

ADVERTISING RATES

Advertising Rates	Size (in inches)	Single issue price	4-issue Contract*	4X Prepaid**
1/4 Page	3.75 x 5	\$595	535.50/issue	\$2094
1/2 Page	7.625 x 5	\$995	\$895.50/issue	\$3,502
Full Page	7.625 x 10.125 Bleed: 8.625 x 11.125	\$1,695	\$1,525.50/issue	\$5,964
Inside Front or Back Covers	8.625 x 11.125	\$1,795	\$1,615.50/issue	\$6318
Back Cover	8.625 x 11.125	\$1,895	\$1705.50/issue	\$6,670
Two-page Center Spread	11 x 17 w/bleed	\$2,495	\$2,245.50/issue	\$8,782

* Contract price = 10 percent discount if paid as each issue publishes • ** 4-issue prepay price = 12 percent discount

**Our Most Popular
Ad Package>>>
The "3 +1" !**

- Full-page ad in Show Issue
- Three, 1/2-page ads in successive issues
- Additional half-page in "Preview Showcase"

Also includes our "Spotlight on featured Designs" section AND a half-page in the "Preview Showcase" edition, which is published in the fall. This is a savings of \$730, and offers great year-round exposure.

All for only \$3,950! (Prepaid only)

Publishing Schedule/Deadlines

Issue	Deadline	Publish date
Summer 2024	07/15/23	Aug. 15, 2024
Fall 2024	10/15/2023	Nov. 15, 2024
Winter 2025* (Show issue)	01/15/25	Feb. 15, 2025
Spring 2025	04/15/2024	May 15, 2024

File formats/submission

- Ad design available at no additional fee.
- Full-page and Premium ads include bleed.
- For full-page ads with bleed, keep all critical elements at least 1/2 inch from all edges.
- All ads run in full color.
- Preferred format is .pdf. Files must be 4-color (CMYK), 300 dpi. *We do not accept ads created in Microsoft products*
- Email ads or links to: editor@eiwmagazine.com

MEDIA KIT 2024-2025



"A Furniture Show in Every Issue"

For nearly 12 years *Expressions In Woodcraft* has showcased the high-quality solid wood furniture from Ohio's Amish Country Furniture District. Since 2013 our commitment to Ohio's furniture builders has been — and remains — our focus.

Every issue is like its own furniture show, and features the most cutting-edge designs, as well as the traditional styles that first brought furniture shoppers to Ohio's Amish Country. *Expressions In Woodcraft* is a proven, effective vehicle for your products. Our house-curated mailing list ensures that your message reaches your most likely buyers across the nation.

Our Mission Statement:

"By educating targeted retail store owners across the USA we strive to expand the national market for our region's products, and protect and increase local jobs in the hardwood furniture industry."

Expressions In Woodcraft is direct-mailed to 10,000 retail furniture stores across the United States. We created and maintain our own in-house mailing list to ensure we are reaching the best prospects possible for your products.

THE MARKET

Our proprietary list criteria includes:

- Business credit rating
- Sales volume
- Number of years in business
- Number of employees
- Number of store locations

Our list is checked against two USPS databases before each mailing.

EDITORIAL FOCUS



Expressions in Woodcraft magazine is designed to be the marketing voice for hardwood furniture manufacturers in Ohio's Amish Country Furniture District. Feature-length articles inform and remind targeted retailers about the quality of our region's products; the latest in styles, stains and designs; the annual furniture show and even information about Ohio's Amish culture. Our goal is to broaden the market for locally made, handcrafted hardwood furniture and to increase inquiries and sales for our advertisers.

ADDITIONAL SERVICES

Expressions In Woodcraft is a great vehicle for your message. We also offer additional methods to reach your audience:

• Facebook posts/Advertising/Page setup and management

Use our Facebook page...

Use our Social Media presence to reach retail furniture stores nationwide within seconds — great for new product announcements!

OR Let us create and manage your Facebook page...

Too busy to manage your Social Media. Don't know where to start? Let us create your page, manage it or both.

• Solo email marketing

In addition to our physical mailing list, we maintain an email list with thousands of retail furniture stores. Ask us how we can send your message to this list.

• Catalogue photography/design/print

Our whole team began its furniture journey doing catalogues, and we still offer high-quality photography and design services for your catalogue. Ask us for a quote!

• Targeted postcard mailing

Choose our entire list, selected cities and states or let us design/print a card to send to your existing customer list.

• Polybagging with inserts

Make your message really stand out with "polybagging." We can enclose your separate printed piece in a clear plastic bag that also contains the magazine. Whether we design and print it as part of a "turn-key" package, or you provide us the printed piece, polybagging is an extremely effective marketing choice.



FOUR EXCITING EDITIONS!

Expressions In Woodcraft is published four times a year and mailed to 10,000 retail furniture stores across the USA.

In addition to our three regular issues, including one that features the Annual Hardwood Furniture Market show, our **new annual "Preview Showcase,"** published in November, has several features designed to add even more shelf life. The Preview Showcase issue is designed to complement both *Expressions In Woodcraft* and our sister publication, *"Ultimate Guide,"* which is published every other year. (The next *Ultimate Guide* will be published in 2025.)

EXPERIENCE MATTERS...

Our team has a combined 35+ years of experience in Ohio's Amish-built furniture market.

In addition, the publisher has worked in advertising, marketing and publishing for 40 years.

Technology is changing, and other companies have entered the market. But *our team knows furniture,* the people who build it and, most importantly, how to reach your target audience.



IMPORTANT BENEFITS:

• **FREE:** Advertisers who places a 1/2 page or larger ad may submit a photo of an item or collection, and a 50-word description, to be included in our popular "Spotlight on Featured Designs" section.

• **E-Edition:** Our e-edition includes clickable links to all our advertisers who display web addresses! The e-edition is emailed to our list, and promoted in the magazine. It's never been easier for readers to reach our advertisers!



REACH YOUR BEST PROSPECTS FOR AS LITTLE AS 5 CENTS EACH

Cost per store, based on 10,000 copies mailed:

Size	Single issue	4x contract	4x Prepaid
1/4 page	5.95 cents	5.35 cents	5.2cents
1/2 page	9.9 cents	8.95 cents	8.75 cents
Full page	16.9 cents	15.2 cents	14.9 cents

See rates on next page >>>