

THE BRAND

The  
**Woodworker**  
Good Woodworking



## MEDIA PACK 2022

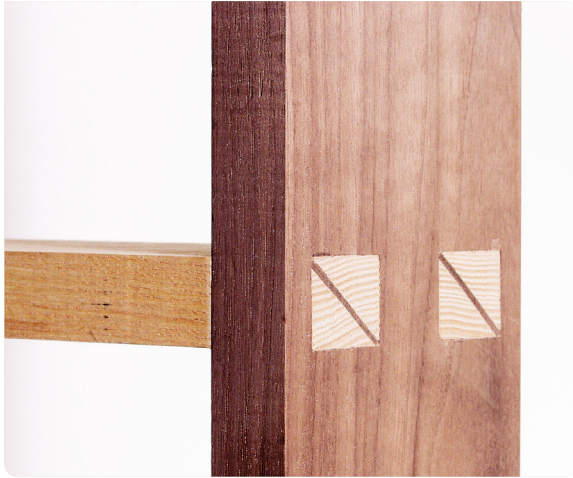
Media information and specifications

Welcome to **The Woodworker & Good Woodworking** magazine's 2022 media pack, which sets out editorial plans for the year ahead while outlining print and digital opportunities available to help achieve maximum exposure for your brand. Whether through the pages of the magazine or via our newly relaunched website – [www.thewoodworkermag.com](http://www.thewoodworkermag.com) – and accompanying social media channels, we can connect you with an audience of dedicated and loyal hands-on woodworkers and woodturners, who are constantly looking to improve their workshop and broaden their skillset, as well as keeping up-to-date with the latest tool developments

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**The Woodworker & Good Woodworking** continues a long tradition, which stretches back over 100+ years of uninterrupted publication, encouraging its readers to develop and improve their skills and craftsmanship. The magazine presents readers with a combination of the finest woodworking and woodturning projects, the most effective workshop techniques, as well as the latest news on tools and equipment of today.

The editorial emphasis encourages the novice as well as stretching the boundaries of the more experienced woodworker



# OUR READERS



The **Woodworker & Good Woodworking** has a very loyal readership but is always pushing the boundaries, trying to encourage the younger generation to take up woodworking as well as appealing to the amateur and professional woodworker, hence its mixture of varying skill-based technique and project-based articles.

Woodturners also make up a large proportion of the readership and their interests are catered for in every issue



## STATISTICS

- ✘ **Circulation:** 12,000
- ✘ **Frequency:** 12 issues per year
- ✘ **Cover price:** £4.99
- ✘ **Stockists:** WHSmith, Tesco, Sainsbury's & independents

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# THE ORIGINAL & STILL THE BEST



The Woodworker & Good Woodworking is the ultimate resource for enthusiasts, from intermediate to professional. It's the authoritative voice of woodworking.

The Woodworker & Good Woodworking is a hands-on magazine aimed at the home and professional woodworker and woodturner. Edited and written by enthusiasts, there's a real feel for the subject



**WOODWORKER**  
VOL. XI OCTOBER, 1909 NO. 491

## THE STORY OF THE SIDEBOARD ITS ORIGIN AND DEVELOPMENT

WHEN one comes to think of it, the sideboard is a fairly obvious piece of furniture. Its accommodation of drawers and cupboards is a necessity in a dining room just as its large top is desirable to hold the various pieces of table furniture and other items. This necessity has always existed since men have been in the habit of meeting together in one room for meals, and so since early times we find a species of sideboard, though it has been called by various other names in its long history.

As might be expected, it has undergone many changes, its form at any one period being the result of various circumstances; the wood available, the skill of the craftsmen, the general conditions of life, and later the sway of fashion. The last point applies in particular to the 18th century when there was a wide choice of wood, the craft of cabinet work as distinct from joinery had become established, and life was altogether on a less troublous footing. We thus find that it was in the earlier periods that the sideboard merely reflected the conditions of life, for men made things out of their necessity.

