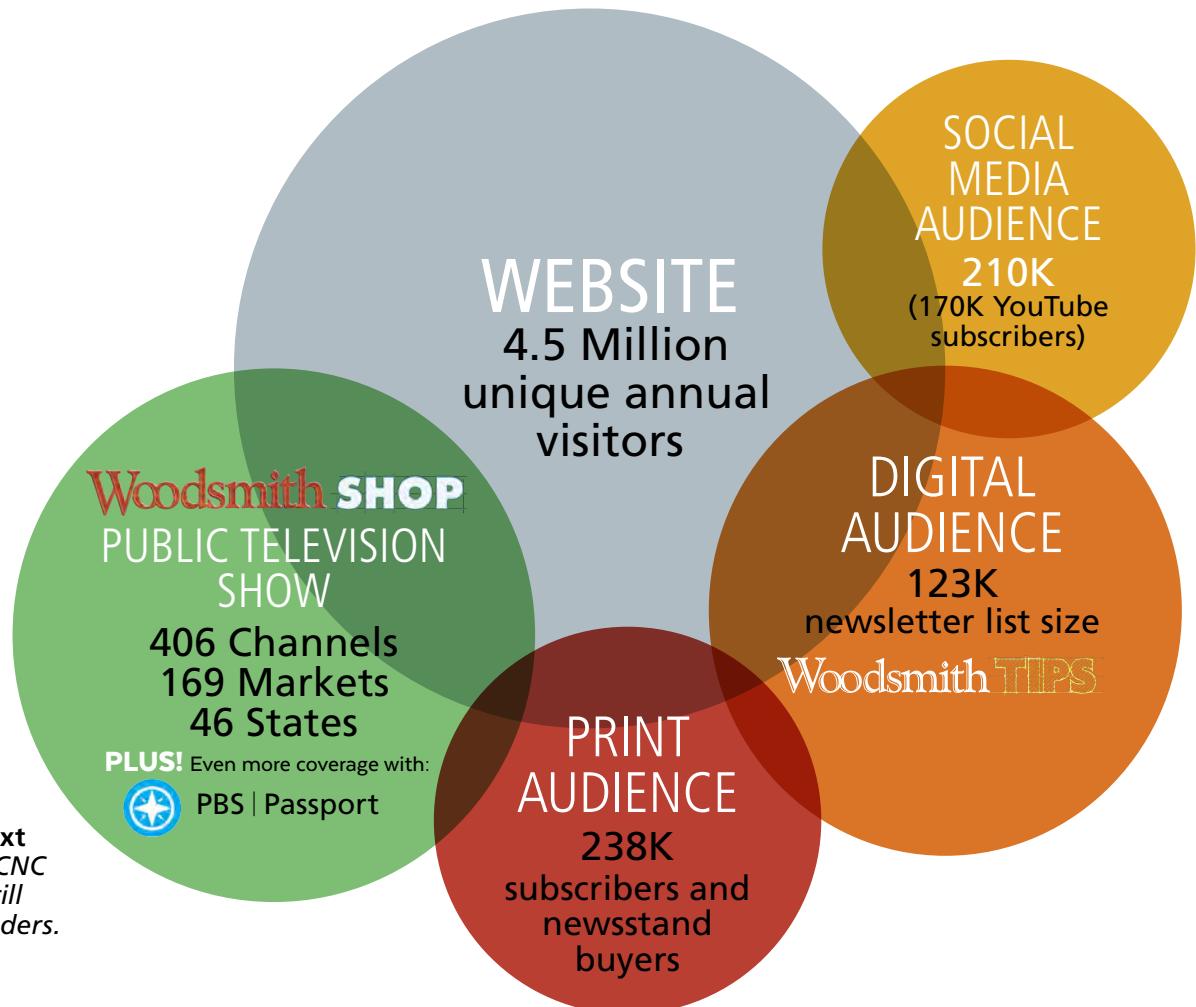
Average HH Income: \$105K

49% spend 5 or more hours per week in their shop

Woodworkers Are Buyers!*

- 59% Bought and advertised product
- On average, they spent \$1140 on new tools and \$1212 on material and supplies in the past 24 months
- The top 10 products they want to buy in the next 24 months include: *Band saws, Dust collectors, CNC routers, Lathes, Jointers, Planers, Table saws, Drill presses, Sharpening systems, and Stationary sanders.*

* Source: Woodworking in America Survey, October 2022,
Conducted by Category One Research.



