



20
WOOD
DESIGN
BUILDING
YEARS

MEDIA
PLANNER
2017

Wood Design & Building is the official publication of the Canadian Wood Council, the national association representing manufacturers of Canadian wood products used in construction. Our inspiring and award-winning design and editorial offers a one-of-a-kind focus on wood as a primary structural resource in architecture.

Letter from the Editor



Theresa Rogers
Executive Editor
trogers@dvtail.com

For 20 years, every issue of *Wood Design & Building* has been packed with valuable and inspiring content that reaches architects and engineers all over North America.

Wood use as a structural material has grown and evolved a lot over the past 20 years and *Wood Design & Building* has evolved with it. This year, we're focusing on connecting with you faster and in more ways. In between print issues, you can find us online with our enhanced e-newsletter. We also hope you'll visit our brand new website, and connect with us often on Twitter @WoodDesignMag.

Our goal has always been to promote the inspired use of wood and heighten the awareness of wood architecture, and that's one thing that never changes.

Here's to another year of inspiring design and construction ideas.

Circulation	Canada	US	International	Readers per copy
38,125	20,117	16,313	1,695	2.8

Source: *Wood Design & Building* Reader Survey 2013 conducted by Macorr Research, margin of error +/- 6.7% at a 95% level of confidence

Total Audience
106,750

Canadian
Wood
Council

Conseil
canadien
du bois



WOOD
DESIGN &
BUILDING



Why Reaching Our Readers Is Important:

Our readers take action

98% say *Wood Design & Building* keeps them up to date

98% say the magazine provides them with creative inspiration

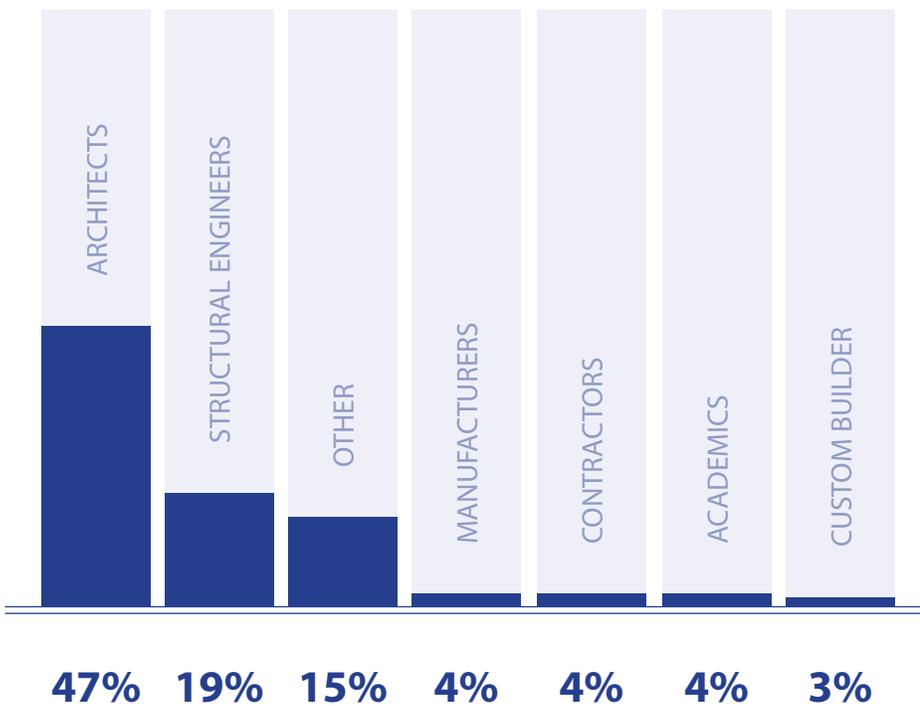
95% agree *Wood Design & Building* is relevant to their line of business

Our readers are decision makers

77% are an owner or in a management position in their company

62% are involved with making financial decisions

Our Readers



Source: *Wood Design & Building* Reader Survey 2013



OUR ENGAGED AUDIENCE

Our readers want information on constructing with wood and wood products

73% would like more information on structural wood products

64% would like more information on architectural wood products

Residential, commercial and institutional projects keep our readers busy. They are currently working on an average of **3.8 wood projects**. On average, they bid on **31 wood design projects** a year. 51% are working on wood projects valued at between of **\$500,000** and **10,000,000**.