**Its Origins.**—We have no need to go back much farther than the early 16th century to see what the early sideboard was like. That they did exist there is no doubt, but they were probably of the crudest form, being just so many boards pegged together in box-like formation with possibly a tracered opening pierced in the front to give ventilation. A late 15th or early 16th century cupboard exists at the present time in South Kensington Museum. It is typical of the kind in use, there being no

attempt at framing, the whole thing consisting of chamelled boards pegged together. Even the door is a solid piece of oak. It has the pointed opening, these being in the form of Gothic tracery, probably copied from a church window. In the same museum is a slightly later cupboard in which the craftsmen had learnt the advantages of framing; for it is made up of four posts joined up with grooved rails in which drawers are fitted.

**The Chest.**—Such was the earliest form of sideboard. At this point, however, we come across another structure which also had its effect on the history with which we are dealing. We refer to the chest. This was probably the oldest piece of furniture, and after passing through the stages of solid pegged boards, had by the beginning of the 16th century become the framed-up structure with which we are all familiar. It probably occurred to someone that, by lengthening the posts to form legs, a very useful piece of furniture would result; it would retain all the useful accommodation of the chest, and would bring its top up to an altogether more serviceable height.

**The Buffet.**—So came the buffet or side table, an example of which is given at A, Fig. 2. This dates from the early years of the 16th century, and it is interesting to consider the kind of room in which it would have stood. In the first place it should be noted that apart from towns, houses were few and far between. The serfholder had his dovel, and the labourer their primitive dwellings, but the only buildings in which furniture could possibly be used were the halls and



FIG. 1.—THE COURT CUPBOARD OF ELIZABETHAN DAYS.

IS YOUR NUMBER ON PAGE V. (Cover) ?

## THE WOODWORKER

AND ALLIED CRAFTS JOURNAL.

No. 143, Vol. XI. MARCH 6, 1909. One Penny.

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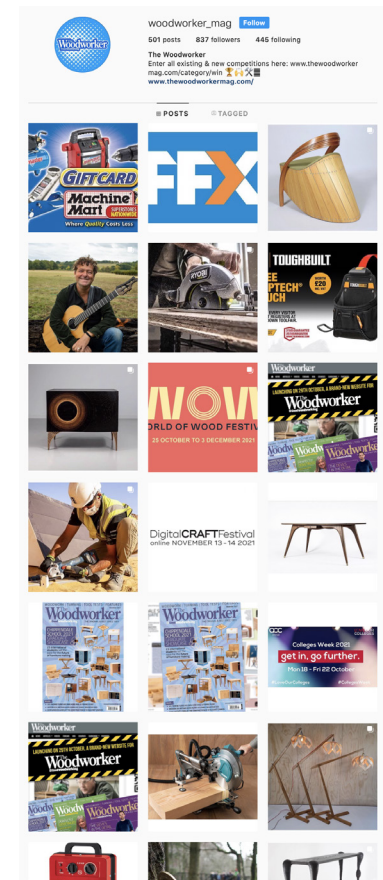
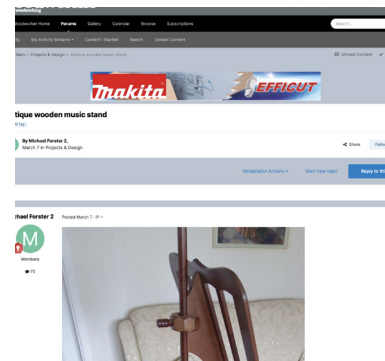
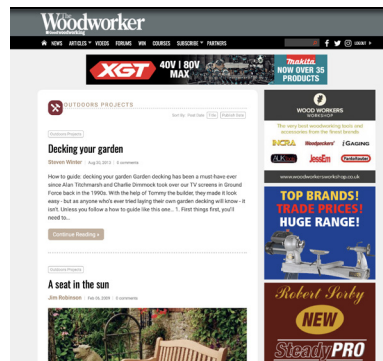
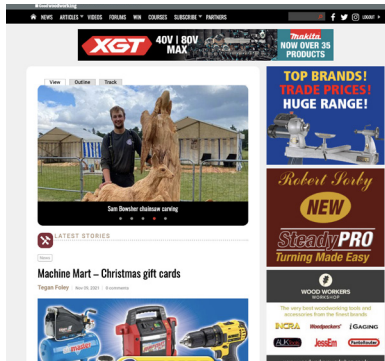
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**THE WOODWORKER** AND ALLIED CRAFTS JOURNAL.

