

WOODNEWS

Delivering Results for
24 Years

Media Data 2014

www.woodnews.in

PDA
TRADE MEDIA

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Practical and Informative Articles

There is no other wood industry title in India that can provide high quality editorial to its readers; so our readers dedicate more time to actually reading the magazine. Most keep it on hand for a longer time. It also means that they have more respect for what they read – adding credibility to the editorials and advertisements inside.

Guaranteed Circulation



In business publications, the only true and accurate circulations are those that allow full scrutiny through an unbiased and independent third party. *WoodNews* is proud to be a member of the Audit Bureau of Circulations. If any publisher does not invest in an audited circulation, you have no guarantee that your message is being delivered to the right audience. *WoodNews* is the ONLY audited woodworking publication in India.

Member of the Audit Bureau of Circulations

ABC is a not-for-profit, voluntary organisation which lays down a standard and uniform procedure by which member publishers compute their net paid sales, checked and certified by a firm of ABC-approved Chartered Accountants. *WoodNews*' latest ABC Certificate confirms a guaranteed circulation of 12,632 copies per issue. (January - June 2013)

Quality Database of Subscribers

Culled and fine-tuned over 24 years, our database comprises of the cream of the industry across India. Typically, our readers are Chief Executives, Directors, Managers and Buyers. *WoodNews* will deliver your communication strategy to these qualified decision makers – the people who matter within the woodworking industry.

Bonus Distribution at Industry Events

WoodNews regularly attends and exhibits at major industry events, allowing for bonus distribution of the magazine in an industry-specific setting. This further increases the visibility of your advertisements.

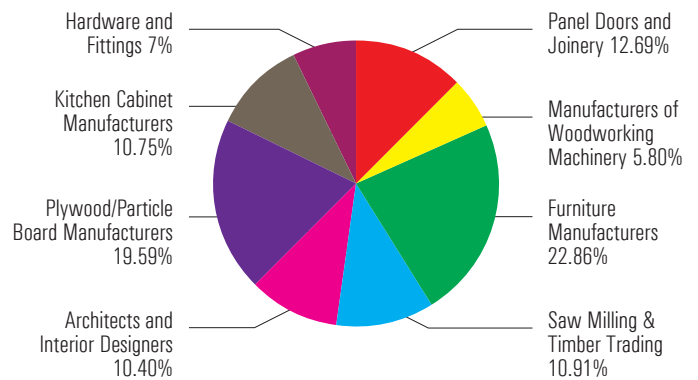


Circulation Breakdown

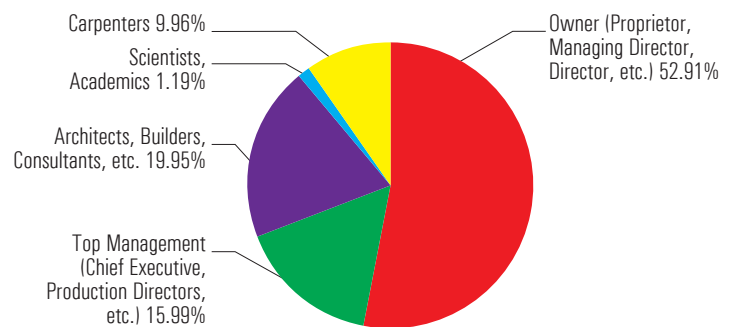
Reach the 'Who's Who' of the Woodworking Industry

Each issue of *WoodNews* is read by more than **63,000** industry professionals.

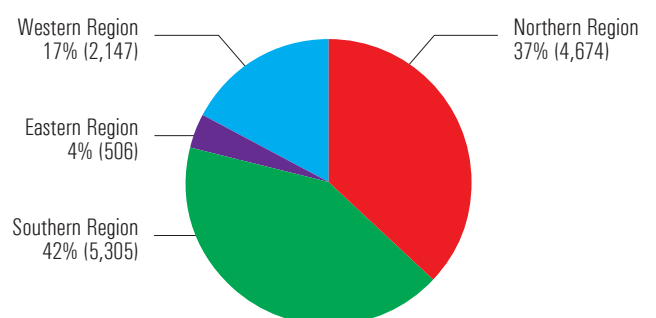
Types of Business Activities



Readers by Profession



Circulation by Region



ABC Audited Circulation:
12,632* per issue

*For the audited period of January - June 2013



Editorial Calendar

Issue	March - April	May - June	July - Aug	Sept - Oct	Nov - Dec	Jan - Feb 2015
Cover Story	Home Furniture	Flooring	Doors	Office Furniture	Modular Kitchen	DELHIWOOD 2015
Advertisers' Focus	Furniture Hardware & Fittings, Hand Tools	Plywood, Panel, Laminates, Veneers, & Decorative Foils	Adhesives, Finishes & Paints	Portable Power Tools, Hardware & Accessories	Kitchen Hardware, Accessories and Edge Banding	DELHIWOOD 2015 Exhibitors
Feature Articles	INDIAWOOD 2014 Review, Upholstery & Coatings	Solid Wood & Bamboo	Door Hardware, CNC & Door Skins	Panel Saw	Lighting & Membrane Press	MSME Schemes & Finance
Country Focus	Italy	Canada & USA	Turkey	Malaysia, Singapore, China & Taiwan	Germany	India
Editorial Deadline	28th Feb 2014	10th Apr 2014	10th June 2014	7th Aug 2014	10th Oct 2014	10th Dec 2014
Advt. Deadline	5th March 2014	18th Apr 2014	18th June 2014	14th Aug 2014	17th Oct 2014	18th Dec 2014
Publishing Date	14th March 2014	2nd May 2014	1st July 2014	1st Sept 2014	3rd Nov 2014	2nd Jan 2015
Bonus Distribution	Indian Furniture & Accessories Show, Grater Noida.	Xylexpo 2014; Architects & Interior Designers	Builders & Developers	INDEX-Mumbai	Zak Doors & Window -New Delhi and ACETECH-Mumbai	DELHIWOOD 2015

Few cover pages of past issues



Advertising Options

Advertising with WoodNews will not only create new business but will also let wood industry decision makers know that during these tough economic times your company is competitive and dependable.

