



WOOD DESIGN & BUILDING®

2023 MEDIA KIT

WOOD DESIGN & BUILDING

For 32 years, *Wood Design & Building* has been the only North American magazine to spotlight wood as the primary structural material in construction and architecture. As the only publication of its kind, it has become a trusted and essential resource for more than 65,000 architects, structural engineers, custom builders, contractors and specifiers across North America and around the world.

It delivers exclusive access to a niche of highly professional readers across multiple platforms including: print, website, e-newsletter and sponsorship of the Wood Design & Building Awards. Through focused campaigns and meaningful content, your brand will have maximum impact on our audience.

REACH KEY PLAYERS IN THE WOOD INDUSTRY TODAY!



The official publication of the Canadian Wood Council, the national association representing manufacturers of Canadian wood products used in construction.

CIRCULATION 25,056*

Canada 16,072 | US 8,968 | International 16
Readers Per Copy 2.6**

DISTRIBUTED:

3x Annually

TOTAL AUDIENCE 65,145

2.6k Followers

🐦 @WoodDesignMag

LATEST AWARD

Honourable Mention
for Best Cover



Sources: **Publisher's Sworn Statement, March 2018,
**Wood Design & Building Reader Survey 2019
conducted by Macorr Research, ***Natural Resources
Canada, The State of Mass Timber in Canada 2021

LETTER FROM THE EDITOR

The popularity of construction using wood—from buildings to bridges—continues to grow in Canada. According to the State of Mass Timber in Canada 2021, there have been well over 1,000 buildings in Canada that used mass timber as a key design component.***

Clearly, the timber industry isn't slowing down, and neither is *Wood Design & Building* magazine. For more than 30 years, we've been a reliable source for architects and builders to read about designing and building with wood.

Our publication—in print and online—is the source to go for information on innovative projects and construction solutions. Our knowledgeable contributors explain how domestic and international architects realize phenomenal architectural wonders. And our technical experts provide top-notch solutions for topics in construction—from building codes to fire safety. We also keep you updated on Canadian, American, and international projects in the works—whether at the design or construction phase—in both our publication and our newsletter.

As always, we'll be there to promote the inspired use of wood, and increase the recognition of wood architecture.

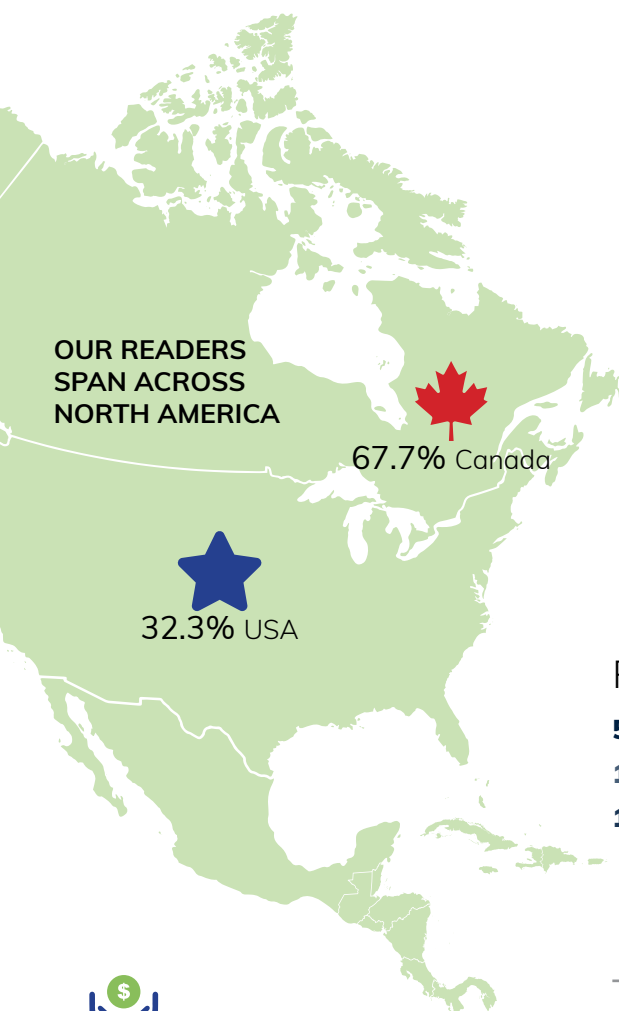
We hope you will, too!



Brooke Smith, Editor



PLACE YOUR BRAND IN FRONT OF DECISION-MAKERS AND LEADERS IN A TARGETED ENVIRONMENT



PROFESSION

51% Architect	4% Academic/Student
16% Engineer	3% Contractor
11% Other (Government, Regulators, Consultants and Researcher)	2% Specifier
6% Manufacturer/Developer/Supplier	1% Interior Designer
5% Custom Builder	1% Retailer



DECISION-MAKERS

77%
are an owner/partner/executive management/management

72%
are involved in the financial decision-making process



TOP ACTIONS READERS TAKE/PLAN TO TAKE AFTER READING AN ISSUE:

- Keep the magazine for future reference
- Visit a website
- Investigate/purchase a product/service advertised/mentioned in an article
- Consider using wood in an upcoming project
- Pass the magazine and/or information on to someone else

WHAT OUR READERS HAVE TO SAY:

"Good source of information and very strong resource for builders, designers and reviewing planning/development application in new project using structural wood products."

