



The World's Leading Magazine for Today's Wood Carver

Reaching over **50,000** subscribers and newsstand readers every single issue!



The #1 Magazine for Scroll Sawyers around the World

Reaching over **35,000** subscribers and newsstand readers every single issue!

Our readers range from beginner to advanced, all sharing a passion for the art of woodcarving and scroll sawing.

In every quarterly issue readers find - advice, techniques and tips from today's leading experts, full sized patterns, tested reviews on new tools and products, interviews with artists and instructors and more

Advertise with us...

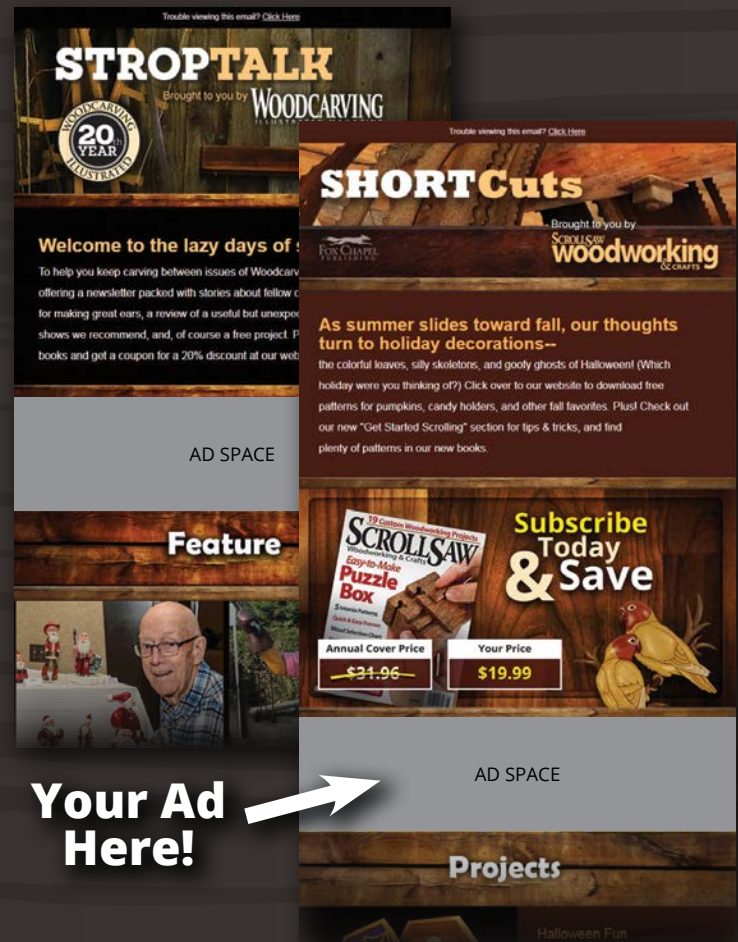
and reach today's most passionate buyers in the wood carving, scroll sawing and wood working markets.

How can we help you reach new customers?



Display Print Ads

Each magazine is released quarterly, in addition to Special Interest Publications, giving you **10 opportunities** throughout the year to advertise your products and services to our **very targeted** audience of today's **most active carvers and scroll sawyers**.



Your Ad Here!



Digital Ads

We produce and send 4 e-newsletters to the reader base of each publication (a total of 8 emails), plus 2 additional e-newsletters to accompany our Special Interest Publications.

Ad size: 650 x 200px

E-Newsletter Ad Rates

\$150 per issue, when purchased with a print ad.
\$200 per issue when purchased as a stand alone ad.

2022 Ad Schedule

Woodcarving Illustrated					
Issue Name	Ad Reservation Due	Ad Materials Due	Billing Date	Mails to Subscribers	On Sale Newsstands
WCI #98 Spring	18-Nov	24-Nov	31-Jan	19-Jan	8-Feb
WCI #99 Summer	3-Mar	10-Mar	30-Apr	27-Apr	17-May
WCI #100 Fall	2-Jun	9-Jun	31-Jul	27-Jul	16-Aug
WCI #101 Winter	1-Sep	8-Sep	31-Oct	26-Oct	15-Nov

Scroll Saw Woodworking & Crafts					
Issue Name	Ad Reservation Due	Ad Materials Due	Billing Date	Mails to Subscribers	On Sale Newsstands
SSW #86 Spring	27-Oct	3-Nov	31-Dec	21-Dec	12-Jan
SSW #87 Summer	3-Feb	10-Feb	30-Mar	30-Mar	19-Apr
SSW #88 Fall	4-May	11-May	30-Jun	28-Jun	19-Jul
SSW #89 Winter	4-Aug	11-Aug	30-Sep	28-Sep	18-Oct

