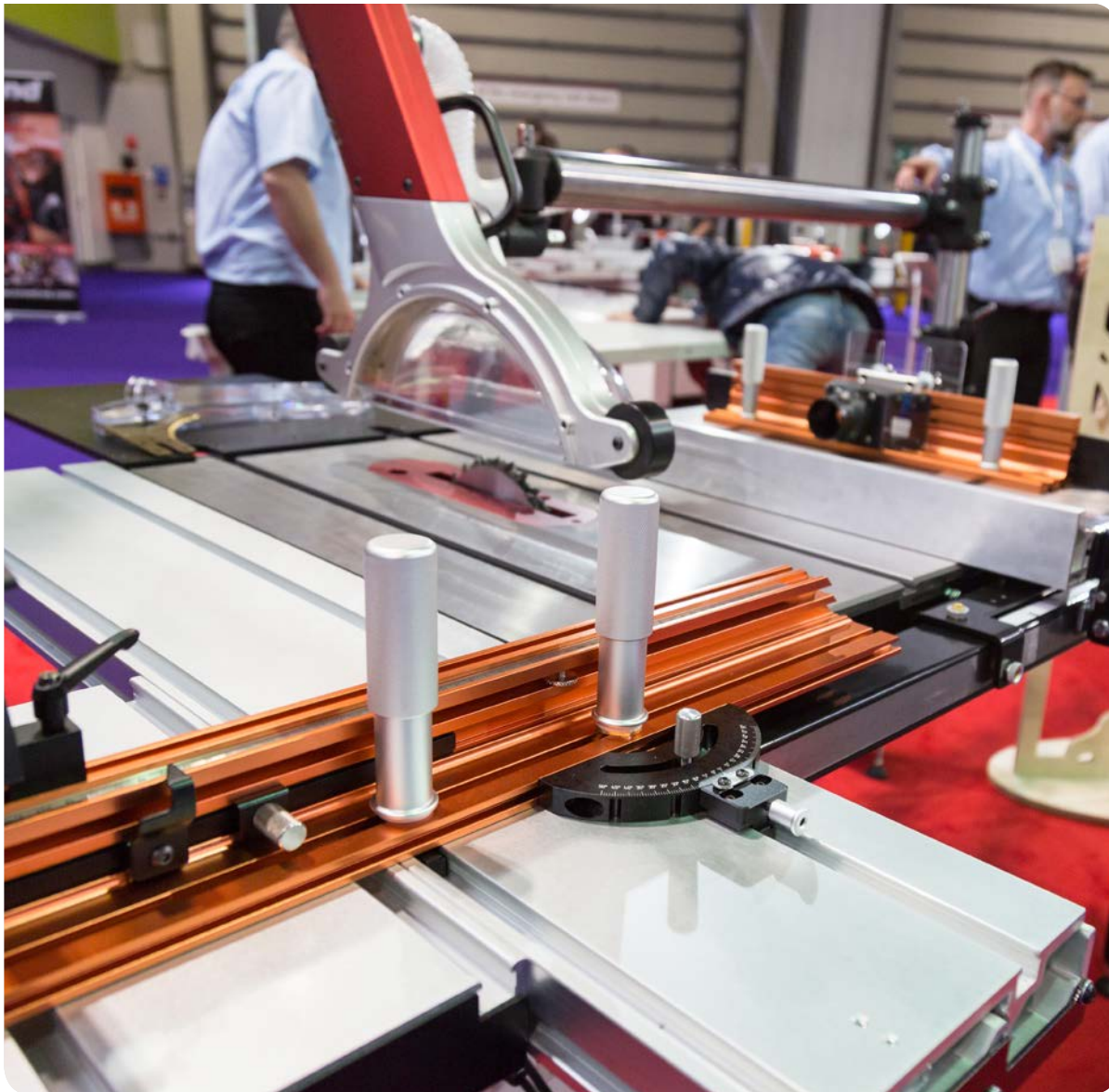


# WOODWORKING *news*



## MEDIA PACK 2021

Media information and specifications

Independent research has shown that **Woodworking News** is the 'MOST READ' magazine in the industry and 48% of readers read no other publication.

Published monthly, **Woodworking News** targets every sector of the professional woodworking and furniture manufacturing industry, from the smallest right through to the largest companies in the market place

[woodworkingnews.co.uk](http://woodworkingnews.co.uk)



Now in its 36th year, the magazine consistently carries considerably more advertising than any other publication in the field and its advertisers benefit from both the paper and electronic versions of the publication.