GROW YOUR BUSINESS WITH WOODSMITH DIGITAL ADVERTISING



E-MAIL Targeted, custom-content email (opt-in/no-spam). Current list size is 91K. Great examples would be to launch a new product, promote a sale, etc.

NEWSLETTERS With 86K Woodsmith Tips subscribers, we bring shop tips, techniques and video directly to your customers' in-boxes. Place your 300x250 ad banner front and center. [Click here to see 2024 topics](#)

WEBSITES Woodsmith.com and our associated websites are currently getting 11.3 million annual page views and 4.5 million annual unique visitors.

SOCIAL MEDIA Our active social media followers engage with us on a regular basis. And our YouTube channel has surpassed 158K subscribers this year! Be a part of the conversation.

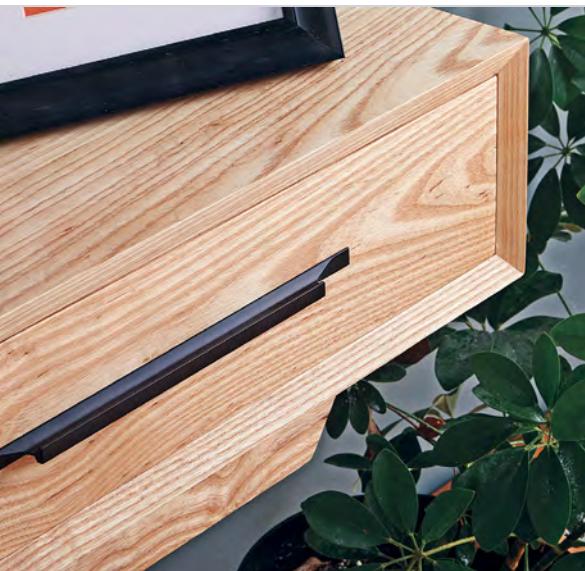


Sponsorship Opportunities Include:

- **Run of Site/Geo-Targeted Banner Ads** target by geography, content type, re-target consumers, etc.
- **Product Giveaway** with promotions including dedicated emails, newsletters, websites and social media.
- **Sponsored Blog Post/Article** – An article (blog post) either written by you or our editors (with your input), focusing on either a product or technique to help woodworkers in their shop. The blog post contains photos and content that is engaging to our woodworking audience, ensuring they're engaged through the entire piece. The blog post will be published to our website, social media, and will be included in our weekly newsletter.
- **Social Media Sponsorship Opportunities** – including Facebook Custom Audience where you can place your ad onto Woodsmith Facebook and Instagram Feeds targeting the whole Woodsmith audience.
- **Podcast Sponsorship** – sponsorship includes a billboard read at the beginning, middle and end of each podcast.
- **YouTube Video Sponsorship** – sponsor one of our very popular YouTube Videos. Sponsorship includes branding in the intro and end of video with possible product mention.
- **Woodsmith Shop Seminar Sponsorship** – Woodsmith presents online seminars each month covering Woodsmith's most popular topics. Each seminar includes a live Q&A segment plus bonus content. As a sponsor your logo and/or company name will be included in all promotion, including three emails and social media. Additionally, your company will be announced at the beginning of the seminar along with your logo on the screen and again at the end of the event as a thank you for sponsoring. The seminars are all archived for on-demand access. Seminar registration varies by topic. Hundreds of consumers either watch live and/or on-demand! [Click here to see past events](#)

Sample topics include: *About Stains & Finishes, Our Favorite tools, Sharpening techniques, and MORE!*

Premium Facebook Audience



AIM audience
organized and
fed to Meta.



Client has access to
audience via Meta
to manage and
execute
campaigns.

AIM does not
manage creative,
budget, etc.

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/targeted audiences 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 Woodsmith, ShopNotes, Fine Woodworking, Popular Woodworking, and Woodshop News.

Woodsmith Magazine
Sponsored

Get stronger, faster bonds with Titebond Quick & Thick Multi-Surface Glue – perfect for woodworking, crafts, and home repairs!

