



MEDIA KIT 2021

WOOD
DESIGN &
BUILDING®



Canadian Wood Council
Conseil canadien du bois

CIRCULATION **25,056***

Canada	16,072*
US	8,968*
International	16*

READERS PER COPY: 2.6**

TOTAL AUDIENCE: 65,145

AT THE FOREFRONT OF A THRIVING INDUSTRY.

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, award-winning design and editorial offers a one-of-a-kind focus on wood as the primary structural resource in architecture.

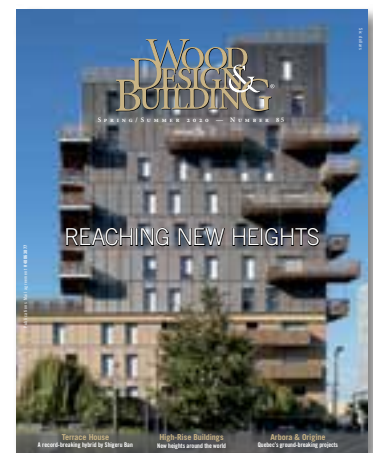
The world is changing quickly, and so is wood architecture. Because of mass timber, wood buildings are reaching taller heights than ever, while computer-aided design is enabling structures that would have been impossible to achieve in past generations. A growing concern for the environment also has shifted the focus onto wood's sustainable qualities: renewable and a "carbon sink," this is the only traditional construction material that actually can improve the world in which we live.

As the mass timber revolution sweeps across the planet, *Wood Design & Building* magazine explores the projects that are leading the way in this rapidly evolving industry, with expert contributors, technical topics and international news in each issue, including the annual Wood Design Awards edition to recognize the best international and North American projects. For more than 20 years, this award-winning publication has been an essential source for industry insiders who work with wood, and our audience continues to grow alongside the world of wood architecture.



Popi Bowman

Popi Bowman
Executive Editor

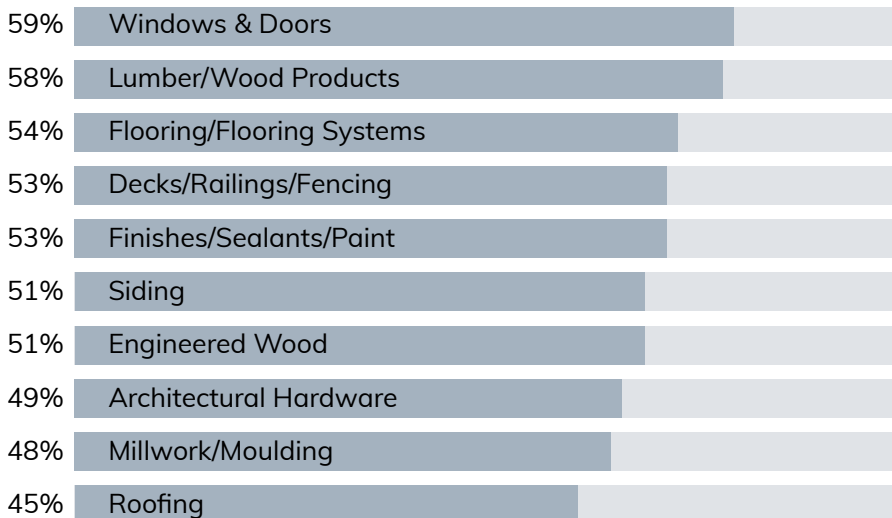


OUR READERS ARE YOUR CUSTOMERS.



Following a challenging year for everyone, 2021 is a new opportunity to focus on the growing trend of mass timber construction. *Wood Design & Building* will include in-depth features and technical articles to reveal the stories behind some of the most exciting new wood projects in Canada, and around the world.

WHAT THEY SPECIFY & PURCHASE



ROLES



51% Architects



16% Engineers



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

DECISION MAKERS

77%

are owners, partners, executive management and management

72%

are involved in the financial decision-making process

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

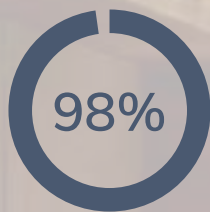
97%

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

Source: *Wood Design & Building* Reader Survey 2019

CONSIDERED INDISPENSABLE BY AN EXCLUSIVE AUDIENCE.

HIGHLY VALUED*



say the magazine **inspires them** to work with wood



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



say it keeps them up-to-date and **well-informed**



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

TOP ACTIONS*



72% visited a website



70% investigated an advertised product/service



74% kept the magazine for future reference



Over 4,500 called for more information and/or purchased a product/service



UPWARD MOMENTUM

THE WOOD BUILDING INDUSTRY IS EXPERIENCING A RENAISSANCE.