The magazine was acquired by **MyTime Media Ltd** in 2018, who still work closely with the Nelton Group. **Woodworking News** also enjoys a beneficial media partnership with the **British Woodworking Federation (BWF)**, **Timber Trade Federation (TTF)** and the **W Series** of exhibition

2021 **W Exhibition**  
 Joinery & Furniture Manufacturing Show  
 26-29 September, NEC, Birmingham

SAAC LORD J. J. SMITH & CO. JET PRESS J.M.U. WOODWORKING MACHINERY  
 VIONOCOAT SAVES KREMLIN SCHELLING SCOMIGROUP  
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## BWF Monthly column – by Helen Hewitt, CEO BWF

### Why the BWF are supporting the call to 'Cut the VAT'



delays across works involving replacement windows and doors, with homeowners rightly waiting to see if their project would qualify. As a secondary measure, and only single glazed windows and entrance doors fitted prior to 2002 being eligible, it is often the case that current planned projects will not qualify for the Scheme. So what will help stimulate demand and prompt homeowners to choose wood over PVCu?

**Why wood?**  
 We all know that education of 'why wood' is crucial as there are still misconceptions about the use of wood in the domestic market. While Wood for Good and Time

of Master Builders (FMB) and Royal Institution of Chartered Surveyors (RICS) issued a joint statement calling on the Chancellor to once again consider the VAT cut on home improvement works to 5%. We fully support this and believe this is the most practical way to 'build back better' and 'build back greener'.

While the BWF supports the Green Homes Grant Scheme, feedback from our membership indicates that it has caused confusion and

For Timber are amazing campaigns, they are more oriented towards the construction sector, and many of our members need demand driven by homeowners.

We believe that combining the educating campaign of 'why wood' with a cut in VAT on home improvements will not only drive demand, but is the practical path towards the Government's Net Zero targets. The BWF is just one of many trade associations

giving their backing to the 'Cut the VAT' campaign with the view that our voices are stronger together. I do hope that 2021 sees this campaign getting the recognition it deserves.

If you are a BWF member and would like to discuss demand in the home improvement market (both the challenges and opportunities) then we would love to hear from you – email [bwf@bwf.org.uk](mailto:bwf@bwf.org.uk) or visit [www.bwf.org.uk](http://www.bwf.org.uk).



**Last year the BWF gave its backing to a joint Industry campaign calling on the Government to once again look at cutting the VAT on home improvements work. The facts presented were based on evidence: enhance quality repairs, help reach net zero targets and stimulate the economy. The Government chose not to move forward with the proposal.**

At the beginning of November, the Federation

### IMD partners with Checktrade

**Leading ironmongery specialist supplier, IronmongeryDirect, has partnered with Checktrade, the UK's number one website for finding a tradesperson, offering exclusive benefits for both new and existing Checktrade members and IronmongeryDirect customers.**

The partnership entitles all IronmongeryDirect customers to receive three months' free membership with Checktrade: a platform that can help tradespeople to build their business and reputation, with the added benefit that they will also receive a 10% discount on all orders with IronmongeryDirect. The discount will also be available to existing Checktrade members.

Marco Verdonkschot, Managing Director at IronmongeryDirect, says: "Checktrade is the UK's number one website for

finding a tradesperson. We are delighted to partner with them and offer our customers a discounted rate on membership. This will open up the opportunity for their business to be found in over two million monthly visits from individuals looking for trustworthy tradespeople.

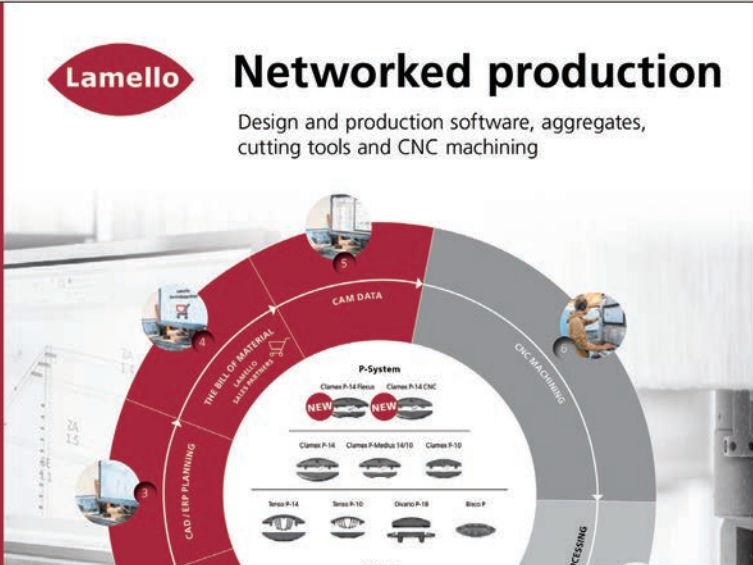
"In addition, new and existing Checktrade members will be able to save 10% on purchases across our range of over 18,000 high-quality products. This includes our seven exclusive brands that cover a range of commercial, domestic and specialist projects, all under one roof."

