

THISisCarpentry.com

“ ...Today’s version of the pamphlets carpenters read in the 18th century. THISisCarpentry is unparalleled.”

– Craig Savage, author of *Trim Carpentry Techniques*

Why Advertise

THISisCarpentry.com (TiC), a dynamic, interactive eMagazine, is written **by** carpenters **for** carpenters. TiC offers detailed, well-illustrated articles about construction techniques, new tools of the trade, improving carpentry skills . . . and much more.

- Our readers are carpenters and contractors who take their jobs, and their crafts, seriously. These are **engaged** readers who are actively looking for ways to improve their skills and productivity. With the **wide reach of online media**, your brand will be seen by carpenters all over the country.

- An electronic trade journal like THISisCarpentry.com can reach **more potential customers** than conventional print journals. It’s the ideal place for you to connect with a specific targeted audience, people who truly want to know about your products and services.

- Advertising in THISisCarpentry.com can be an **extremely cost-effective** addition to your marketing mix. Based on our present audience numbers (and we’re growing fast!), you’ll spend a fraction of a cent for each reader who sees your ad.



Site Statistics

- When we started in 2008, TiC had a small but loyal group of readers. As of June 2011, 10,000 people subscribe to our email updates.
- We currently average 37,000 visits and 84,000 page views per month.
- Over 45% of our visitors are first-time readers. These are not subscribers to leading trade magazines.
- The average TiC reader spends **3 minutes** on the site per session.
- Over 75% of our readers access TiC via Broadband internet.

TiC is growing. Grow with us.

Statistics provided by Google Analytics

Your Options

Large:

300 x 277 pixels

\$1,125 for 1 year.

Medium:

300 x 135 pixels

\$575 for 1 year.

Small:

125 x 125 pixels

\$300 for 1

year.

Design Options: We will be happy to design an ad for you!

Extra charges will apply: Large ad--\$150; Medium ad--\$100; Small ad--\$50.

We provide advertisers with regular statistics updates on hits and impressions. Your ad will run on rotation throughout the entire site – that means rotation on **every** page, **every** article.

Our audience is growing. Take advantage of this limited-time opportunity. Place your ad now.

**Contact Tristan for more information:
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