

PRODUCT PREVIEW SHOWCASE

**WOODWORKING
GROUP**
ACTIVE INTEREST MEDIA

Connect with the Most Reach: Advertise Across our Woodworking Brands

INTRODUCING THE PRODUCT PREVIEW SHOWCASE FOR THE WOODWORKING MARKET

Showcase your products with a streamlined, turnkey advertising solution designed to maximize visibility while minimizing your effort and expense.

Unmatched Reach - Harnessing the combined power of Fine Woodworking, Popular Woodworking, Woodsmith, and Woodshop News audiences—without the high price tag.

Put your product in front of the largest audience of woodworking enthusiasts and professionals available anywhere —across digital, social, and print—all in one powerful campaign.

WHAT YOU GET

- **Magazine Advertising:** A professionally formatted 1/4-page sponsored feature, in the industry's leading woodworking publications, reaching 320,000 print readers
- **Dedicated Landing Page:** Your sponsored product feature included on website

PROMOTIONAL CAMPAIGN TO LANDING PAGE:

- **Social Media Campaign:** 500,000 impressions - driving traffic directly to your Product Preview
- **E-Newsletter Placements:** 1 million+ impressions - Two deployments reaching our opt-in subscribers across the industry's top woodworking brands
- **Dedicated Email Promotions:** 1 million+ impressions - Sent to opt-in subscribers

Total Campaign Reach: **2.8 Million+ Impressions** | Your Investment: **\$2,899**

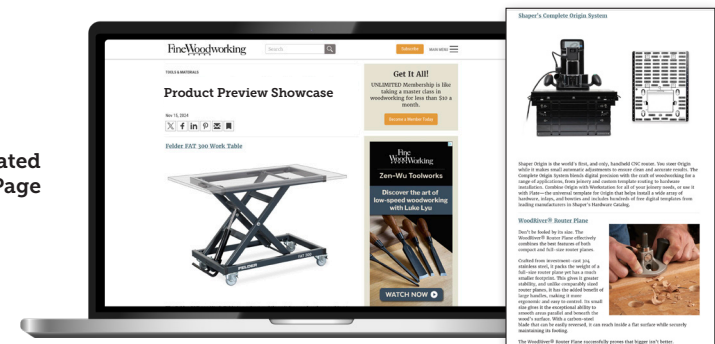
What You Provide (Simple & Turnkey)

- Product image
- 50–75 words of copy
- Brand logo
- Link to your website or product page

Magazine Advertising



Dedicated Landing Page



Fine Woodworking - Aug./Sept. 2026 Issue
Popular Woodworking - Sept./Oct. 2026 Issue
Woodshop News - July 2026 Issue
Woodsmith - Aug./Sept. 2026 Issue

Ad close: 5/8/26
Materials due: 5/15/26