



2025
**MARKETING
PROSPECTUS**



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Advertising Contact:
 Erica Nelson, Advertising Representative • erica.nelson@ewald.com • 763-497-1778

woodturner.org

ADVANCING THE ART AND CRAFT OF WOODTURNING WORLDWIDE

AAW overview

The American Association of Woodturners (AAW) is a nonprofit 501(c)(3) organization dedicated to leading the art and craft of woodturning worldwide by supporting its approximately 14,500 members and network of more than 350 local chapters, providing camaraderie, training, idea sharing, insurance and exposure.

Through its *American Woodturner* journal, annual international symposiums, and website, the AAW provides information, training, and education in all aspects of woodturning to the global woodturning community.

Our mission

Strengthen and empower the global woodturning community.

Our members and readers

AAW membership is evolving a new and engaged generation of woodturners. Passionate and dedicated to woodturning, our members have the following general profile:

- 20% of current members self-identify as beginners. As high as 40% recent new members self-identify as beginners.
- 54% of members self-identify as intermediate turners
- 67% of current members report an annual household income of \$75,000 or greater
- 35% of member are between the ages of 35 and 64
- 45% of members are between 65 and 74
- Most members are men (92%) with a growing percentage of women as new members.



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AMERICAN WOODTURNER

Journal of the American Association of Woodturners



Advertising Rates and Submission Specifications

American Woodturner, journal of the American Association of Woodturners (AAW), is the premier publication in woodturning. It is highly regarded and is considered to be a top benefit of membership in the AAW.

One of the largest craft associations in the world, the AAW is approximately 14,500 members strong with more than 350 local chapters.

Connect with members and woodturners in the United States and internationally with an advertisement in **American Woodturner**.

Circulation

American Woodturner is mailed to nearly 14,000 avid readers around the world eagerly awaiting a look at the latest projects, products and profiles. In 2024, the online version of American Woodturner was visited nearly 70,000 times.

Rates (full color)

Options	1x	3x	6x
Inside back cover	\$2,419	\$2,234	\$1,781
Full	\$2,028	\$1,884	\$1,492
2/3	\$1,575	\$1,462	\$1,153
1/2 (vertical or horizontal)	\$1,132	\$1,029	\$823
1/3	\$854	\$782	\$617
1/4	\$565	\$524	\$421
1/8	\$287	\$267	\$215
1/16	\$174	\$164	\$133
Bind in or polywrapped insert options available			
Call for details			

*Advertiser to supply insert (call for details)

- Call to discuss other ad options (e.g. tip ins, inserts, etc.)
- All rates apply to camera-ready copy only.
- Advertisers may request a position for a \$99 per run fee.
- Ask about discounts for AAW members.
- Contact Erica for help with ad design services
erica.nelson@ewald.com, 763-497-1778.

Submission deadlines

Issue	Feb	Apr	Jun	Aug	Oct	Dec
Deadline	Dec 1	Feb 1	Apr 1	Jun 1	Aug 1	Oct 1

Payment and terms

- Payment is due at time of publication. Advertisers will be invoiced.
- No cancellations accepted after ad due date.
- Contract space must be used during the six-issue period. New ads within the contract period must be received on or before ad due date (as noted), or previous ad will be inserted.
- Copy is accepted subject to policies and approval of the AAW.
- Publisher's liability in the event of error will be limited to publishing the ad once correctly at no additional charge.

Ad production costs

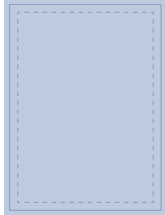
- Costs incurred for preparation of artwork, special production requests, halftones, separations, typesetting and client-requested changes will be billed to the advertiser.
- Production estimates may be requested from the advertising department. Layout with detailed specifications should accompany all ads that require typesetting by the publisher. Publisher cannot guarantee exact match of special typeface.

