

# 2020

**MEDIA KIT**



WOOD  
DESIGN  
BUILDING®

## 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.**

Canadian  
Wood  
Council

Conseil  
canadien  
du bois



WOOD  
DESIGN &  
BUILDING

## LETTER FROM THE EDITOR



*Popi Bowman*

**Popi Bowman**  
Executive Editor

Over more than 20 years, *Wood Design & Building* magazine has built a loyal North American 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

**2.6\*\***

## TOTAL AUDIENCE

**65,145**

**77%**  
of readers are  
owners, partners  
or management\*\*

# REACH CANADA'S WOOD DESIGN AND BUILDING DECISION-MAKERS



**77%**

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

**72%**

are involved in the financial decision-making process

**98%**

say the magazine inspires them to work with wood

## SPECIFICATION & PURCHASE PROFILE

- 59%** Windows & Doors
- 58%** Lumber/Wood Products
- 54%** Flooring/Flooring Systems
- 53%** Decks/Railings/Fencing
- 53%** Finishes/Sealants/Paint



- 51%** Siding
- 51%** Engineered Wood
- 49%** Architectural Hardware
- 48%** Millwork/Molding
- 45%** Roofing

### CORE READERSHIP



**51%** Architects



**16%** Engineers

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

On average, readers are currently working on **7** wood design and/or construction projects

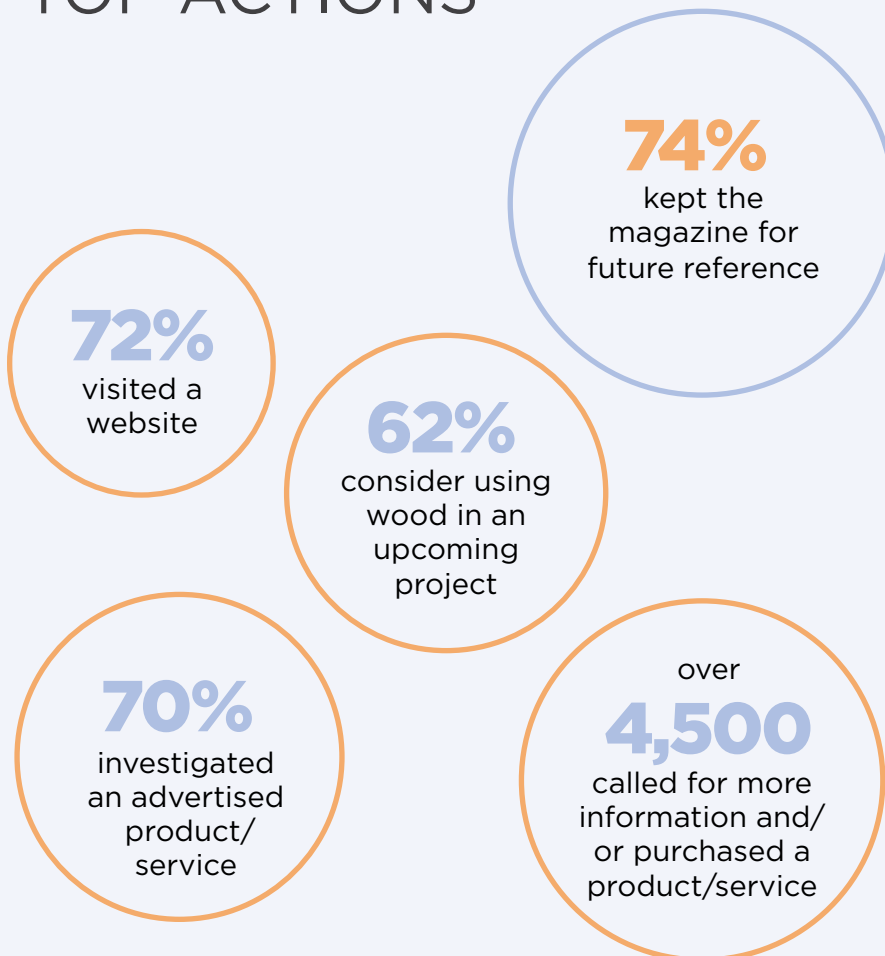
## READER ENGAGEMENT

# CONNECT WITH LEADERS THAT TAKE ACTION

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

- 97%** agree it is important for them to use sustainable products/materials in their projects
- 90%** say it keeps them up-to-date and well informed
- 87%** say it provides important information about wood's role in sustainable construction
- 83%** agree it is relevant to their line of business

### TOP ACTIONS\*



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



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



Funds will support projects and activities that increase the use of wood as green building materials in infrastructure projects\*\*



On May 30, 2019 funding was announced for The Arbour - Ontario's first mass-timber, low-carbon institutional building\*\*

**79%** say the magazine inspires them to use wood in their projects\*



# EXTEND YOUR BRAND'S STORY ACROSS MULTIPLE 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 19,000+ 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 2,600+ pageviews a month

Opportunities include skyscraper, banner and box ads

## 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, International Builders Show, International Mass Timber Conference 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.

# 95%

of readers say the editorial content is interesting and relevant to what they do

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

## Spring/ Summer

April 2020

### Themes

High-rise structures

Space closing: February 27<sup>th</sup>

Material closing: March 6<sup>th</sup>

## Fall

September 2020

### Themes

Hospitality works with wood (resorts, restaurants, shopping centres. etc.)

Space closing: July 24<sup>th</sup>

Material closing: August 3<sup>rd</sup>

## Winter

December 2020

### Themes

Prefab/modular construction and *Wood Design & Building* Awards coverage

Space closing: October 26<sup>th</sup>

Material closing: November 2<sup>nd</sup>

\*Editorial calendar subject to change

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

*Wood Design & Building* magazine was 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.



### 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).

## TABBIES AWARD WINNER



### 2019

Best Single Issue: Top 25 Issues

### 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

**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:**

Crystal Himes,  
chimes@dvtail.com, Tel: 905.886.6640

**TERMS & CONDITIONS**

**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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