



**WOOD  
DESIGN &  
BUILDING**  
**2019 MEDIA KIT**



## ABOUT US

# INSPIRING. INFORMING. INNOVATING.

*Wood Design & Building* is the official publication of the Canadian Wood Council, the national association representing manufacturers of Canadian wood products used in construction. **Our inspiring and award-winning design and editorial offers a one-of-a-kind focus on wood as the primary structural resource in architecture.**



## LETTER FROM THE EDITOR



**Popi Bowman**  
Executive Editor

Over more than 20 years, *Wood Design & Building* magazine has built a loyal audience of industry insiders who look to us for a deeper understanding of the innovations and projects that are redefining the world of wood. Our expert contributors provide an inside look at how some of these projects are realized, from design challenges to technical solutions. As the architectural field is developing new technologies and applications, we explore the methods and changes that are enhancing wood construction. The annual Wood Design

Awards issue provides a platform to showcase excellence and recognize the world's best architecture, while each magazine also features international news and a wide range of projects and technical topics.

As the popularity of mass timber continues to grow, we are at the forefront of an industry that is poised to transform how cities are built. It's an exciting time for wood, and we're leading the charge.

**FOLLOW US TO STAY INSPIRED** **@WoodDesignMag**



## CIRCULATION

**25,056\***

Canada 16,072\*

US 8,968\*

International 16\*

## READERS PER COPY

**2.8\*\***

## TOTAL AUDIENCE

**70,156**

**64%**  
of readers are  
owners or partners

# REACH WOOD DESIGN AND BUILDING LEADERS

Managing residential, commercial and institutional projects



**81%**

are influential MOPEs (Managers, Owners, Professionals and Entrepreneurs)

**74%**

grant final recommendation and/or approval

**\$8.3M**

average current budget (across average 2.6 projects)

## SPECIFICATION & PURCHASE PROFILE

**64%**

Windows & Doors

**63%**

Flooring/Flooring Systems

**61%**

Lumber/Wood Products

**61%**

Siding

**59%**

Decks/Railings/Fencing



**59%**

Finishes/Sealants/Paint

**57%**

Roofing

**55%**

Millwork/Molding

**55%**

Architectural Hardware

**53%**

Engineered Wood

## CORE READERSHIP



**63%**

Architects



**12%**

Engineers

We also reach Contractors, Custom Builders, Interior Designers, Manufacturers, Developers and Academics

15% of readers have wood design projects exceed

**\$10M**

## READER ENGAGEMENT

# THE MUST-READ MAGAZINE FOR THE BOOMING WOOD CONSTRUCTION INDUSTRY

*Wood Design & Building* is valued by readers\*

**88%** say it keeps them up to date

**86%** say it provides important information about wood's role in sustainable construction

**79%** agree it is relevant to their line of business

**96%** agree it is important for them to use sustainable products/materials in their projects

## TOP ACTIONS

**98%**

of readers take action after reading *Wood Design & Building*\*

**74%**

visited a website

**75%**

kept the magazine for future reference

**65%**

investigated an advertised product/service

over **6,000**

called for more information and/or purchased a product/service



THE  
WOOD  
RENAISSANCE

Sustainable, efficient, beautiful and functional. It's no surprise that wood is the future



NEW  
POSSIBILITIES

Wood is being used in a wide array of new building types



GOVERNMENT  
SUPPORT

Canadian\*\* and American\*\*\*, Governments are supporting infrastructure projects that use wood\*



RISING  
HIGHER

Changes to building codes will increase the number of stories allowed for wood structures in Canada\*\* and the U.S.A\*\*\*\*

**95%**

of readers agree it is important to use sustainable products and materials in their projects\*

# ACCESS DECISION-MAKERS THROUGH A RANGE OF ESSENTIAL TOUCH POINTS

## Print

Our award-winning editorial makes us an invaluable industry resource

Opportunities include display ads, inserts/outserts, cover wraps

## E-Newsletter

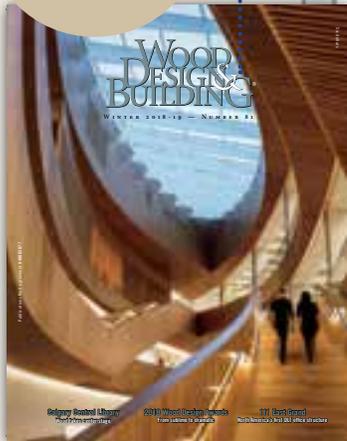
Delivered 5x a year

Connect with 16,800+ highly targeted readers

## Digital Edition

Every issue of *Wood Design & Building* can be found online for easy reference

Published  
3x a year



## Web

[www.wooddesignandbuilding.com](http://www.wooddesignandbuilding.com)

User-friendly and mobile optimized

Averaging 2,300+ pageviews a month

Opportunities include skyscraper and tile spaces

## Sponsorship

Yearlong exposure

The *Wood Design & Building* Awards program recognizes excellence in wood architecture.