RECORD SALES

In September 2020, Canadian wood sales hit a record high \$3.3 billion.**

NEW HEIGHTS

This year, the National Building Code of Canada (NBCC) is expected to include mass timber towers that are **12 stories high**, an increase from the current 6 stories. The USA is anticipated to approve 18.

TRUST ON THE RISE****

- **Over half** of association members believe their organization is more important today than before the events of 2020, with 39 percent saying it is of equal importance
- **68%** of association members view industry information as more important this year
- Association members rate their professional organization as their top resource to reach their professional community, network, and find professional education/training

A COLLECTION OF RESOURCES THAT INSPIRE.

Magazine

The only North American magazine exclusively focused on wood and its use in construction and architecture.

Published 3x a year in print and digital formats. Opportunities include **display ads**, **inserts/outserts** and **cover wraps**.

WoodDesignandBuilding.com

A one-of-a-kind online destination for the wood architecture community.

Averaging 3,700+ pageviews a month.*

Opportunities include **skyscraper ads** and **title spaces**.

Sponsorship: Wood Design & Building Awards

Awarding excellence in architecture in which wood plays a significant role. Opportunities include **exclusive category sponsorship**.

E-Newsletter

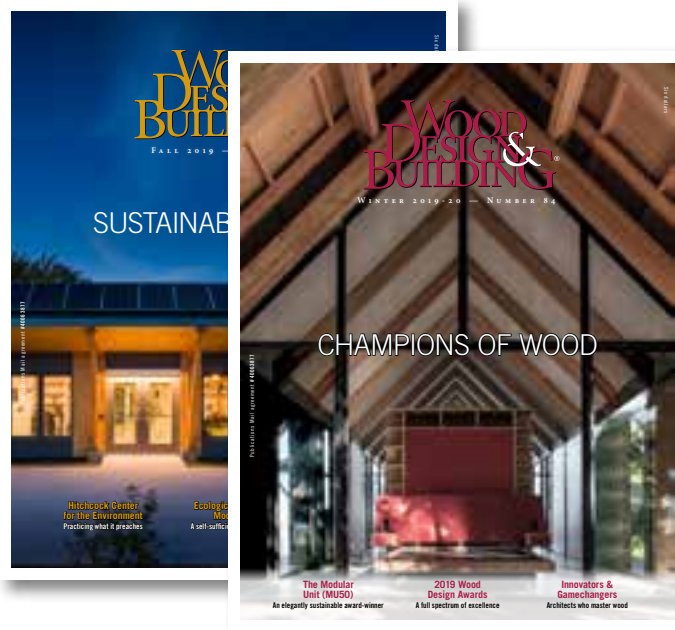
Our highly valued newsletter keeps over 19,000 highly targeted readers up-to-date on the latest trends, news, features, and more.

Delivered 5x a year. Opportunities include **skyscraper** and **banner ads**.

Bonus Distribution

Find Wood Design & Building at Wood Solution Fairs and Conferences, Greenbuild, AIA, International Builders Show, International Mass Timber Conference and more industry events across North America. *

*subject to change





AN INSIDER'S LOOK AT AN EVOLVING INDUSTRY.



SUMMER April 2021

Theme
Parametric design – how computers are revolutionizing what can be built with wood, 2020 Wood Awards

Space closing: May 14
Material closing: May 21



FALL September 2021

Theme
Interiors – the many functions of wood

Space closing: September 22
Material closing: September 29



WINTER January 2022

Theme
Net Zero & Passive House – the future of efficient living, 2021 Wood Awards

Space closing: January 7
Material closing: January 14

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

*Editorial calendar subject to change



EDITORIAL SUBMISSIONS

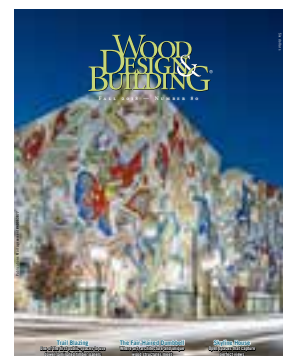
Wood Design & Building will consider content related to all aspects of wood architecture and design. Editorial content may be subject to change at the discretion of the editor. To submit content for consideration, contact Popi Bowman at pbowman@dvtail.com

Back to Back Tabbie Awards Winner

2020 Top 25 Best Single Issues



2019 Top 25 Best Single Issues



ADVERTISING RATES

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

Inserts/Outsert available. Call for information.

WEB RATES AND SPECS

(Rate for 3 months)

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

E-NEWSLETTER RATES AND SPECS

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

DIMENSIONS

(INCHES)

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

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/insertion orders and material to:

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Cancellations and space changes not accepted after closing date.

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NATIONAL ADVERTISING SALES

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