Introducing Designers AND Builders TO THE WORLD OF WOOD

International Wood Magazine & Buyers Guide is North America’s premier source for the selection, application, and use of wood products from around the globe. 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.
- Stunning projects including residential, commercial, yachts, and private planes.
- The latest information critical to wood products users.

International Wood’s one-of-a-kind Buyers Guide links specifiers to IWPA Members who provide the impressive goods and services they desire.
NORTH AMERICA’S LEADING PUBLICATION
AND THE Authority ON
Imported Wood Products

READERS FROM TARGETED INDUSTRY SEGMENTS
• Architects / Interior Designers / Specifiers
• Architectural Woodworkers
• Boat Building & Marine Manufacturers
• Decking & Railing Suppliers
• Floor Covering Distributors
• 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

“International Wood is widely recognized as one of the best marketing and educational initiatives in the USA. It speaks to wood buyers, users, governments, NGO’s and industry so they understand the positive role commercial forestry has in helping to conserve the future of the forests.”

DR. MANOEL SOBRA FILHO | INTERNATIONAL TROPICAL TIMBER ORGANIZATION
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 SPECIFY & BUY International Wood Species

FEATURING:

TECHNICAL WOOD SPECIFICATION INFORMATION IN EACH ARTICLE – providing information on wood characteristics for each unique international wood species.

TARGETED AD PLACEMENT – matching advertisers with articles to inspire and provide solutions.

TARGETED CIRCULATION REACHES YOUR DESIRED AUDIENCE – reaching professionals responsible for the selection, purchase, and distribution of globally sourced wood products.

High Quality Advertising

PROVIDING HIGH VALUE ADVERTISING
Advertising with International Wood Magazine is a substantial investment – with a benefit of high quality ad touches.

As a prestigious annual specialty magazine, your advertising investment delivers substantial value.

SERVING AS A UNIQUE SALES TOOL
This beautiful award-winning magazine gives you and your salespeople a sales resource to use when teaching your customers on international woods and applications.

CIRCULATION & READERSHIP
With a 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 – found on coffee tables and in offices for years to come.
Contract for Advertisement

PLEASE COMPLETE BELOW

Select ad size ____________________________
(see ad dimensions and rates for sizes, subject to availability)

☐ I will send new artwork no later than July 24th.
☐ I don’t have artwork. Please contact me about creating an ad and the estimated cost.

Sign here to reserve your ad (required) ___________________________________________ Date: __________________

Ad reserved by (circle): Company Agency

COMPANY NAME: ________________________________________________________________

CONTACT: _______________________________________________________________________

PHONE: _________________________________________________________________________

FAX: __________________________________________________________________________

E-MAIL: _______________________________________________________________________

AGENCY NAME: ________________________________________________________________

CONTACT: _______________________________________________________________________

PHONE: _________________________________________________________________________

FAX: __________________________________________________________________________

E-MAIL: _______________________________________________________________________ 

PAYMENT INFORMATION (Payment due July 24th)

☐ I am sending a check.

☐ Please charge my credit card (Visa/MC/AMEX) for $____________

Card number: __________________________________________________________________

Exp. Date: __________ 3-digit CW/CVC Code (required): _____________________________

Signature (required) _____________________________________________________________

Bill net rate to (circle): Company Agency

CONTACT FOR QUESTIONS AND SUBMISSION OF FORM AND MATERIALS:

International Wood Products Association
4214 King Street
Alexandria, VA 22302
PH: 703/820-6696 FAX: 703/820-8550
intwoodmagazine@iwpa.com

SPECIAL EARLY BIRD/CONVENTION DISCOUNT
Receive a 10% DISCOUNT by reserving your ad.

AD RATES
The rates below are net, and are for B&W, standard color and 4-color process.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>IWPA MEMBERS</th>
<th>NON-MEMBERS</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>$ 2,619</td>
</tr>
</tbody>
</table>

SPECIAL POSITIONS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>IWPA MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (IFC) or Page 3</td>
<td>$ 5,469</td>
<td>$ 5,899</td>
</tr>
<tr>
<td>Page 4, 5, or 7 (facing table of contents) or Inside Back Cover (IBC) or Facing IBC</td>
<td>$ 4,869</td>
<td>$ 5,299</td>
</tr>
<tr>
<td>Pages 8-9 (2-page spread)</td>
<td>$ 8,199</td>
<td>$ 8,629</td>
</tr>
<tr>
<td>Page 11</td>
<td>$ 4,649</td>
<td>$ 5,079</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$ 6,159</td>
<td>$ 6,579</td>
</tr>
<tr>
<td>Ad Creation Cost</td>
<td>$ 99</td>
<td>$ 99</td>
</tr>
<tr>
<td>Ad Change Cost</td>
<td>$ 49</td>
<td>$ 49</td>
</tr>
</tbody>
</table>

ENHANCED LISTING FOR SERVICE PROVIDERS—$295
Industry service providers can make their Buyers Guide listing pop by upgrading to an enhanced listing. The enhanced listing, which will be complimentary for service providers who also advertise, will include:

- Company logo
- A description of the specific services your company provides to the industry

ADDITIONAL LISTING FOR BRANCH COMPANIES—$295
IWPA Members have the option of adding either an independent or consolidated listing in the Buyers Guide for affiliated non-member companies.

AD DIMENSIONS

- A full page: 9” x 10.875”
- B 1/2 page horizontal: 8” x 5”
- C 1/2 page vertical: 4” x 10”
- D 1/2 page island: 5” x 8”
- E 1/3 page horizontal: 8” x 3.375”
- F 1/3 page vertical: 2.75” x 10”

PUBLICATION DIMENSIONS

- Trim size of the magazine is 9” x 10.875”
- Bleed size is 9.25” x 11.125” (additional .125” each side)
- Keep all live matter .25” inside of trim

FILE SPECIFICATIONS AND TRANSFER:
Advertisers will receive instructions for file specifications and transfer upon confirmation of advertisement.