

# THISis Carpentry.com

A KATZ PUBLICATION

“...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.

The screenshot displays the website's layout. At the top, there's a navigation bar with links for HOME, FEATURE ARTICLES, DEPARTMENTS, THE AUTHORS, ABOUT TIC, and CONTACT US. Below this, a featured article titled 'THE THOUSAND HOUSE' is shown with a photo of a large house. To the right is a 'TiC Gear' advertisement for 'get your T-shirts! Pencils!' with a 'SUBSCRIBE TO THISisCarpentry' button. The main content area features several article teasers: 'Custom iPad Stand' by Matt Ricketts, 'iPad for Carpenters' by Bill Helman, and 'Op-ed: Lead Dust Removal' by Matt Ricketts. On the right side, there are additional advertisements for 'Mold on Cheese' and 'Golden State Junction'.

## Site Statistics

- When we started in 2008, TiC had a small but loyal group of readers. As of April 2013, more than 10,700 people subscribe to our email updates.
- We currently average 50,600 unique visitors and 121,400 pageviews per month.
- TiC videos receive more than 30,000 views per month.
- Over 50% 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.

**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:**  
**tristan@thisiscarpentry.com • 877.822.2309**

## What readers are saying about TiC:



I am a recent subscriber having come across one of your articles purely by chance. I would like to echo what no doubt many others have said to you before. Your articles are absolutely fantastic. I am amazed at the depth that your contributors put into an article and how free they are with their expertise that we should learn and understand from their knowledge. It's not the frequency of the articles that is important it is the quality of the contribution and the improvement to my understanding that I value so much. I thank you all from the southern tip of Africa.

—Peter Jones, Johannesburg, South Africa

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When you were publishing an article almost every Sunday, I was wondering how you would be able to keep up such a daunting pace. You were (probably unintentionally) setting the bar of expectation very high. Since subscription is free, you should be free from readership pressure and publishing only when the time and subject is right for you. Keep up the great work!

—William “Sonny” Wiehe Jr., Vice Versa Builders, Fairfax, Virginia

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Even if you printed an article every six months, it's still some of the best stuff out there. Speaking for myself, (and I hope others ) if I get only one tip to make my life easier, I'm grateful. You set the standard for all of us. Keep on giving back and we will keep coming to your seminars and reading your articles.

—Skip

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I would like to thank you for spending your personal time to offer such great articles to so many. In today's times someone willing to share their skills free of charge is rare and greatly appreciated. Thank you, to you and all that help make this happen.

—Joseph Pagano

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As a subscriber, I wanted to let all of you at TiC know that your publication is spectacular. I look forward to every issue. I appreciate the free issues, but would be willing to pay for a subscription if that allowed you to maintain the publication as you see fit. Just one reader's thoughts.

—Bob DeMaio, Jr., DeMaio Jr Construction Services, LLC

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Your articles are a great learning tool for the trade and are often a step up in quality/content from what a typical monthly trade magazine has to offer. Articles geared toward the professional end-user are much appreciated. Keep on with the publications.

—Tim Barnard