Own the Topic

Reach consumers while they are most receptive — our approach leverages heavy brand exposure and behavioral data to deliver your message and maximize the impact.

This ongoing program provides brand awareness and offers you an effortless way to reach potential customers at the optimal time — driving traffic and lead generation.



Step 1:

Select Your Topic

This is a sample of potential categories. We'll work with you to define your company's ideal topic.

- Clamping and Gluing
- Sharpening
- Abrasives
- Marking and Measuring
- Workbenches
- Furniture Projects

Step 2:

Targeted Digital Display Ad Units

Gain exclusive exposure with 100% Share of Voice (SOV) on article pages related to your chosen topic.

Additionally, captivate potential customers with an exit intent ad showcasing your company before visitors leave the page.

Step 3:

Targeted Email Deploys

Targeted partner emails are deployed to known page visitors of your selected content topic. You provide the email content, and we'll deploy to known visitors. Reach consumers when they are most receptive and likely to act on your advertisement. This approach leverages recency for delivering your marketing message while still top-of-mind, to maximize impact and help drive conversion.

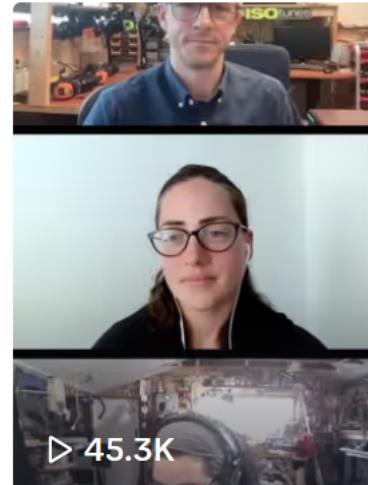
Custom Social Campaigns



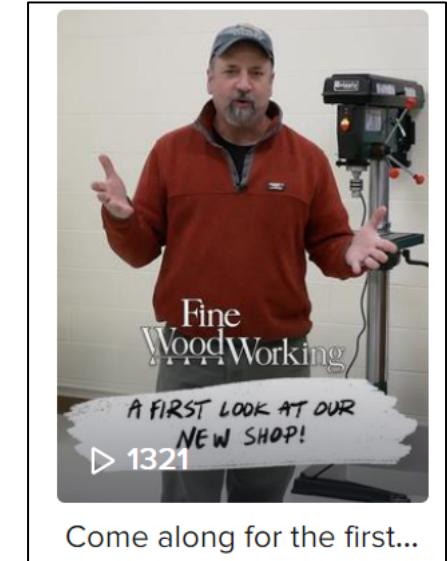
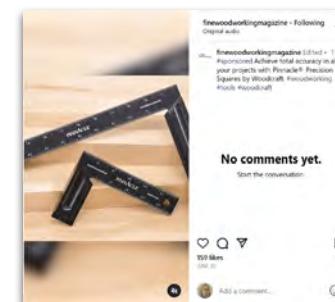
Partner with Woodsmith and ShopNotes to elevate your brand by integrating your content into our social channels.

Highlight your products and reached highly engaged audiences.

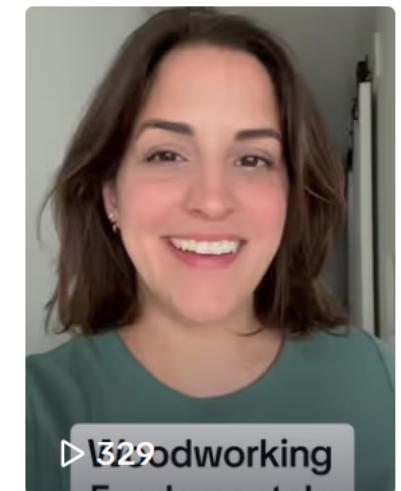
- We post your sponsored content
- Video shorts recommended
- Tags to include @ and #



In case you missed it.....



Come along for the first...



Sign up for our new c...