Special Publications					
Issue Name	Ad Reservation Due	Ad Materials Due	Billing Date	Mails to Subscribers	On Sale Newsstands
Special Pub: Puzzles & Toys	6-Jan	13-Jan	30-Mar	N/A	22-Mar
Special Pub: Whittling	29-Jun	6-Jul	30-Sep	N/A	13-Sep

Email Newsletter			
Short Cuts (SSW)		Strop Talk (WCI)	
Issue #25	3-Feb	Issue #25	10-Mar
Issue #26	26-May	Issue #26	9-Jun
Issue #27	18-Aug	Issue #27	15-Sep
Issue #28	10-Nov	Issue #28	15-Dec

WOODCARVING

ILLUSTRATED

2022 Print Rate Card

Priority Positions

of ads

		1x	2x	3x	4x	5x	6x
Position	Back Cover	\$2860	\$2405	\$2310	\$2210	\$2080	\$2070
	Inside Front Cover	\$2310	\$1945	\$1865	\$1785	\$1680	\$1670
	Inside Back Cover	\$2310	\$1945	\$1865	\$1785	\$1680	\$1670
	2 Page Spread	\$2530	\$2125	\$2040	\$1955	\$1840	\$1830

Regular Display

of ads

		1x	2x	3x	4x	5x	6x
Ad Size	Full Page	\$1430	\$1200	\$1150	\$1105	\$1040	\$1035
	$\frac{2}{3}$ Page	\$1100	\$925	\$890	\$850	\$800	\$795
	$\frac{1}{2}$ Page	\$965	\$810	\$775	\$745	\$705	\$700
	$\frac{1}{3}$ Page	\$745	\$625	\$600	\$575	\$545	\$540
	$\frac{1}{4}$ Page	\$550	\$465	\$445	\$425	\$400	\$390
	$\frac{1}{6}$ Page	\$415	\$345	\$335	\$320	\$305	\$300
	$\frac{1}{12}$ Page	\$280	\$235	\$225	\$220	\$205	\$200

SCROLLSAW woodworking & CRAFTS

2022 Print Rate Card

Priority Positions

of ads

		1x	2x	3x	4x	5x	6x
Position	Back Cover	\$2420	\$2035	\$1970	\$1870	\$1760	\$1750
	Inside Front Cover	\$1980	\$1665	\$1630	\$1530	\$1440	\$1430
	Inside Back Cover	\$1980	\$1665	\$1630	\$1530	\$1440	\$1430
	2 Page Spread	\$2310	\$1945	\$1885	\$1785	\$1680	\$1670

Regular Display

of ads

		1x	2x	3x	4x	5x	6x
Ad Size	Full Page	\$1210	\$1000	\$965	\$935	\$880	\$875
	$\frac{2}{3}$ Page	\$990	\$835	\$800	\$765	\$720	\$715
	$\frac{1}{2}$ Page	\$795	\$665	\$640	\$615	\$575	\$575
	$\frac{1}{3}$ Page	\$595	\$500	\$475	\$460	\$430	\$430
	$\frac{1}{4}$ Page	\$460	\$385	\$370	\$355	\$335	\$330
	$\frac{1}{6}$ Page	\$330	\$275	\$265	\$255	\$240	\$240
	$\frac{1}{12}$ Page	\$240	\$200	\$190	\$185	\$175	\$170

Mechanical Specs for Print Ads

Magazine Trim Size: 8-3/8"W x 10-7/8"H

Magazine Bleed Size: 8-3/4"W x 11-1/4"H (3/16" bleed)

Ad Sizes:

Full Page	7-1/4"W x 9-3/4"H
2/3 Page	4-3/4"W x 9-3/4"H
1/2 Page Vertical	3-1/2"W x 9-3/4"H
1/2 Page Horizontal	7-1/4"W x 4-3/4"H
1/3 Page Vertical	2-1/4"W x 9-3/4"H
1/3 Page Square	4-3/4"W x 4-3/4"H
1/4 Page Vertical	3-1/2"W x 4-3/4"H
1/6 Page Vertical	2-1/4"W x 4-3/4"H
1/6 Page Horizontal	4-3/4"W x 2-1/4"H
1/12 Page Square	2-1/4"W x 2-1/4"H

Materials

We prefer PDF files with all fonts and images embedded. We will also accept flattened TIF files or layered PSD files.

All files must be CMYK and 300dpi.

Other formats: Adobe Illustrator .AI files with all fonts converted to outlines, and accompanied by any linked images. Adobe InDesign .INDD or .IDML files, properly packaged with fonts and images. ****Both of these file types require a laser proof to be provided with the files.**

Submit art files by upload to our ftp site, via WeTransfer, or mail art files on a CD or DVD.

FTP LOGIN:
Username: **Mag_Ads**
Password: **AdsFox7865!**

Production Charges

Ad Creation: \$75 per hour, one hour min.

Changes to Ads: \$45 flat fee

Pick ups requiring both photo and type changes billed at \$75 per hour rate.