TOP 5 PRODUCTS READERS SPECIFY/PURCHASE:

1. Windows & Doors
2. Lumber/Wood Products
3. Flooring/Flooring Systems
4. Decks/Railings/Fencing
5. Finishes/Sealants/Paint

AMPLIFY YOUR REACH TO A NICHE MARKET PASSIONATE ABOUT WOOD

ENGAGED:*

90% agree that the magazine keeps them up-to-date and well informed

83% agree that the magazine is relevant to their line of business

69% read 50-100% of each issue

VALUED:*



98%
say the magazine inspires them to work with wood



98%
say the magazine is an important industry resource



98%
say the magazine provides creative inspiration



96%
say the advertising is useful and relevant to their profession*

CANADA TAKING A LEADING ROLE IN MASS TIMBER

- With some of the largest forests in the world, Canada has a unique advantage to supply and manufacture wood products while supporting a renewable resource that also reduces carbon emissions**
- Well over 1,000 buildings in Canada have used mass timber as a key design component**
- Over \$30 million in GCWood funding has been allocated for several upcoming mass timber projects**
- Canada has 37% of the world's certified sustainable forests**
- Vancouver's 10 storey 2150 Keith project will be the tallest braced frame mass timber project in North America***
- British Columbia currently has more mass timber buildings per capita than anywhere else in North America****
- The latest edition of the National Building Code of Canada, released in 2022, includes new provisions for Encapsulated Mass Timber Construction that allow for mass timber buildings up to 12 storeys tall.*****

EXPAND YOUR BRAND STORY ACROSS MULTIPLE PLATFORMS



Magazine

The official publication of the Canadian Wood Council brings inspirational content to architects, engineers and custom builders across North America. Advertising opportunities include display ads, inserts/outserts and cover wraps.

Circulation: 25,056***

Published: 3x Annually

Format: Print and Digital

BONUS DISTRIBUTION ADDITIONAL BRAND EXPOSURE

The magazine is available at Wood Solution Fairs and Conferences, Greenbuild, AIA, International Builders Show, International Mass Timber Conference and other industry events across North America.



WoodDesignandBuilding.com

Strategically positioned to maximize visibility and engagement for advertisers. Opportunities include skyscraper ads and title spaces.

Average Monthly Pageviews:

3,400+*



E-Newsletter

Deliver your campaign directly to our database of engaged subscribers. Opportunities include skyscraper and banners ads.

Average List Size: **11,301****

Published: 6x Annually

Average Open Rate: **38.85%****

Average Click-Through Rate: **4.42%****



Sponsorship: **Wood Design & Building Awards**

Recognizing and celebrating the outstanding work of visionaries around the world who achieve excellence in wood architecture. Opportunities include exclusive category sponsorship.



COMBINE THE **POWER OF PRINT** AND THE **VERSATILITY OF DIGITAL** TO INCREASE YOUR BRAND AWARENESS WITH A HIGHLY TARGETED AUDIENCE.

OUR AWARD-WINNING EDITORIAL AND DESIGN MAKE *WOOD DESIGN & BUILDING* AN INDISPENSABLE RESOURCE FOR INDUSTRY PROFESSIONALS.



SPRING 2023

Theme: Placemaking
Featuring large multi-use
mass timber developments

Space Closing: January 13
Material Closing: January 20



SUMMER 2023

Theme: Climate
Resilient Design
Building earthquake,
fire, and wind-resistant
projects. Plus an overview
of the 2022-23 Wood
Design Awards

Space closing: May 12
Material closing: May 19



FALL 2023

Theme: Low Carbon
Construction
Net Zero, Passive House
and other green building
strategies to reduce the
carbon footprint of buildings

Space closing: August 31
Material closing: September 7



SPRING 2024

Theme:
Celebrating Diversity
Showcasing
projects designed
by BIPOC architects

Space closing: January 7
Material closing: January 14

*Editorial calendar subject to change

OUR READERS:

98% say the magazine keeps them informed on industry trends and news

95% say the editorial content is interesting and relevant to what they do

87% agree that the magazine provides important information about
wood's role in sustainable construction



WHAT OUR READERS SAY: *"Excellent magazine. Look forward to reading each edition."*

Source: Wood Design & Building Reader Survey 2019 conducted by MaCorr Research

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/Outserts 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.



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 Brooke Smith at bsmith@dvtail.com.

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 email. Smaller files can be emailed 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.

PUBLISHER



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NATIONAL ADVERTISING SALES

DOVETAIL

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