**HELPER'S COUPON** No. 143, March 6th, 1909.

(or meaning of this Number see page v, inside back cover.)





www.thewoodworkermag.com is the newly relaunched online home of **The Woodworker & Good Woodworking**. Featuring a brand-new, more user-friendly design and forum, it's an extensive source for readers of the magazine as well as general woodworkers, woodturners, furniture makers, etc.

Visitors can browse an online archive of hundreds of articles as well as enjoying new magazine uploads every week. This is the place to go for all the latest woodworking news, upcoming events, course information, monthly competitions, plus a fantastic forum showcasing members' work and offering the opportunity to engage in lively woodworking discussion.

All issues are now available as downloadable editions for all android formats. Regular uploads are also made on the magazine's dedicated social media platforms: Twitter, Facebook and Instagram.

'After decades of advertising in the magazine, we continue to use this platform to promote our tool business and annual exhibition'  
Paul Dowding, Managing Director, D&M Tools Of Twickenham







Despite the COVID-19 pandemic sadly leading to the cancellation and postponement of many physical woodworking events, shows and exhibitions over the last few years, the good news is that many industry favourites are back for 2022, and better than ever. **The North of England Woodworking & Power Tool Show** is the perfect example and we look forward to seeing you at the Great Yorkshire Showground from 11–13 November. We'll also be attending various other woodworking events throughout the year, so ensure to check the website and social media channels for regular updates

## THE NORTH OF ENGLAND WOODWORKING & POWER TOOL SHOW



# ADDITIONAL BRANDING OPPORTUNITIES & DIGITAL OFFERINGS



## PRINT CONCEPTS

- ✘ Inserts
- ✘ Cover Wraps
- ✘ Reverse Back Cover
- ✘ Directories
- ✘ Catalogues/Brochures
- ✘ Gate Folds
- ✘ Covermounts
- ✘ Subscription Gifts
- ✘ Competitions/Giveaways
- ✘ Wall Planner
- ✘ Belly Band
- ✘ Backing Board

## ONLINE & DIGITAL OPPORTUNITIES 2022:

**Full site take over up to a 24 hr period** – great for new products and launches – £POA

**Main Top Banners:** 728 × 90px = £250 pm

**Main Feature Section Sponsorship:** £200pm

**Forum Sponsorship:** £150pm

**Button Banners:** 288 × 125 = £100pm

**Sky Scraper Banners:** £200pm

**MPU including video link** – 300 × 250 = £300pm

**Hyperlink to digital apps:** £50pm

**Directory company bio** – up to 150 words/logo 70 × 70 px/  
url link= £50 pm

**Social media streaming across all platforms:** Facebook, Twitter, and Instagram – £POA – or free if in conjunction with print ads for competitions/giveaways/new product launch

**PDF E-Brochure/catalogue download:** £500pm – stream a product catalogue or brochure on the homepage with reader opportunities to print or share with a friend

TO DISCUSS ANY OF THE ABOVE CONCEPTS,  
PLEASE CONTACT:

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# RATE CARD

# The Woodworker

Good woodworking

DISPLAY	FULL COLOUR RATES PER INSERTION			
	1 issue	4 issues	6 issues	12 issues
DPS	£1800	£1775	£1740	£1670
Full page	£980	£965	£945	£910
Half page ver.	£535	£520	£510	£480
Half page hor.	£535	£520	£510	£480
¼ page ver.	£320	£310	£305	£290
⅛ page	£195	£185	£180	£170
Classified	£34	£32	£29	£27
IFC	£1300	£1235	£1175	£1115
IBC	£1250	£1180	£1020	£980
OBC	£1350	£1285	£1220	£1170

