

WOOD

(Updated 6/2023)

Published by Dotdash Meredith, WOOD® Magazine occupies the shelf space of more creative home hobbyists than any other magazine of its type. With how-to building instructions, plans, handy shop-tested tips, and honest tool and product reviews, WOOD packs each issue with exciting and informative articles covering the world of home woodworking.

| | |
|--------------------------------------|-----------------------------------|
| Gender: 3% Female/97% Male | Source: 67% DTP/74% DMS |
|--------------------------------------|-----------------------------------|

Counts and Rates:

| | | |
|---------|--------------------|---------|
| 170,215 | Total Universe | \$115/M |
| 170,215 | Active Subscribers | \$115/M |
| 7,128 | 1 Mo Hotline | +\$17/M |
| 18,307 | 3 Mo Hotline | +\$12/M |
| 47,850 | 6 Mo Hotline | +\$9/M |
| 11,469 | 12 Mo COA | +\$9/M |
| 57,521 | Expires | \$75/M |
| | Catalog Rate | \$85/M |
| | Fundraising Rate | \$80/M |

Subscribers enjoy the personal satisfaction derived from creating something from scratch and are on a lifelong mission of home and yard improvement.

This is an excellent market for products aimed at the hobbyist or the do-it-yourselfer. In addition to their high interest in woodworking, these handymen have many interests including collectibles, computers, history, sports, the outdoors, and more. Highly responsive to direct response print advertisers, these do-it-yourselfers are great prospects for a number of consumer marketing offers.

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Please send list clearances & orders to:
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All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

Selections:

| | |
|-------------------------------|----------|
| 1 Mo Hotline | \$17/M |
| 3 Mo Hotline | \$12/M |
| 6 Mo Hotline | \$9/M |
| DTP/DMS | \$12/M |
| Change of Address | \$12/M |
| Paid (99%) | \$12/M |
| State/Zip/SCF | \$10M |
| Gender | \$9/M |
| ZIP Select (4 or more) | \$15/M |
| Age | \$16/M |
| Income | \$16/M |
| Lifestyle Interests | \$16/M |
| Engagement Scores | \$16/M |
| 3 rd Party Blow-In | \$10/M |
| Net Name (50M or more) | @85/8.50 |

Addressing (flat fee):

| | |
|------------|----------|
| FTP/Email | \$65/F |
| Key Coding | \$3.50/M |

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.