

MEDIA PLANNER



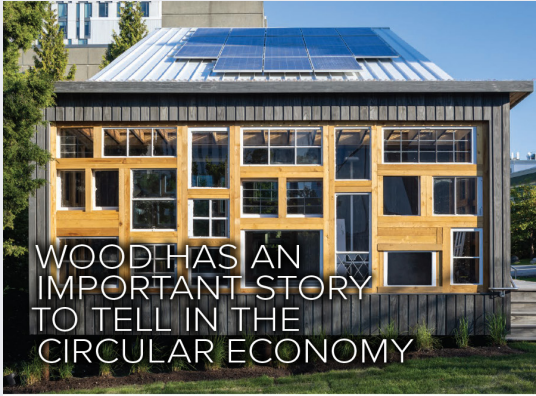
International Wood Magazine & Buyers Guide is North America's premier source for the selection, application, and use of wood products from around the globe. The content highlights cutting-edge applications, from material selection to responsible sourcing, design, fabrication, and installation.

**INCLUDING
a fully interactive
online digital magazine
and digital
advertisements.**

- Beautiful products such as lumber, plywood, flooring, decking, and moulding.
- The latest information critical to wood products users.

**Introducing Designers and Builders
to the Beauty of WOOD**

NORTH AMERICA'S LEADING PUBLICATION and the Authority on Imported Wood Products



WOOD HAS AN IMPORTANT STORY TO TELL IN THE CIRCULAR ECONOMY

Following the principles of a circular economy, a team of students from the University of British Columbia designed and built a near-zero embodied carbon building using acetylated Acceq® Wood, hempcrete, and lightweight framing as primary materials.

A circular economy is a system that preserves resources by reusing and repurposing existing products and the materials used in making them rather than manufacturing and consuming new ones. In a circular economy, value is placed on the "embedded carbon" in products, which encompasses the mining, extraction, processing and transportation of building materials. The aim of this process is to be regenerative, to eliminate waste, and to proactively reduce the ecological and environmental impact of industries at the outset, rather than addressing the consequences of their practices.

- The defining principles of a circular economy are:
- Designing out waste and pollution
 - Maintaining products in service as long as possible
 - Regenerating natural systems

Third Space Commons is a design-build project at the Vancouver campus of the University of British Columbia that was completed in 2023. The project was led by Third Quadrant Design, a group of 60 students from the UBC Schools of Applied Science and the Sauder School of Business. The students designed Third Space based on principles of circular economy, system restoration, flexibility and adaptability, resilience, and living lab. The model places carbon not only on the forefront. Every aspect of the 2,400 square foot project, from the material components to the building methods, were chosen to decrease and/or capture carbon emissions.

"We wanted to focus on using wood that structurally was as good as possible," said Kate Theall, the project's Architectural Services Co-captain of the UBC Third Quadrant design team. "The goal was to use low-embodied carbon products within budget and safety limitations. As a biogenic material, wood was the forefront of our decision-making processes and at the heart of the building's structural system."

Grey Accoya, an acetylated wood product distributed by UCS Forest Group, was selected for the building's decking and siding. To produce Accoya, radiata pine lumber undergoes a process known as acetylation. Acetylation is a non-reversible permanent process that modifies the balance of two competing molecular groups in wood, causing it to be less susceptible to interaction with water. Therefore, Accoya does not warp, splinter, swell, shrink, or provide a food source for mold and boring insects. The acetylation technology isn't new but has been

READERS FROM TARGETED INDUSTRY SEGMENTS

- Architects | Interior Designers | Specifiers
- Architectural Woodworkers
- Boat Building & Marine Manufacturers
- Decking & Railing Suppliers
- Floor Covering Distributors & Retailers
- Furniture Manufacturers (Residential & Office)
- Hardwood Plywood Manufacturers
- Home Builders
- Importers
- Kitchen Cabinet Manufacturers
- Lumber Distributors & Wholesalers
- Lumber Producers
- Manufactured Housing Suppliers
- RV Manufacturers
- Store Fixture Manufacturers
- Veneer Manufacturers
- Wood Component Manufacturers
- Wood Moulding & Millwork Manufacturers
- Wood Window & Door Manufacturers