Purchasing Profile

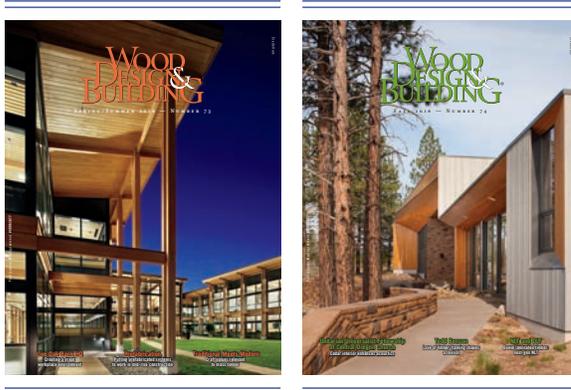


Our readers are influenced to purchase through the following media:



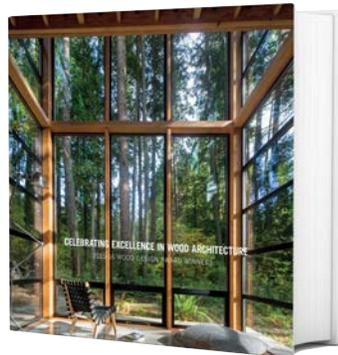
Reach our engaged audience of architects, structural engineers, contractors and industry leaders

Print



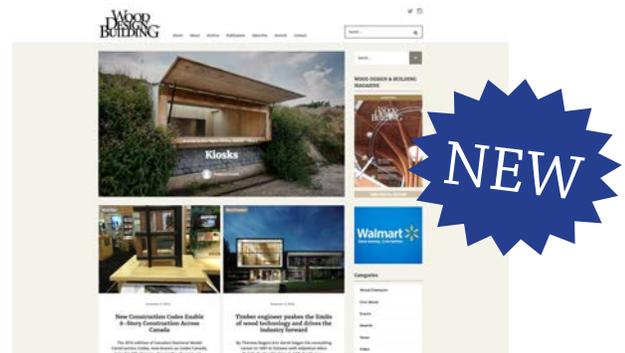
Published 3 times a year, our award-winning editorial makes us an invaluable resource. Options include display ads, inserts/outserts, and cover wraps

Wood Design & Building Awards SPONSORSHIP



The Wood Design & Building Awards recognizing excellence in wood architecture. Sponsor an exclusive category and receive the benefits of a year long campaign. Gold – 2016 EXCEL award.

Website



www.wooddesignandbuilding.com
Our newly designed website offers many options to reinforce your message and build an online presence.

E-Newsletter



Delivered directly to 16,000 readers 5 times a year providing you access to our highly targeted market between issues.

Bonus Distribution:

Find Wood Design & Building at Wood Solution Fairs, Greenbuild, AIA and more industry events across North America.

WOOD DESIGN & BUILDING

Our award-winning editorial and design makes *Wood Design & Building* an indispensable resource for architects, structural engineers, custom builders, contractors and specifiers.

Summer

April 2017

Space closing: February 24

Material closing: March 3

Fall

September 2017

Space closing: July 28

Material closing: August 4

Winter

December 2017

Space closing: October 27

Material closing: November 3

*Editorial calendar subject to change

Bonus Distribution

Wood Solution Fairs,
Greenbuild, AIA and more.



Editorial Submissions

Wood Design & Building will consider content that reflects the editorial position. Editorial content may be subject to change at the discretion of the editor. To submit content for consideration, contact Theresa Rogers at trogers@dvtail.com.



TABBIES AWARD WINNER

2016

Named: #55 of TAPBI's "The Big 95" list of top B2B publications.

2015

Best Single Issue: Top 25 Issues
Department: Honourable Mention
Opening Page or Spread: Honourable Mention

2014

Best Single Issue: Top 25 Issues

2012

Best Single Issue: Top 25 Issue

2009

Best Technical Article: Gold
Best Single Issue: Top 25 Issues
Front Cover, Photography: Honourable Mention

2007

Best Single Issue: Top 25 Issues

RATES AND DATA



ADVERTISING RATES

4-color	1x	2x	3x	4x
Full page	\$5,450	\$5,180	\$4,920	\$4,675
2/3 page	4,905	4,660	4,430	4,210
1/2 page	4,090	3,885	3,690	3,505
1/3 page	3,545	3,370	3,200	3,040
1/4 page	3,000	2,850	2,710	2,575
DPS	9,265	8,800	8,360	7,940
Covers				
OBC	\$6,815	\$6,475	\$6,150	\$5,845
IFC/IBC	6,540	6,215	5,905	5,610

We can create a custom package that works for you. Contact us today for *Wood Design & Building* awards sponsorship, website advertising, and e-newsletter advertising rates.

ONLINE RATES AND SPECS

Banners	(pixels)	1x
Skyscraper	125 x 300	\$1,495
Top Placement	488 x 72	\$1,395
Second Placement	488 x 72	\$1,195
Third Placement	488 x 72	\$995
Tile	125 x 125	\$695

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.

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (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 e-mail. Smaller files can be e-mailed 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 e-mail 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:

Roberta Dick, robertad@dvtail.com or 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.

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E-mail: wood@dvtail.com
Website: www.dvtail.com

Cancellations and space changes not accepted after closing date.

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