Custom Download Campaigns



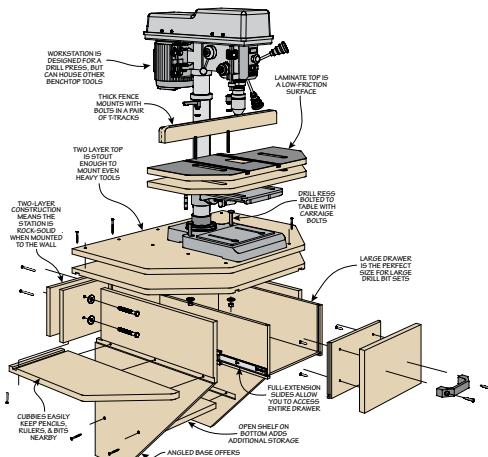
Partner with Woodsmith to create a Lead-Gen download-able plans campaign, across digital and social platforms, to create awareness and generate leads with our online and social media audiences.

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

Simple, Wall-Mount Bench

DRILLING STATION. The real benefit of this station is that there's a bunch of storage under the drill press for all of the bits and accessories you'll use with the tool. As you can see in the photo above, this station mounts to the wall and has several cubbies and a drawer for storage.

The station is constructed of Baltic birch plywood. This means the parts are easy to cut, and the entire unit comes together quickly. Don't think because we're calling this a drill press station that you couldn't mount a different tool here, either. I could see this being the perfect foundation for a grinder, mini-lathe, or even as a laser or craft machine station.



YOUR NAME HERE

Woodsmith

YOUR NAME HERE

Woodsmith PLANS

BUILD A SIMPLE,
WALL-MOUNT BENCH
FOR YOUR DRILL PRESS
FREE PLANS

DOWNLOAD NOW



YOUR NAME HERE

Woodsmith PLANS

BUILD A SIMPLE,
WALL-MOUNT
BENCH FOR YOUR
DRILL PRESS
FREE PLANS

DOWNLOAD NOW



YOUR NAME HERE

Woodsmith PLANS

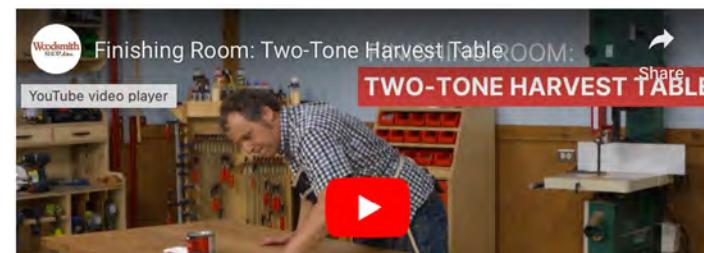
BUILD A SIMPLE, WALL-MOUNT
BENCH FOR YOUR DRILL PRESS
FREE PLANS

DOWNLOAD NOW

Podcast Sponsorships



Our editors, authors, and guests answer audience woodworking questions and connect with the online woodworking community. They discuss woodworking tips, tricks, tools, and techniques, through candid discussions about real-life woodworking challenges. All podcast videos are hosted on Woodsmith's YouTube channel and Woodsmith.com



You want a glue that you can trust. And fortunately, [Titebond](#) has the glue you need to get the job done with confidence. From interior glues with strong initial tack and short clamp time to exterior glues with exceptional strength and water resistance, look to Titebond – the right glue for your next project. For more information, visit [Titebond.com](#)

Published: Oct. 4, 2024

Topics: designers notebook, online extras, staining and finishing, workshop

Share Page: [f](#) [t](#) [p](#) [e](#) [d](#)

Woodsmith

Connect With Our Rapidly Growing Digital Audiences

Sponsored Blog Posts/Article

ROS Banners

(300x250, 300x600, 728x90; 300x50; 970x90 and 970x250)

Targeted Banners

(geography, re-targeting, content targeting)

Dedicated E-Mail Blast

eNewsletter Sponsorship (300x250)

