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.

- 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
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
WE ARE EXCITED ABOUT THE NEW 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

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.

“WE ARE EXCITED ABOUT THE NEW 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.

PROVIDING USERS The Tools to Buy & Specify International Wood Species

INTERNATIONAL WOOD
THE GUIDE TO APPLICATIONS, SOURCES AND TRENDS

FEATURING:

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**Extrusive 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
  - One E-news leaderboard ad
  - One leaderboard ad emails 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:** $12,495
  **Non-Member:** $13,495

- **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
  - One E-news leaderboard ad
  - One leaderboard ad emails 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:** $10,995
  **Non-member:** $11,995

- **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-news leaderboard ad
  - One leaderboard ad emails 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:** $9,995
  **Non-member:** $10,495

**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:** $5,995
**Non-member:** $6,195

**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.

<table>
<thead>
<tr>
<th></th>
<th>IWPA MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,219</td>
<td>$4,639</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,729</td>
<td>$3,159</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,199</td>
<td>$2,559</td>
</tr>
</tbody>
</table>

*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:** $595
**Non-member:** $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

**We can help with your advertising creation**

- **Print/Digital Ad Creation Cost** $99
- **Print Ad Change Cost** $49