Alex Cubitt, Chief Growth Officer at Checktrade, said: "We're pleased to provide our members with this benefit from IronmongeryDirect, which has joined our suite of exclusive partnerships and discounts. We're sure this will be welcomed by our 48,000 trade members."

For more information or to sign up, call 02394 317 516 or visit [www.joinchecktrade.com/ibd](http://www.joinchecktrade.com/ibd).

## Lamello Networked production

Design and production software, aggregates, cutting tools and CNC machining



**P-System**  
 Curno P-14 Nova, Curno P-14 CNC  
 Curno P-14, Curno P-Media 1470, Curno P-10  
 Tempo P-14, Tempo P-10, Deuro P-18, Black P

Cabineo

# FEATURES LIST



Month	Ad deadline	Editorial deadline	Publication date
<b>JANUARY</b> Extraction & heating, panel saws, paints & coatings	1st January	1st January	22nd January
<b>FEBRUARY</b> Planers & moulders, handling & storage, workshop CNC routers	29th January	29th January	19th February
<b>MARCH</b> Software systems, window production, wood waste & heating	26th February	26th February	19th March
<b>APRIL</b> Power tools, used machinery, edgebanders	2nd April	2nd April	23rd April
<b>MAY</b> Saws & tooling, panel saws, CNC machining centres	30th April	30th April	21st May
<b>JUNE</b> Power tools, edgebanders, finance	28th May	28th May	18th June
<b>JULY</b> Cross-cutting machines, decorative surfaces, furniture components	2nd July	2nd July	23rd July
<b>AUGUST</b> Ligna 2021 preview, W21 preview 1, used machinery	30th July	30th July	20th August
<b>SEPTEMBER</b> W21 preview 2, classical machines, sanders & sanding	3rd September	3rd September	24th September
<b>OCTOBER</b> Ligna 2021 review, used machinery, extraction & heating	1st October	1st October	22nd October
<b>NOVEMBER</b> W21 review, crosscut saws, servicing & maintenance	29th October	29th October	19th November
<b>DECEMBER</b> Software systems, finishing & finishing systems, review of the year	26th November	26th November	17th December