Social Media Sponsored Post

Facebook Custom Audience

Podcast Sponsorship

Woodsmith Shop Seminar Sponsorship

YouTube Video Sponsorship



JACK CHRISTIANSEN ADVERTISING MANAGER

JCHRISTIANSEN@AIMMEDIA.COM / (847) 724-5633

Home Group, Active Interest Media

The image shows a composite of two digital interfaces. On the left is the homepage of the Woodsmith website, featuring a large banner for 'Working With Plywood', a 'TIPS FOR WORKING WITH PLYWOOD' section, and a 'Join the NEW WOODSMITH UNLIMITED!' offer. Below this is a search bar and a 'FIND AN ARTICLE' section with links to 'ROUTER' and 'TOP 5 WEEKEND ROUTER JIGS'. On the right is a 'Woodsmith TIPS' newsletter from April 30, 2020, with a cover image of hands working on a puzzle box. The newsletter includes sections for 'Puzzle Boxes', 'Woodsmith Overview', 'HIDEAWAY OVERHEAD STORAGE', 'Put These Lights In Kitchen', 'LAST WEEK'S TIPS', and 'BUILD A CNC ROUTER FOR YOUR OWN SHOP!'. Each section contains a thumbnail image and a brief description.

EDITORIAL CALENDAR

February/March 2026 (Issue 283)

PROJECTS:

- Scandinavian Wall Shelf
- Garden Gate
- Coffee Table
- Labrynth Game
- ShopNotes Project

DEPARTMENTS:

- Book Review
- Finishing Room
- Copper Patination
- Woodworking Technique

Ad Close: 11/28/2025

Material Due: 12/5/2025

In Home: 1/20/2025

April/May 2026 (Issue 284)

PROJECTS:

- Wardrobe
- Spice Box
- Vanity
- Carved Chest
- ShopNotes Project

DEPARTMENTS:

- Book Review
- Carving Technique
- Router Workshop
- Design Details

Ad Close: 1/30/2026

Material Due: 2/6/2026

In Home: 3/23/2026

June/July 2026 (Issue 285)

PROJECTS:

- Nautilus Model
- Breakfast Nook Table
- Collectors Box
- Art Deco Accessory
- ShopNotes Project

DEPARTMENTS:

- Steampunk Details
- Working with Tools
- All About Jigsaws
- Mastering the Table Saw

Ad Close: 3/27/2026

Material Due: 4/3/2026

In Home: 5/18/2026

August/September 2026 (Issue 286)

PROJECTS:

- Kitchen Hutch
- Library Chest
- Bent Lamination Chair
- Box with Applique
- ShopNotes Project

DEPARTMENTS:

- Great Gear
- Woodworking Technique
- All About Bent Lamination
- Mastering the Table Saw

Ad Close: 5/29/2026

Material Due: 6/5/2026

In Home: 7/20/2026

October/November 2026 (Issue 287)

PROJECTS:

- Hall Bench
- Frank Lloyd Wright Desk
- Book Tree
- Holiday Ornament
- ShopNotes Project

DEPARTMENTS:

- Great Gear
- Finishing Room
- Woodworking Technique-Templates
- Making Motises

Ad Close: 7/31/2026

Material Due: 8/7/2026

In Home: 9/21/2026

December/January 2027 (Issue 288)

PROJECTS:

- Nordic Art Deco Furniture Piece
- Bathroom Wash Stand
- Ping Pong Table
- Small 2 Door Valet
- ShopNotes Project

DEPARTMENTS:

- Great Gear
- Woodworking Technique
- Finishing Room
- Mastering the Table Saw

Ad Close: 9/25/2026

Material Due: 10/2/2026

In Home: 11/16/2026

“

If you want to know anything about doing stuff with wood then this is the place. — David Andrews

”

SPECIAL INTEREST PUBLICATIONS

Easy Weekend Woodworking

Ad Close: 1/9/2026
Material Due: 1/16/2026
On Sale: 3/03/2026

Router Table Workshop

Ad Close: 2/27/2026
Material Due: 3/6/2026
On Sale: 4/28/2026

Band Saw Essentials

Ad Close: 5/1/2026
Material Due: 5/8/2026
On Sale: 6/30/2026

Woodsmith Shop TV Season 20

Ad Close: 6/26/2026
Material Due: 7/2/2026
On Sale: 8/25/2026

Ultimate Table Saw Handbook

Ad Close: 8/28/2026
Material Due: 9/04/2026
On Sale: 10/27/2026

Workbenches & Storage Solutions

Ad Close: 10/23/2026
Material Due: 10/30/2026
On Sale: 12/22/2026



“

Woodsmith is full of tips and tricks that would take a lifetime to learn on your own. Clear instructions that even a novice woodworker like myself can follow. — Lonnie Fisher

”



ACTIVE INTEREST MEDIA

MARKETING SERVICES

AIM's Marketing Services team pools the collective experience of our marketing, editorial, research, design, and event teams to provide best-in-class marketing services and consulting. We also engage AIM's audience — millions of highly engaged enthusiasts who trust our brands for home, hobby and product advice.