22 INTERNATIONAL WOOD



NATURAL WOODS SHINE IN COMMERCIAL



MARINE TRENDS MERGE FORM AND FUNCTION

Yacht design in 2024 is moving forward, incorporating a blend of aesthetic appeal and functional innovation. Small spaces necessitate multi-purpose areas that can be transformed according to need and are becoming a hallmark of modern yacht design. Planning every inch of space is important. One space that transforms from quiet lounge to a lively entertainment zone, while reflecting the boat's owner, is the future of yachting.

THE TRIPLE "S" '72' SCARBOROUGH SPORT FISHING YACHT MERGES FORM AND FUNCTION AT EVERY TURN

Todd Smith, Owner of the Triple "S" '72' Scarborough Sport Fishing Yacht, describes himself as a wood guy. "As a custom boat builder, I am passionate about wood," he said. "When I started thinking about this boat, I knew exactly what I wanted in the way of woods. I wanted oak every lot and every piece just in the way of wood, I wanted oak grain and depth, coloring, smell, texture, figuring. I can just sit and look at it. It is like a piece of art to me." Smith's boat, the Triple "S", is a custom luxury watercraft built by Scarborough Boatworks of Vancouver, North Carolina. "Every boat we build is custom designed and built to the client's specifications," said Owner Ricky Scarborough, Jr. "We sat with a blank sheet of paper. It

Iron renovation was completed at the Myrtle Beach walk and Promenade earlier this year. The project included replacing the 10-year-old southern yellow pine boardwalk. The deck was replaced with composite decking and some siding. When it came to renovating the area around the wrap wood was selected. This was chosen not only for the protection it offers from excess underfoot heat, traffic wear and tear, as well as its practicality, durability,

and Garapa a solid choice for the SkyWheel flooring deck for areas with challenging weather conditions. Its resistance to moisture, decay, and insects make it a durable element and maintain its integrity and appearance

plated the Iron Woods branded Garapa decking for was the perfect choice for this project," said Wes Bringer. "It combines Class 1 durability, a Class A gold color which enhances the ribbon graining the Garapa will age to a light silver patina, but the



Fully Interactive!

EACH YEAR I LOOK FORWARD TO SHARING INTERNATIONAL WOOD WITH MY CUSTOMERS, AND I LOVE THAT THEY SEE MY AD AMONG SO MANY BEAUTIFUL ARTICLES. THE FINISHED PRODUCT REALLY TURNS HEADS.

BRONSON NEWBURGER

PRESIDENT | CLARKE VENEERS AND PLYWOOD

PROVIDING USERS The Tools to Buy & Specify International Wood Species

A TOAST to the Jack Daniel's Circassia Walnut Slab Project



Brown Forest Corporation, corporate Director, Commissioned a massive 10' x 4' x 1" Circassia Walnut table for a new facility for Jack Daniel's Lynchburg, Tennessee headquarters.

The table was cut from one 24-foot long Cir (Circassia nigra) slab, and the entire design and fit was completed in less than two months by The Division/Fabrication of Digital Process, based in OH.

The wood itself, quality sourced from 16.7 Compartment of Fairfield, Ohio, was the catalyst for design of the table, according to Administrator, "I've never seen one so large before for the design of the project features," he said. "You start to work with a slab and care it out to see what's there, how it reacts to grain, etc."

A unique feature of this table is the electrical trough that runs down its center and houses electrical outlets, USB ports and subcommunication ports. Maintenance worked directly with M. Builders to ensure the concrete foundation slab, meaning that the two adjoining faces face upwards and create a striking effect. The new form which the wood was sourced being wide at the base then narrowing towards the top and widening out again where the foundation begins gives the table a tongue-like shape, and this was clearly in the shape of the electrical trough.