Opportunities include exclusive category sponsorship

## BONUS DISTRIBUTION

Find *Wood Design & Building* at Wood Solution Fairs/Conferences, Greenbuild, AIA and more industry events across North America



Our award-winning editorial and design makes *Wood Design & Building* an indispensable resource for architects, structural engineers, custom builders, contractors and specifiers.

In each issue: Mass timber, industry news, technical solutions, ideas & applications

## Spring/ Summer

April 2019

### Themes

Mid-rise innovation:  
light and mass timber  
construction

Space closing: March 20<sup>th</sup>  
Material closing: March 27<sup>th</sup>

## Fall

September 2019

### Themes

Design for climate change:  
disaster-proofing wood  
structures

Space closing: July 26<sup>th</sup>  
Material closing: August 2<sup>nd</sup>

## Winter

December 2019

### Themes

2019 Wood Design  
Awards: innovators and  
game-changers

Space closing: October 25<sup>th</sup>  
Material closing: November 1<sup>st</sup>

\*Editorial calendar subject to change

**Bonus Distribution** Wood Solution Fairs/Conferences, Greenbuild, AIA and more.

*Wood Design & Building* magazine is also an invited juror representing North America for the **International Prize for Wood Architecture**, and nominated the inaugural winner, **Brock Commons Tallwood House at UBC, in 2018.**

## TABBIES AWARD WINNER



### 2015

Best Single Issue: Top 25 Issues  
Department: Honourable Mention  
Opening Page or Spread: Honourable Mention

### 2014

Best Single Issue: Top 25 Issues

### 2012

Best Single Issue: Top 25 Issue

### 2009

Best Technical Article: Gold  
Best Single Issue: Top 25 Issues  
Front Cover, Photography: Honourable Mention

### 2007

Best Single Issue: Top 25 Issues



### Editorial Submissions

*Wood Design & Building* will consider content that reflects the *Wood Design & Building's* editorial position. Editorial content may be subject to change at the discretion of the editor. To submit content for consideration, contact Popi Bowman at [pbowman@dvtail.com](mailto:pbowman@dvtail.com).

**ADVERTISING RATES**

	1x	3x	6x
4-color			
<b>Full page</b>	\$5,450	\$5,180	\$4,920
<b>2/3 page</b>	4,905	4,660	4,430
<b>1/2 page</b>	4,090	3,885	3,690
<b>1/3 page</b>	3,545	3,370	3,200
<b>1/4 page</b>	3,000	2,850	2,710
<b>DPS</b>	9,265	8,800	8,360
<b>Covers</b>			
<b>OBC</b>	\$6,815	\$6,475	\$6,150
<b>IFC/IBC</b>	6,540	6,215	5,905

Inserts/Outsert available. Call for information.

**WEB RATES AND SPECS**

(Rate for 3 months)

	(pixels)	1x
<b>Top Banner</b>	728 x 90	\$1,595
<b>Top Box</b>	270 x 270	\$1,395
<b>Second Box</b>	270 x 270	\$1,195
<b>Third Box</b>	270 x 270	\$995

**E-NEWSLETTER RATES AND SPECS**

	(pixels)	1-2x	3-4x	5x
<b>Skyscraper</b>	125 x 300	\$1,495	\$1,420	\$1,345
<b>Top Banner</b>	488 x 72	\$1,395	\$1,325	\$1,255
<b>Second Banner</b>	488 x 72	\$1,195	\$1,135	\$1,075
<b>Third Banner</b>	488 x 72	\$995	\$945	\$895
<b>Tile</b>	125 x 125	\$695	\$660	\$625

**DIMENSIONS (INCHES)**

<b>Full page (trim)</b>	8.375 x 10.75
<b>Full page (bleed)</b>	8.625 x 11
<b>Full page (live area)</b>	7.625 x 9.875
<b>2/3 page vertical</b>	4.75 x 9.875
<b>1/2 page vertical</b>	3.625 x 9.875
<b>1/2 page horizontal</b>	7.625 x 4.9375
<b>1/3 page vertical</b>	2.375 x 9.875
<b>1/4 page vertical</b>	3.625 x 4.75
<b>1/6 page vertical</b>	2.375 x 4.75
<b>1/8 page horizontal</b>	3.625 x 2.25
<b>DPS</b>	16.75 x 10.75

Please include crop marks and leave a bleed of .125 inch if required.

Branded and sponsored content available.

Contact an account rep for more information

**MECHANICAL REQUIREMENTS**

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 10 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size color proof must be provided. The publisher shall not be liable for any advertisements received without a color proof.

**File transfer media:** DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and chimes@dvtail.com.

**FTP Site:** ftp.dvtail.com. Please send an e-mail to ftp@dvtail.com for password information for the *Wood Design & Building* FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:**

Roberta Dick, robertad@dvtail.com or -Crystal Himes, chimes@dvtail.com, Tel: 905.886.6640

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**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

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**Cancellations and space changes not accepted after closing date.**



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