# CIRCULATION & CONTACTS



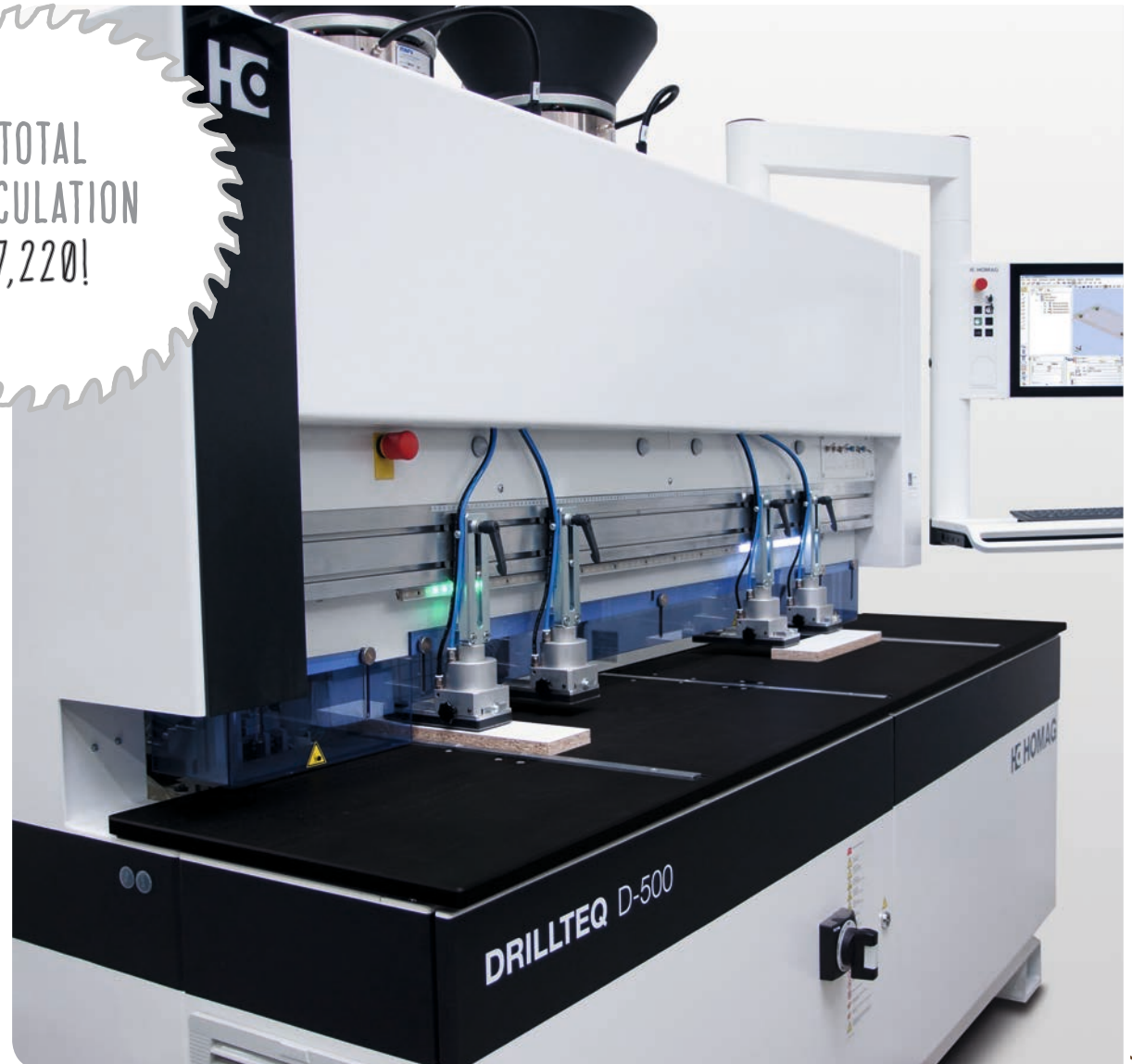
## CIRCULATION BREAKDOWN

- Cabinetmakers – **449**
- Carpenters/joiners – **2,478**
- Furniture manufacturers – **842**
- Joinery manufacturers – **1,602**
- Shopfitters – **221**
- General woodworkers – **760**
- Others including: caravans, boats, fencing, pallets, direct works (including Housing Associations), materials suppliers, UK woodworking suppliers and colleges – **868**
- Total – **7,220**

Circulation is boosted each month by an average of 1,654 visits to the online issue



TOTAL  
CIRCULATION  
7,220!



# ADDITIONAL BRANDING OPPORTUNITIES & DIGITAL OFFERINGS



## PRINT CONCEPTS

- Inserts
- Reverse back cover

## ONLINE & DIGITAL OPPORTUNITIES 2021:

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



TO DISCUSS ANY OF THE ABOVE CONCEPTS,  
PLEASE CONTACT:

Rhona Bolger – Group Advertising Manager  
on 07977 594 911  
or email: [rhona.bolger@mytimemedia.com](mailto:rhona.bolger@mytimemedia.com)

# WOODWORKING *NEWS*

DISPLAY	FULL COLOUR RATES PER INSERTION		
	1 issue	4 issues	6 issues
DPS	£2,500	£2,000	£1,600
Full page A3	£1,500	£950	£750
Half page vertical	£850	£740	£550
Half page horizontal	£850	£740	£550
A4 page	£850	£740	£550
½ page A4	£700	£600	£450
¼ page A4	£425	£300	£250
⅛ page A4	£250	£185	£105
Marketplace single column	£16 scc		
OFC	£1,300	£1,000	£850

ALL RATES ARE EXCLUSIVE OF VAT

## SPECIFICATIONS

- Format: A3 full-colour magazine
- Average issue size: 40 pages
- Frequency: 12 issues per year

DPS



Bleed: 600 × 426mm  
Trim: 594 × 420mm

Full page



Bleed: 303 × 426mm  
Trim: 297 × 420mm

½ page vertical



134 × 384mm

½ page horizontal



272 × 190mm

A4 page vertical



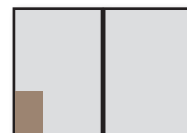
180 × 256mm

½ A4 – ¼ A3



182 × 123mm      134 × 190mm

¼ A4



89 × 127mm

3mm bleed to be added to all artwork supplied



# RATE CARD

## EXTRAS

- Advertorials/featured articles: rates on application
- Loose inserts: rates on application
- 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 publication schedules
- 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

## NOTES

- Please note that all prices quoted include full colour
- VAT at 20% should be added to all prices (UK only + EU only)
- Advertising cancellations must be sent in writing six weeks prior to print deadline
- Inserts info: quotes for inserts available on request

## PRODUCTION INFORMATION

- FILES: PDF, JPGs, TIFFs as CMYK colour process
- GRAPHICS: resolution 300dpi



### CONTACTS:

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[rhona.bolger@mytimemedia.com](mailto:rhona.bolger@mytimemedia.com)

Designer: Nik Harber  
[nikharberdesigns@yahoo.com](mailto:nikharberdesigns@yahoo.com)