Advertising Contact:




Erica Nelson, Advertising Representative • erica.nelson@ewald.com • 763-497-1778

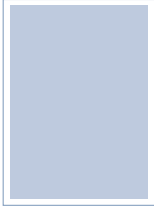
woodturner.org

Dimensions Width × height



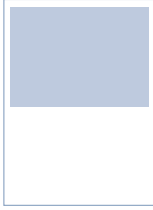
Full with bleed

Bleed: 
8.75" × 11.125"
222 mm × 282 mm
Trim: 
8.5" × 10.875"
215 mm × 276 mm
Live area: 
8" × 10.375"
203 mm × 263 mm



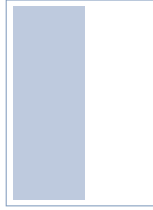
Full without bleed

7.425" × 9.425"
188 mm × 239 mm



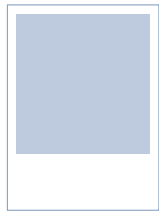
1/2 horizontal

7.425" × 4.625"
188 mm × 117 mm



1/2 vertical

3.625" × 9.425"
92 mm × 239 mm



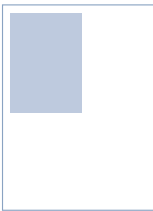
2/3

7.425" × 6.25"
188 mm × 159 mm



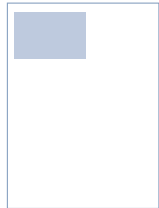
1/3

7.425" × 3"
188 mm × 76 mm



1/4

3.625" × 4.625"
92 mm × 117 mm



1/8

3.625" × 2.225"
92 mm × 56 mm



1/16

3.625" × 1"
92 mm × 25 mm

Submission specifications

 Journal is printed web offset

File formats accepted

- Press quality PDF with embedded fonts.
- EPS or AI with fonts and images included with submission.
- PSD with fonts included.
- InDesign with fonts and images included with submission.
- TIF with fonts included.
- JPG*

*If submitted art does not automatically hotlink for AAW's digital journal, links can be activated manually for an additional fee.



Images, logos, artwork

- Saved as EPS, TIF, or PSD.
- All art must be saved as CMYK (four-color process). RGB images will not be accepted.
- Please do not send files with spot colors unless prearranged. Spot (PMS) colors detected will be printed as CMYK match.
- All images saved at 100% and a minimum of 300 dpi. Line art must be a minimum of 1200 dpi.
- Files lower than minimum dpi may lose clarity when printed.
- Images and logos from websites are not acceptable.

Fonts and type

- Must be Open Type or Postscript.
- No True Type fonts will be accepted.
- Produce type as 100% black if using black type. Four-color black type is not acceptable.
- URL needs to read as a font in order to hotlink in the digital desktop version.

Printer's marks

- Do not include printer's marks (crop, bleed, etc) on ads.
- All ads must be cropped to final size before submission unless it is a full page bleed ad.
- For ads with bleed, extend artwork .125 on each side beyond trim size. Do not put any important art/copy outside live area.
- Do not include a bleed with any ad smaller than a full page.

File formats not accepted

- Microsoft Publisher
- Microsoft Word
- Quark
- Microsoft PowerPoint
- PageMaker
- DCS
- CorelDRAW

Submitting files

- Please provide electronic materials (with hard copy printouts) on: CD-ROM, zip disk, email – 3MG or less or inquire about FTP transmission.
- FTP and email should be compressed. Disk must be labeled clearly with a descriptive file name, format, and platform.

All ads must be accompanied by a digital color proof in order to guarantee exact color reproduction. Ads sized incorrectly will be resized to fit the dimensions listed. Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

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AAW WEBSITE ADVERTISING WOODTURNING FUNDAMENTALS WEBPAGE

In 2024, the popular Woodturning Fundamentals digital publication transitioned to a fully HTMLweb-based publication making it easily accessible across all devices. This shift increased viewers and page visits and has made the articles and ads easily found through search engines like Google. The additional advantage to advertisers is hyperlinked digital ads that can drive customers directly to the webpages of their choosing and added analytics to track the traffic.

