

# IT TAKES ACTION TO GET A REACTION

Take a look at the actions we're taking, beginning with our August issues and continuing through our December issues, to bring the tips and tactics of the woodworking industry's survivors and thrivers to our readers and advertisers – and the stimulus actions our advertisers are taking to help woodworkers make purchases and recharge the marketplace.



## EDITORIAL ACTIVITIES

### August issues (*W&WP, CWB, CLOSETS*)

- Annual salute to the WOOD 100, the most successful companies in the woodworking industry
- Special Section: Advertisers reveal their Stimulus Plans

### September issues (*W&WP, CWB*)

- Interviews with WOOD 100 execs from select production and custom woodworking companies. Their success stories will reveal how they grew their business in one of the toughest economies in recent history.

### October issues (*W&WP, CWB, CLOSETS*)

- Groundbreaking research: VIP panelists in woodworking and closets sectors discuss best practices, new market opportunities and what it means to be "Green"

### November issues (*W&WP, CWB*)

- Comprehensive full-market research: Surveyed companies share their purchase intentions of equipment and supplies.

### December issues (*W&WP, CWB, CLOSETS*)

- Future of the woodworking and closets industries: Association members discuss market forecasts for closets, custom cabinets and key woodworking sectors
- End-of-the-year blow-out sales section & e-blasts

**Unparalleled, not-to-be-missed, just-in-time editorial to really shake up the industry.**

To find out how you can participate, see the reverse side.

# BE PART OF THE SOLUTION

From August through December, *W&WP*, *CWB* and *CLOSETS* editorial delivers survival tips and strategies that benefit readers and advertisers alike. With the following integrated packages, you can ignite your own sales by outlining YOUR plans to stimulate business.

## **DYNAMITE PACKAGE:**

Run six 1/4-page or larger ads in any pub, any issue, from August through December 2009 and receive:

- Links on the online Survival Guide and accompanying e-blast
- Sponsor recognition and logo in the in-print Survival Guide
- WOOD 100 companies mailing list with phone numbers
- Two ride-along questions (of your choice) on the Nov. purchasing plans survey

## **M-80 PACKAGE:**

Run four 1/4-page or larger ads in any pub, any issue, from August through December 2009 and receive:

- Links on the online Survival Guide and accompanying e-blast
- WOOD 100 companies mailing list with phone numbers

## **FIRECRACKER PACKAGE:**

Run two 1/4-page or larger ads in any pub, any issue, from August through December 2009 and receive:

- WOOD 100 companies mailing list with phone numbers

## **BONUS: STIMULUS BUCKS**

Each ad, in each pub, from August through December 2009, earns you Stimulus Bucks worth a 10% discount off of your net rate to be applied to future ad insertions through December 2009 issues. For example, if you run an ad at the net rate of \$1,000 in one of our August issues, you will receive a \$100 discount on your next ad placement in September or October – or any issue through December. It's our stimulus plan for you!

## **YOU WANT TO BE PART OF THE SOLUTION!**

Call your sales rep today at 800.343.2016 and start earning Stimulus Bucks!

## **SPECIAL ISSUE PROMOTIONS – BOOK EARLY:**

**August issues:** Stimulus Package. Run a 1/4-page or larger ad and earn a 1/4-page advertorial on your stimulus plans, along with color logo/image and contact info; accompanying e-blast. Sponsor recognition in-print of the WOOD 100 companies.

### **October and/or November issues:**

Advertisers in these issues will receive the full research report from that issue. *November advertisers earn a special bonus – sales leads from purchasing study respondents.*

**December issues:** End-of-the-year Blow-out Sale. Run a 1/4-page or larger ad and earn a 1/4-page advertorial on your end-of-the-year specials; plus weekly e-blasts promoting your specials.