As you can see, the table is a masterpiece of wood. He decided to have it stain and worked alternately with wood staining and sanding to work it in and out of the wood to enhance the character of the table surface. "Distillation from the soil and natural finish made it all, due to the high quality of the techniques, are mirrored on both sides of the table."

What does the janka ranking scale mean?

THE JANKA RATING SCALE measures the relative hardness of woods. Because hardness is often an important factor and hardness varies for each species, the janka scale is an excellent tool to compare wood species and identify appropriate choices.

2500 +	★★★★★
2000	★★★★
1500	★★★
1000	★★
0-500	★

Refer to Janka Hardness scales pertaining to specific wood species in articles on pages 14, 20, 22, 26, 30, 34, 38, 40, and 44.



FEATURING:

TECHNICAL WOOD SPECIFICATION INFORMATION:

providing information on wood characteristics of unique international woods.

LASER FOCUSED CIRCULATION REACHES YOUR DESIRED AUDIENCE:

reaching professionals responsible for the selection, purchase and distribution of exotic species.

FOCUSED AD PLACEMENT:

matching advertisers with articles to inspire and provide solutions.

TARGETED SOCIAL MEDIA MARKETING AND PRESS CAMPAIGN:

a plan will be executed through multiple social media channels as well as press networks to increase the online exposure of the magazine and it's advertisers.

RESPONSIBLE SOURCING

Woods used in PRS Guitars are a win for global forests and support quality jobs in the U.S.



The expert luthiers at Paul Reed Smith Guitars use wood species from around the world to create unique guitars for each year, such as Cedar, Sitka Spruce and Mahogany, and specialty species, including wenge, ebony, and rosewood. The company's commitment to responsible sourcing is a key part of its mission.

Paul Reed Smith Guitars is committed to responsible sourcing of wood species. The company's commitment to responsible sourcing is a key part of its mission. The company's commitment to responsible sourcing is a key part of its mission.

Other woods used primarily for the manufacture of guitar bodies include Ebony (Spondias) from around the world, such as Indian Rosewood, Handmade Rosewood, and Brazilian Rosewood. These woods are sourced from responsible sources, including local and regional suppliers.

On occasion PRS guitars use wood from exotic species such as wenge, ebony, and rosewood. These woods are sourced from responsible sources, including local and regional suppliers.

On occasion PRS guitars use wood from exotic species such as wenge, ebony, and rosewood. These woods are sourced from responsible sources, including local and regional suppliers.



YOUR AD REACHES OVER 37,000 READERS

CIRCULATION OVER 20,000

"WE ARE EXCITED ABOUT THE CAPABILITIES OFFERED BY AN INTERACTIVE DIGITAL MAGAZINE. IT ADDS GREAT VALUE AND GIVES ADVERTISERS LIKE FLOOR & DECOR ACCESS TO A LARGER AUDIENCE."

MIKE SCHULTZ | SENIOR VICE PRESIDENT
SUPPLY CHAIN | FLOOR & DECOR

High Quality Advertising

HIGH QUALITY AD TOUCHES

As an annual design publication, your advertisement continues to work for your company long after the magazine is released. This magazine is often kept in design libraries, offices, and even coffee tables. Advertising in the International Wood Magazine is an investment in high quality ad touches.

SERVING AS A UNIQUE SALES TOOL

This beautiful award-winning magazine gives you and your salespeople a sales resource to use when discussing various international woods that your customer may not be familiar with.

PRINT READERSHIP & CIRCULATION

With print readership of over 37,000 and circulation over 20,000, this annual publication highlights real-life applications of imported lumber, plywood, veneer, flooring and decking from the initial specification to the finished project. This is the kind of magazine that people keep and can be found in offices.

CORRESPONDING INTERACTIVE ONLINE DIGITAL MAGAZINE

A fully responsive and interactive online magazine will be laid out to complement and enhance the printed magazine. Some advertisement options can be made interactive and all ads directly link to advertiser websites or landing pages.

INTERACTIVE ONLINE DIGITAL MAGAZINE

UPPER CANADA **SIERRA**

Delivering the Difference

Interiors Exteriors Building Envelope

About Us
Founded in 1986, we provide materials that enhance your business and the health of the planet.