Web Traffic: 35,000+ annually

Opportunities

Options	1x	6x	12x	Size
In-Line, static banner ads (Max 3)	\$499	\$479	\$429	600 X 100 (pixels)
Sidebar, static ads (Max 4)	\$499	\$479	\$429	300 x 600 (pixels)

* AAW reserves the right to adjust the above options and/or dimensions and to add more ad positions onto this page as needed.

Submission deadline

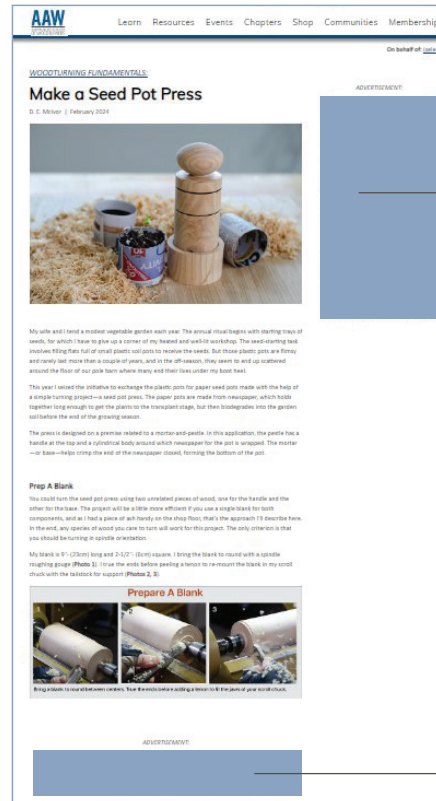
First of the month prior to month of run (i.e. January 1 for February)

Submission specifications

File formats accepted

- Files must be JPG's saved at 72 DPI for the web
- Provide URL for ad hyperlink

Dimensions Width × height (pixels)



Sidebar ad
300 x 600

In-Line Banner ad
600 x 100

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AAW EMAIL ADVERTISING

AAW's primary communication channel with members and non-members is the weekly email newsletters. These emails include articles, photos of member's work, AAW news, upcoming events, membership reminders and advertising. With an average open rate exceeding 50%, these newsletters perform well above industry standards.

Average Circulation - 20,500

Average Open Rate - 51%

Average Click Rate - 9%

Distribution; Ad will be included in a minimum of three emails a month.

Rates

Monthly Options	1x	6x	12x	Max#
Top Banner:	\$499	\$479	\$459	1
Middle Banner:	\$399	\$379	\$359	2

Submission deadline

15 days prior to the first email including your ad.

Payment and terms

- Payment is due at time of e-publication. Advertisers will be invoiced.
- No cancellations accepted after ad due date.
- Copy is accepted subject to policies and approval of the AAW.

Submitting files

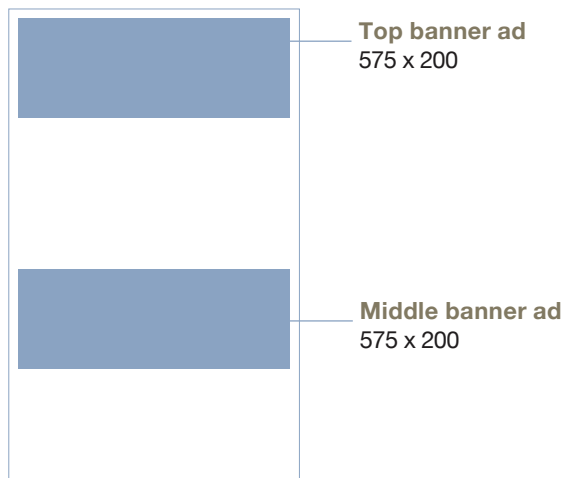
- Please provide compressed files through email – 3MG or less or inquire about FTP transmission.
- Contact Erica for help with ad design services erica.nelson@ewald.com, 763-497-1778.

