ABOUT US

INSPIRING.
INFORMING.
INNOVATING.

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 the primary structural resource in architecture.

LETTER FROM THE EDITOR

Over more than 20 years, Wood Design & Building magazine has built a loyal North American audience of industry insiders who look to us for a deeper understanding of the innovations and projects that are redefining the world of wood. Our expert contributors provide an inside look at how some of these projects are realized, from design challenges to technical solutions. As the architectural field is developing new technologies and applications, we explore the methods and changes that are enhancing wood construction. The annual Wood Design Awards issue provides a platform to showcase excellence and recognize the world’s best architecture, while each magazine also features international news and a wide range of projects and technical topics.

As the popularity of mass timber continues to grow, we are at the forefront of an industry that is poised to transform how cities are built. It’s an exciting time for wood, and we’re leading the charge.

FOLLOW US TO STAY INSPIRED

CIRCULATION

25,056*
Canada 16,072*
US 8,968*
International 16*
READERS PER COPY

2.6**
TOTAL AUDIENCE

65,145

77% of readers are owners, partners or management**

Sources: *Publisher’s Sworn Statement, March 2018; **Wood Design & Building Reader Survey 2019 conducted by Macorr Research, margin of error +/- 6.4% at a 95% level of confidence
READER PROFILE

REACH CANADA’S WOOD DESIGN AND BUILDING DECISION-MAKERS

77% are influential MOPEs (Managers, Owners, Professionals and Entrepreneurs)

72% are involved in the financial decision-making process

98% say the magazine inspires them to work with wood

SPECIFICATION & PURCHASE PROFILE

59% Windows & Doors
58% Lumber/Wood Products
54% Flooring/Flooring Systems
53% Decks/Railings/Fencing
53% Finishes/Sealants/Paint

51% Siding
51% Engineered Wood
49% Architectural Hardware
48% Millwork/Molding
45% Roofing

CORE READERSHIP

51% Architects
16% Engineers

We also reach Contractors, Custom Builders, Interior Designers, Manufacturers, Developers and Academics

On average, readers are currently working on 7 wood design and/or construction projects

CONNECT WITH LEADERS THAT TAKE ACTION

Wood Design & Building is valued by readers*

- 97% agree it is important for them to use sustainable products/materials in their projects
- 90% say it keeps them up-to-date and well informed
- 87% say it provides important information about wood’s role in sustainable construction
- 83% agree it is relevant to their line of business

TOP ACTIONS*

- 74% kept the magazine for future reference
- 72% visited a website
- 62% consider using wood in an upcoming project
- 70% investigated an advertised product/service
- over 4,500 called for more information and/or purchased a product/service
- 79% say the magazine inspires them to use wood in their projects*

THE WOOD RENAISSANCE

Sustainable, efficient, beautiful and functional. It’s no surprise that wood is the future

NEW POSSIBILITIES

Wood is being used in a wide array of new building types

GOVERNMENT SUPPORT

Funds will support projects and activities that increase the use of wood as green building materials in infrastructure projects**

RISING HIGHER

On May 30, 2019 funding was announced for The Arbour – Ontario’s first mass-timber, low-carbon institutional building**

Sources: *Wood Design & Building Reader Survey 2019, **Natural Resources Canada, Green Construction through Wood (GCWood) Program
EXTEND YOUR BRAND’S STORY ACROSS MULTIPLE TOUCH POINTS

Print
Our award-winning editorial makes us an invaluable industry resource
Opportunities include display ads, inserts/outserts, cover wraps

E-Newsletter
Delivered 5x a year
Connect with 19,000+ highly targeted readers

Digital Edition
Every issue of Wood Design & Building can be found online for easy reference

Web
www.wooddesignandbuilding.com
User-friendly and mobile optimized
Averaging 2,600+ pageviews a month
Opportunities include skyscraper, banner and box ads

Sponsorship
Yearlong exposure
The Wood Design & Building Awards program recognizes excellence in wood architecture.
Opportunities include exclusive category sponsorship

BONUS DISTRIBUTION
Find Wood Design & Building at Wood Solution Fairs/Conferences, Greenbuild, AIA, International Builders Show, International Mass Timber Conference and more industry events across North America

Source: Wood Design & Building, Google Analytics, January-December 2019
Our award-winning editorial and design makes *Wood Design & Building* an indispensable resource for architects, structural engineers, custom builders, contractors and specifiers.

**2020 EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>Spring/Summer</th>
<th>Fall</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2020</td>
<td>September 2020</td>
<td>December 2020</td>
</tr>
<tr>
<td><strong>Themes</strong></td>
<td><strong>Themes</strong></td>
<td><strong>Themes</strong></td>
</tr>
<tr>
<td>High-rise structures</td>
<td>Hospitality works with wood (resorts, restaurants, shopping centres, etc.)</td>
<td>Prefab/modular construction and <em>Wood Design &amp; Building</em> Awards coverage</td>
</tr>
</tbody>
</table>

**Space closing:**
- Spring/Summer: February 27th
- Fall: July 24th
- Winter: October 26th

**Material closing:**
- Spring/Summer: March 6th
- Fall: August 3rd
- Winter: November 2nd

*Editorial calendar subject to change*

**Bonus Distribution**
Wood Solution Fairs/Conferences, Greenbuild, AIA and more.

*Wood Design & Building* magazine was also an invited juror representing North America for the **International Prize for Wood Architecture**, and nominated the inaugural winner, Brock Commons Tallwood House at UBC, in 2018.

**TABBIES AWARD WINNER**

<table>
<thead>
<tr>
<th>Year</th>
<th>Best Single Issue: Top 25 Issues</th>
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<tbody>
<tr>
<td>2019</td>
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<tr>
<td>2015</td>
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<tr>
<td>2014</td>
<td></td>
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<tr>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Best Technical Article: Gold</td>
</tr>
<tr>
<td>2007</td>
<td>Best Single Issue: Top 25 Issues</td>
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</table>

**Editorial Submissions**
*Wood Design & Building* will consider content that reflects the *Wood Design & Building*’s editorial position. Editorial content may be subject to change at the discretion of the editor. To submit content for consideration, contact Popi Bowman at pbowman@dvtail.com.

95% of readers say the editorial content is interesting and relevant to what they do.

Source: *Wood Design & Building* Reader Survey 2019
### Advertising Rates

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<th>1x</th>
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<th>6x</th>
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<tbody>
<tr>
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<td>4,660</td>
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**Inserts/Outsert available. Call for information.**

### Web Rates and Specs

(Rate for 3 months)

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<td>Tile</td>
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### E-Newsletter Rates and Specs

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### Dimensions

**Inches**

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<tr>
<td>DPS</td>
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Please include crop marks and leave a bleed of .125 inch if required.

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### Branded and sponsored content available. Contact an account rep for more information

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### Mechanical Requirements

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 10 (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: 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.

**Mail or fax contracts/insertion orders and material to:**

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640  Fax: 905.886.6615
E-mail: wood@dvtail.com
Website: www.dvtail.com

**Cancellations and space changes not accepted after closing date.**