Print

Options	1 Insertion			3 Insertions			6 Insertions			Sizes h x w (mm)
	₹	\$	€	₹	\$	€	₹	\$	€	
Bottom Strip	22000	550	402	60000	1500	3285	108000	2700	11826	30 x 210
Quarter Page	29000	715	522	81000	1950	4271	150000	3690	16162	134 x 90
One-Third Page	38000	950	694	102000	2550	5585	180000	4500	19710	50 x 210
Half Page	48000	1185	865	132000	3300	7227	240000	6150	26937	134 x 190
Full Page	72000	1775	1296	198000	4920	10775	360000	9000	39420	297 x 210
Page Facing Inside Back Cover	85000	2115	1544	240000	5940	13009	450000	10800	47304	297 x 210
Pages Before Contents	90000	2200	1606	240000	6000	13140	450000	11280	49406	297 x 210
Page Facing Thicker Sheet	102000	2520	1840	285000	7080	15505	522000	12900	56502	297 x 210
Inside Back Cover	102000	2520	1840	285000	7080	15505	522000	12900	56502	297 x 210
Page Facing Contents	105000	2625	1916	297000	7410	16228	546000	13560	59393	297 x 210
Inside Front Cover	105000	2625	1916	297000	7410	16228	546000	13560	59393	297 x 210
Page Facing Editorial	110000	2680	1956	315000	7650	16754	594000	14400	63072	297 x 210
Cover Belly Wrap	110000	2680	1956	315000	7650	16754	594000	14400	63072	30 x 430
Bound Bookmark	110000	2680	1956	315000	7650	16754	594000	14400	63072	50 x 210
Opening Page	115000	2835	2070	330000	7875	17246	630000	15000	65700	297 x 210
Thicker Sheet (170 gsm)	115000	2835	2070	330000	7875	17246	630000	15000	65700	297 x 210
Back Cover	145000	3050	2227	405000	8400	18396	750000	15480	67802	297 x 210
Double Page Spread	125000	3150	2300	360000	8670	18987	690000	15750	68985	297 x 420
Front Cover Fold	160000	3830	2796	450000	10560	23126	840000	19800	86724	297 x 420

Classifieds

No. of Ins.	1 Insertion			3 Insertion			6 Insertion			Size (h x w)
	₹	\$	€	₹	\$	€	₹	\$	€	
1 UNIT	4,000	100	75	10,500	265	190	19,000	475	345	4 x 5.5cm
2 UNIT	6,500	165	120	18,000	450	325	32,000	800	580	4 x 11cm
4 UNIT	10,000	250	180	27,000	675	490	48,000	1200	870	8 x 11cm

DIGITAL AD SPECIFICATIONS

- Please send a CD of your ad layout in Adobe InDesign or Adobe Illustrator with all fonts and high-resolution CMYK images at 300dpi in Adobe Photoshop EPS or TIFF format included.
- We do not accept ads built in Microsoft Publisher, Microsoft Word or Adobe Pagemaker. Nor do we accept files with lab color, RGB or Pantone Colors.
- Adobe Illustrator EPS files must have all linked images. Fonts must be converted to Outlines.
- All materials must be accompanied by a color proof and clearly marked with issue/date.

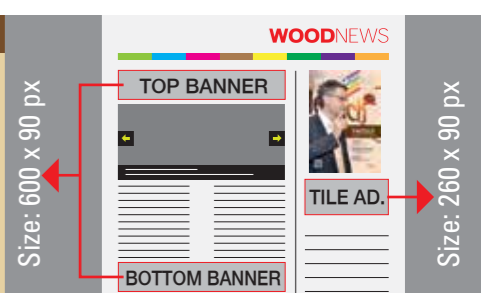
Custom Publishing

Option	2 Pages			4 Pages		
	₹	\$	€	₹	\$	€
Advertorial	1.2L	3000	2180	1.8L	4500	3275
List Rental	Rate/data*			Full Database		
₹	15/Data			10/ Data		
\$	0.37/Data			0.25/Data		
€	0.25/Data			0.18/Data		

*Data can be filtered by: Region, Profile and Industry, Segment, Distribution charges extra.

Web

Options	₹	\$	€
Top Banner	30,000/Month	750/Month	545/Month
Tile Advertisement	20,000/Month	500/Month	360/Month
Bottom Banner	15,000/Month	375/Month	270/Month
Profile Page	25,000/Month	625/Month	455/Month
Email Blast	5/Address	0.12/Address	0.10/Address
E-Newsletter	1,75,000/Month	4,375/Month	3,180/Month





Official Publication

The Association of Furniture Manufacturers and Traders has selected *WoodNews* as its only Official Publication. Representing all of India's leading furniture manufacturers and traders, AFMT plays a key role in forwarding the interests of the industry, and *WoodNews* is an important part of that effort.



Member Publication for India of the International Woodworking and Furniture Supplier Magazines' Association.

The member magazines of FSM are supposed to be the best ones in each country following the criteria of content quality, circulation and representational ability of the market. Only one magazine from one country can be the member of FSM - *Woodnews* is!

FOR ADVERTISEMENT

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