Submission specifications

File formats accepted

- 575px X 200px X 72DPI JPG

Dimensions Width × height (pixels)



Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

Advertising Contact:

Erica Nelson, Advertising Representative • erica.nelson@ewald.com • 763-497-1778



Advertising Insertion Order
American Woodturner
American Association of Woodturners (AAW)
Please reserve the following ad placements
(Reference current rate card.)
Complete and fax to 763-497-8810

Company Name:
Contact Person: Title:
Billing Address:
Phone: Fax: Email:

To be printed in AW advertiser index

Company:
Phone: Website:

Ad Order (all ads are full color)
AAW Business Premium members receive a 5% discount on advertising rates.
Check here if you are a Business Premium Member
Size/Format: Frequency: Base Rate: \$ per Insertion
Requested Location (\$99 fee): Added Fee: \$ per Insertion
Total Ad Fee: \$ per Insertion
Less Member Discount: \$ per Insertion
Special Instructions: Final Total: \$ per Insertion
Issues to run: February 20 (deadline Dec. 1) August 20 (deadline June 1)
April 20 (deadline Feb. 1) October 20 (deadline Aug. 1)
June 20 (deadline Apr. 1) December 20 (deadline Oct. 1)

Signing below constitutes agreement to the details listed above and to the American Woodturner General Terms & Conditions.

Advertiser's Signature Date

Your American Woodturner Advertising Contact:
Erica Nelson, Sales Representative - 763-497-1778 / erica.nelson@ewald.com
American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

Payment: An invoice will be sent at the close of each publication.

Mechanical Requirements

Art Submission:

Ad creation:

See rate card for dimensions and submission specifications. Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Erica Nelson – erica.nelson@ewald.com / 763-497-1778. Please refer to rate card for submission guidelines.

Send artwork to:

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication, the American Association of Woodturners.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Advertisements must be placed during a six-issue period for frequency discounts to apply.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Cover and Preferred placements are non-cancellable.

Other cancellations must be made prior to an issue’s deadline.



Electronic Advertising Insertion Order
American Association of Woodturners

Please reserve the following ad placements
 (Reference current rate card.)

Complete and fax to 763-497-8810

Advertiser Company: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

AAW Business Premium members receive a 5% discount on advertising rates.

Check here if you are a Business Premium Member _____

Woodturning Fundamentals Webpage– Ad Placement: _____ Frequency: _____

Per Run Ad Fee: _____ Member Discount: _____ Per Run Final Total: _____

Months to run:	_____ January 20 _____	_____ May 20 _____	_____ September 20 _____
	_____ February 20 _____	_____ June 20 _____	_____ October 20 _____
	_____ March 20 _____	_____ July 20 _____	_____ November 20 _____
	_____ April 20 _____	_____ August 20 _____	_____ December 20 _____

AAW Email – Ad Placement: _____ Frequency: _____

Per Run Ad Fee: _____ Member Discount: _____ Per Run Final Total: _____

Issues to run:	_____ January 20 _____	_____ May 20 _____	_____ September 20 _____
	_____ February 20 _____	_____ June 20 _____	_____ October 20 _____
	_____ March 20 _____	_____ July 20 _____	_____ November 20 _____
	_____ April 20 _____	_____ August 20 _____	_____ December 20 _____

Signing below constitutes agreement to the details listed above and to the *American Woodturner* General Terms & Conditions.

 Advertiser's Signature

 Date

Your American Woodturner Advertising Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica.nelson@ewald.com

American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

Payment: An invoice will be sent at the close of each publication.

Mechanical Requirements

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – erica.nelson@ewald.com / 763-497-1778. Please refer to rate card for submission guidelines.

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Other cancellations must be made prior to an issue’s deadline.



222 Landmark Center
75 5th St. W
St. Paul, MN 55102-7704
phone: 651-484-9094
fax: 651-484-1724
woodturner.org
galleryofwoodart.org