

MEDIA PLANNER

INTERNATIONAL WOOD

THE GUIDE TO APPLICATIONS, SOURCES AND TRENDS



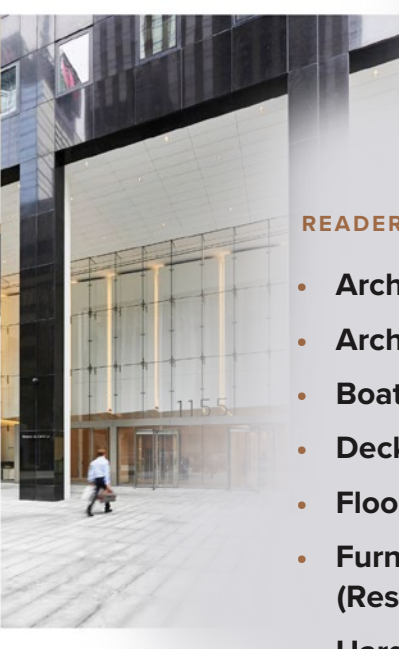
International Wood Magazine & Buyers Guide is North America's premier source for the selection, application, and use of wood products from around the globe. The content highlights cutting-edge applications, from material selection to responsible sourcing, design, fabrication, and installation.

**NOW 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



QUARTERED FIGURED ANGELO...
THE SPICES...
WOOD...
THE...
HUDSON YARDS...
MANHATTAN...

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

WOOD FLOORING DESIGNS That Will Brighten Any Space

Wood is a classic flooring material, but classic definitely does not mean frumpy or boring. Today's wood flooring trends are exciting and stylish. Innovative technologies and individualized applications celebrate the use of the most organic and eco-friendly of materials, and new wood flooring materials and designs are giving architects, designers and homeowners more options than ever before.

Leading manufacturers and retailers now offer materials in a virtually unlimited palette of colors, textures, patterns and finishes. Many of today's popular layouts and patterns feature unconventional widths and irregular patterns. For hardwood flooring enthusiasts, the current trend favors wide and elongated planks, as well as mixed width planks which give a more bespoke feel. Some designers are exploring vertical applications of flooring materials to add walls and ceilings to create a canopy.

The market is becoming more...



a casual "beachy" feel or an upscale contemporary feel, depending on the current, white blonde woods, such as Barnton, Maple, White Oak, Red Oak and Oak, particularly applications using large planks, make spaces seem larger and more open yet still cozy.

Gray is the new beige and flooring colors are showcasing the trend. Gray tones are chic, sophisticated and cool, and gray provides a neutral backdrop for virtually any color or design scheme. Black gray flooring complements red, sage or green tones, bright look floors or even black and white. Hardwood in deep and medium tones are very popular as well as gray floors that have a whitewash appearance.

Greige (gray + beige) is the newest addition to the wood flooring color palette. This blend of brown, beige and gray conveys the natural feel of gray with the warmth of beige and has a calm, balanced yet chic appeal. A greige wood floor harmonizes well in modern white looks, country browns and all bold colors.

In nature no two pieces of wood are identical, and with today's milling technology it is easier than ever to achieve a natural, processed, organic look, and homeowners are embracing trend. Techniques such as handscraping, wirebrushing and...

INTERNATIONAL WOOD 31



THE CHATEAU IN LAKE PALM BEACH AT THE SLIMEST WEEKEND...
VILLA...
DESIGNED BY...
THREE...
PINKIE...
SUNNY...
ROOMS...

ALMAL'S WEEKEND VILLA
Almal's Weekend Villa is built on two acres of rubber estate land turned farmland in the Malaysian state of Kelantan. This ultra-luxurious home is a masterpiece of traditional architecture, built and furnished with a mixture of local and imported materials. The villa is a blend of traditional and modern architecture, featuring a large pool, a tennis court, and a golf course. The villa is a masterpiece of traditional architecture, built and furnished with a mixture of local and imported materials. The villa is a blend of traditional and modern architecture, featuring a large pool, a tennis court, and a golf course.

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

WHAT DOES THE JANKA RATING 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	★

PURPOSE BEFORE PROFIT
Martin Guitar First in Industry to Achieve Certified B Corp Status

YOUR AD REACHES OVER 37,000 READERS
CIRCULATION OVER 20,000

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

INTERNATIONAL WOOD
THE GUIDE TO APPLICATIONS, SOURCES AND TRENDS

BREATHING NEW LIFE INTO OLD TIMBER
THE INTERNATIONAL HOUSE OF SYDNEY
A FUTURISTIC CITY WITHIN A CITY
PURPOSE BEFORE PROFIT
NINE EMERGING WOOD SPECIES

www.wow

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.

ADVERTISING OPTIONS

All sponsorships and advertisements require a 20 percent deposit reservation, with final payment due by November 1, 2020.

Special Early Bird/Convention Discount: Receive a 10% discount by reserving your ad.

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
- 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-newsletter 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.

	IWPA MEMBER	NON-MEMBER
Full Page	\$ 4,219	\$ 4,639
1/2 Page	\$ 2,729	\$ 3,159
1/3 Page	\$ 2,199	\$ 2,559

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



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www.iwpawood.org

We can help with your advertising creation

Print/Digital Ad Creation Cost \$ 99
Print Ad Change Cost \$ 49