We are proud to serve as a leading distributor and importer of hardwood lumber, specialty softwoods, panel products, laminates and exterior products, including FSC® (FSC-C015736), LEED and TSCA VI Compliant wood products.

Our team is here to support your team.

What you need. When you need it. By people that know and care.

GET IN TOUCH

Embedded Videos

Activated Websites

ADVERTISING OPTIONS

All sponsorships and advertisements require a 20% deposit reservation, with final payment due before publication of the magazine.

Early Bird Pricing: Reserve your advertisement no later than the World of Wood Convention to receive 10% off.

Exclusive Sponsorships ONE OF EACH TYPE AVAILABLE

Platinum Sponsor

Option of Barn Door or Gatefold Front Cover

INCLUDES:

- Full Page Interior Ad
- Full Digital Enhanced Advertisement, including features such as pop-out, animation, video, audio and multiple hyperlinks available
- Eight E-news leaderboard ads
- One leaderboard ad email to press and IW audience with a specific article link
- One custom email advertisement, including digital product listing or company highlight
- Targeted Promotion via IWPA channels

IWPA Member: \$ 13,950
Non-Member: \$ 15,900

Gold Sponsor

Back Cover Full Page Ad

INCLUDES:

- Full Page Interior Ad
- Full Digital Enhanced Advertisement, including features such as pop-out, animation, video, audio and multiple hyperlinks available
- Eight E-news leaderboard ads
- One leaderboard ad email to press and IW audience with a specific article link
- One custom email advertisement, including digital product listing or company highlight
- Targeted Promotion via IWPA channels

IWPA Member: \$ 12,650
Non-member: \$ 14,950

Silver Sponsor

Two Page Interior Spread

INCLUDES:

- Full Digital Enhanced Advertisement, including enhanced features such as pop-out, animation, video, audio and multiple hyperlinks available
- One E-newsletter leaderboard ad
- One leaderboard ad email to press and IW audience with a specific article link
- One custom email advertisement, including digital product listing or company highlight
- Targeted Promotion via IWPA channels

IWPA Member: \$ 12,350
Non-member: \$ 13,950

Premium Position Advertisements

The most desired pages within the magazine for print advertisement, these premium positions include: the inside front cover, page 3, page 4, page 5, page 7, page 11, and inside back cover.

In addition to a premium position in the print magazine, these ads automatically include an enhanced digital advertisement. **Enhanced digital advertisements** include interactive features such as including enhanced creative features such as pop-out, animation, video, audio and multiple hyperlinks available.

IWPA Member: \$ 6,499
Non-member: \$ 7,699

Standard Positions

All standard ad positions include a **basic digital advertisement**. A **basic digital advertisement** exactly mirrors the printed ad and includes a hyperlink to your landing page of choice.

	IWPA MEMBER	NON-MEMBER
Full Page	\$ 4,879	\$ 5,449
1/2 Page	\$ 3,149	\$ 3,779
1/3 Page	\$ 2,599	\$ 3,079

Enhanced digital advertisements include interactive features such as including enhanced creative features such as pop-out, animation, video, audio and multiple hyperlinks available.

\$ 595 \$ 595

Other Options Available

Enhanced Buyers Guide Listing \$ 295

Make your Buyers Guide listing pop by upgrading to an enhanced listing. The enhanced listing, which will be complimentary for IWPA members who advertise, will include:

- Company logo
- An additional brief narrative description of the products and services your company provides

Additional Listing for Branch Companies \$ 295

Add a Custom e-mail Advertisement to a Premium or Standard Ad \$ 1,495

E-News Leaderboard Ad (Premium Position or higher) \$ 295



INTERNATIONAL WOOD PRODUCTS ASSOCIATION
4214 KING STREET
ALEXANDRIA, VA 22302
PH: 703-820-6696 FAX: 703-820-8550
www.iwpawood.org

We can help with your advertising creation

Print/Digital Ad Creation Cost	\$ 199
Print Ad Change Cost	\$ 99