DISPLAY	MONO RATES PER INSERTION			
	1 issue	4 issues	6 issues	12 issues
Full page	£715	£695	£685	£645
Half page ver.	£385	£375	£365	£345
Half page hor.	£385	£375	£365	£345
¼ page ver.	£205	£200	£195	£185
⅛ page	£120	£115	£110	£105

ALL RATES ARE EXCLUSIVE OF VAT

## SPECIFICATIONS

- ✘ **Format:** Full-colour magazine
- ✘ **Average issue size:** 92 pages
- ✘ **Frequency:** 12 issues per year
- ✘ **Cover price:** £4.99



DPS



**Bleed:** 303 × 426mm  
**Trim:** 297 × 420mm  
**Type:** 267 × 370mm

Full page



**Bleed:** 303 × 216mm  
**Trim:** 297 × 210mm  
**Type:** 265 × 181mm

½ page vertical



265 × 88mm

½ page horizontal



131 × 181mm

¼ page vertical



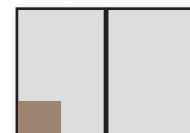
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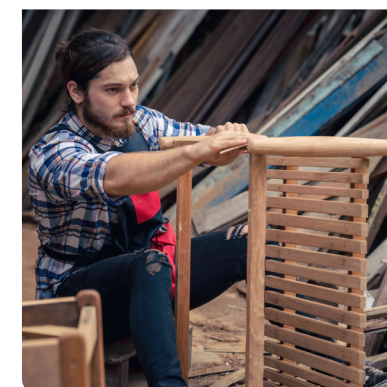
64 × 181mm

⅛ page



64 × 88mm

3mm bleed to be added to all artwork supplied





# RATE CARD

## EXTRAS

- ✘ **PDFs:** £559 (per article)
- ✘ **Advertorials/featured articles:** rates on application
- ✘ **Loose inserts:** £65 per 1,000 (dependent on weight/size)
- ✘ **Bound inserts:** rates on application
- ✘ **Bagged inserts:** rates on application
- ✘ **Reprints:** £POA (dependent on size of review)
- ✘ **Cancellation:** during a series, cancellation will result in a surcharge on all previous insertions, bringing the total cost of each advertisement to the appropriate rate. Any cancellation must be received in writing 28 days prior to print deadline
- ✘ **Guaranteed facing editorial:** 10% extra
- ✘ **Bleed:** 10% extra
- ✘ **Spot colour:** £100 per page (Publisher's choice)
- ✘ **Publication dates:** see 2022 publication schedule
- ✘ **Cancellation date:** in writing six weeks prior to print deadline

## GUIDE TO SPECIALISTS' DIRECTORY

- ✘ **Small panel:** 3cm per single column, £30 per month, minimum of 3 months (plus VAT)
- ✘ **Large panel:** 5cm per single column, £50 per month, minimum of 3 months (plus VAT)
- ✘ **Classified lineage:** 45p per word, minimum of 20 words, strictly pre-paid (inc VAT)

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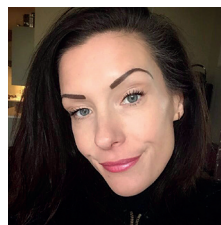
## NOTES

- ✘ Please note that all prices quoted include full colour
- ✘ VAT at 20% should be added to all prices as of 2015 (UK only + EU Only)
- ✘ Advertising cancellations must be sent in writing 6 weeks prior to print deadline
- ✘ **Inserts info:** quotes for inserts available on request
- ✘ **Online insertion:** please enquire for rates

## PRODUCTION INFORMATION

- ✘ **FILES:** PDF, JPGs, TIFFs as CMYK colour process
- ✘ **GRAPHICS:** Resolution 300dpi

**Type area:** 277 × 190mm; **Final trim area:** 297 × 210mm; **Bleed area:** 303 × 216mm



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