Creative, Credible, and Connected.



AIM.IQ - We deliver targeted, intelligent campaigns that provide significant value, drive brand awareness, valuable traffic, and lead generation. AIM.IQ enables a sponsor to own a specific topic or category, positioning you as an authoritative voice in the space.

Content Creation We know your audience and speak its language. Our brands are recognized as independent authorities delivering trustworthy how-to advice, product reviews, tips and techniques. Together, we can create dynamic content that will inspire your customers to action.

We'll help your brand build better connections through:

- Magazines, catalogs, and other print products
- Digital downloads and e-books
- Web content (blogs, web pages, social media)
- Email campaigns and newsletters



Video No engagement tool is more powerful than video. Our team will work with you to film on location or in our studios in Des Moines, IA. Whether you want a la carte services or a total solution, we can help you inspire and educate customer conversations with video content.



Photography Do you have a list of projects or new products that need to be photographed by an experienced professional? Our photography packages offer both comprehensive photo rights and affordable prices that will allow you to update your photo galleries and let your company shine.



Research If you agree that it's wise to know your customers' needs and wants before launch of a product or campaign, you've come to the right place. Same goes for measuring post-launch success. We offer a range of research options, brand awareness, market testing, virtual and live focus groups and more.



Creative Services Branding is more than just a logo or slogan, more than just a product, color scheme, or clever jingle. Whether we're designing a print ad, creating marketing materials, or helping to launch a new product line, we will deliver a true-to-brand sentiment.



Lead Generation We fine-tune our audience for your specific needs, nurture the leads, and deliver them to you with detailed reporting. Your program may include a library of topic-specific sponsored articles and/or webinars.



CUISINE
AT HOME

LOG & TIMBER
HOME LIVING

Garden
Gate

Horticulture

TRADITIONAL
BUILDING

KOVELS
Antique Trader

OLDHOUSE
JOURNAL

Numismatic News

WOODSHOP
NEWS

Woodsmith

Cars

Popular
Woodworking

WRITER'S DIGEST

**Sports
Collectors
Digest**

MILITARY
TRADER★VEHICLES

Trade Only

**Let Us Create a Customized
Marketing Plan With You!**

[Click here to view case studies and
learn more about AIM Marketing Services](#)

Standard Unit	Non-Bleed	Bleed (1/8")	Live Area
Spread		16.25" x 10.75"	15.50" x 9.875"
Full Page		8.25" x 10.75"	7.625" x 10.125"
2/3 Page	4.565" x 9.25"		
1/2 Page (horizontal)	7.000" x 4.50"		
1/2 Page (vertical)	3.375" x 9.25"		
1/3 Page (vertical)	2.167" x 9.25"		
1/3 Page (square)	4.565" x 4.50"		
1/4 Page	3.375" x 4.50"		
Product Showcase (fixed format)			
1/9 vertical	2.167" x 2.917"	(Image size: 2.167" x 1.500" plus 40 words)	
2/9 vertical	2.167" x 6.083"	(Image size: 2.167" x 3.675" plus 80 words)	
2/9 horizontal	4.565" x 2.917"	(Image size: 2.167" x 2.917" plus 80 words)	
3/9 vertical	2.167" x 9.250"	(Image size: 2.167" x 5.75" plus 120 words)	
3/9 horizontal	7.000" x 2.917"	(Image size: 2.167" x 3.675" plus 80 words)	



UPLOAD FILES

SFTP ACCESS

Server: sftp.aimmedia.com

Port: 22999

Username: hbpads

password: HbpAds13

You will need to use an FTP client like CyberDuck to access the site. Please place any ad materials within the correct publication folder and alert the Ad Coordinator once the file(s) have been uploaded.

JULIE DILLON ADVERTISING SALES COORDINATOR
JDILLON@AIMMEDIA.COM

Terms and conditions:
<https://www.aimmedia.com/terms-of-service/>