

# WOOD INDUSTRY

**The authority on making and marketing wood products**

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**Pilon Kitchens,**  
poised for growth  
Tools and smells  
of oldtime shops  
inspire design  
Can you monitor  
your employees?



## 2012 PRINT and ONLINE MEDIA INFORMATION

I AM  
WOOD  
INDUSTRY

### PRODUCTION SCHEDULE AND EDITORIAL CALENDAR

**January/  
February 2012**  
*Safety*

Space close: **Jan. 5**  
Material: **Jan. 9**  
Mail: **Jan. 30**

**March/April 2012**  
*Import/export, Xylexpo*

Space close: **Feb. 22**  
Material: **Mar. 4**  
Mail: **Mar. 25**

**May/June 2012**

*Labour,  
emerging markets*  
Space close: **Apr. 25**  
Material: **May 7**  
Mail: **May 28**

**July/August 2012**

*Marketing; IWF preview*  
Space close: **June 27**  
Material: **July 6**  
Mail: **July 30**

**September/  
October 2012**

*Design; SIBO preview*  
Space close: **Aug. 27**  
Material: **Sept. 5**  
Mail: **Sept. 26**

**SIBO Show Guide**

Space close: **Oct. 9**  
Material: **Oct. 11**

**November/  
December 2012**

*Logistics, reader survey,  
2013 calendar insert*  
Space close: **Oct. 29**  
Material: **Nov. 7**  
Mail: **Nov. 28**

## THE MARKET LEADER

It's all about your customers: our loyal readers.

Visit any Canadian wood products shop. *Wood Industry* is there; on the owner's desk and in the lunch room. Ask your customers what they read, and why. Match the responses with our third-party guarantee:

*Wood Industry's* subscribers are 100% qualified industry participants, verified by the Audit Bureau of Circulations.



Audit Bureau of Circulations

In a new economy, it's back to marketing basics: creating demand for your products by connecting with your customers.

No other magazine both knows your Canadian customers and connects like *Wood Industry*. No other magazine even tries.

**Wood Industry DELIVERS.**

Next page:  
**Rates and  
contacts**

# WOOD INDUSTRY

## 2012

### FOUR COLOUR ADVERTISING RATES Canadian dollars

	1x	3x	6x
DPS	\$5,789	\$5,489	\$4,990
Half Spread	\$4,453	\$4,222	\$3,839
Full Page	\$3,495	\$3,378	\$3,071
Two Thirds	\$3,098	\$2,937	\$2,670
Half Island	\$2,589	\$2,455	\$2,232
Half	\$2,213	\$2,098	\$1,907
Third	\$1,702	\$1,614	\$1,467
Quarter	\$1,572	\$1,362	\$1,048
Sixth (NEW SIZE)	\$1,415	\$1,226	\$943
OBC, IFC	\$4,096	\$3,884	\$3,531
IBC or request	\$3,918	\$3,716	\$3,378

### E-LETTER SPONSORSHIP

Wood Industry's e-letters are talked about and quoted around the world. Sponsors receive a 300 x 250 pixel ad at right. Cost is \$500 per issue.

### WEB ADVERTISING on [www.woodindustry.ca](http://www.woodindustry.ca)

	Per month, 1-3 mos.	4-6 mos.	7-12 mos.
Banner ad, 700 x 100 pixels	\$220	\$180	\$150
Full size ad, right of page, 300 x 250	\$220	\$200	\$180
Half size ad, right of page, 300 x 125	\$165	\$145	\$125

### PRODUCT SOURCE DIRECTORY on [www.woodindustry.ca](http://www.woodindustry.ca)

Enhanced contact and product release package	\$1,445 per year
Premium contact, product release and channels of distribution package	\$1,950 per year

### INSERTS AND LIST RENTAL

Our polybagged, bind-in or tip-on inserts are effective — and cost-effective. Or rent our circulation list for \$175/M (supplied to recognized mail houses only).

# WOOD INDUSTRY

Sales contacts

**Mike Neeb**, Associate publisher

647-290-3673, [mneeb@wimediainc.ca](mailto:mneeb@wimediainc.ca), Fax: 905-998-0095

**Steve King**, Account representative

905-703-6597, [sking@wimediainc.ca](mailto:sking@wimediainc.ca), Fax: 905-998-0095

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Box 84 Cheltenham  
Caledon, ON L7C 3L7 Canada

[www.woodindustry.ca](http://www.woodindustry.ca)

Press releases to: [news@wimediainc.ca](mailto:news@wimediainc.ca)



### Display ad sizes

<b>DPS</b> trim 16-1/4" x 10-7/8"
Bleed 16-1/2" x 11-1/8"
<b>Half spread</b> trim 16-1/4" x 5-1/4"
Bleed 16-1/2" x 5-3/8"
<b>Full page</b> trim 8-1/8" x 107/8"
Bleed 8-3/8" x 11-1/8"
Live area 7-1/8" x 10"
<b>Two-thirds</b> vertical 4-5/8" x 10"
<b>Two-thirds</b> square 7-1/8" x 6-1/2"
<b>Half page</b> island 4-5/8" x 7-1/2"
<b>Half</b> vertical 3-3/8" x 10"
<b>Half</b> horizontal 7-1/8" x 4-7/8"
<b>Third</b> vertical 2-1/4" x 10"
<b>Third</b> square 4-5/8" x 4-7/8"
<b>Third</b> horizontal 7-1/8" x 3-1/4"
<b>Quarter</b> vertical 3-3/8" x 4-7/8"
<b>Quarter</b> square 4-5/8" x 3-3/4"
<b>Quarter</b> horizontal 7-1/8" x 2-3/8"
<b>Sixth</b> vertical 2-3/8" x 4-7/8"
<b>Sixth</b> horizontal 4-5/8" x 2-1/4"

### Technical specifications

High-resolution PDF or EPS files with fonts embedded or converted to outlines are preferred. Colour files must be CMYK. Proofs must accompany all submissions. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless accompanied by a high resolution, full-colour, contract-quality proof to ensure proper reproduction. Ad material may be uploaded to our FTP site; please call for a user name and password.

### Contract provisions

Terms: Net 30 days from date of invoice, payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

Advertiser and advertising agency agree that *Wood Industry* shall be under no liability for failure to insert any advertisement.

Our policy is that the advertising agency and/or advertiser are jointly or severally liable for all advertising invoices.

All advertising is subject to approval of publisher. The word "advertisement" will be placed above copy that resembles editorial matter.

Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom against the publishers.

Rates are based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they use sufficient additional space to warrant a lower rate.

Accounts referred to collection will pay reasonable collection fees.

Advertisers are charged incurred production costs.

Cancellations are not accepted after closing dates.