

Furniture and Manufacturing  
Materials and Technologies

# WOODNEWS

India's Premier Woodworking Magazine

MEDIA  
DATA  
2024

[www.woodnews.in](http://www.woodnews.in)

**PDA**  
TRADE MEDIA





**A media with the widest reach,  
highest credibility and biggest impact  
in the Indian woodworking industry.**



### The Go-To Magazine for India's Furniture & Kitchen Manufacturers

WoodNews is the oldest wood industry magazine in India with the largest readership. It is a medium that publishes high quality editorial content for its readers. Guided by an Advisory Panel of experts, WoodNews is a medium for sharing industry knowledge. It brings the best of informative and analytical content from India and across the globe, engaging the entire woodworking ecosystem. With its insightful, in-depth and trend-setting articles, the magazine has earned its readers' respect and maintains the credibility of the editorial content and advertisements inside.

### Quality Database of Readers and Subscribers

Culled and fine-tuned over 33 years, WoodNews database comprises the cream of the industry across India. Typically our readers are Owners, Directors, Chief Executives, Managers and Buyers. WoodNews will deliver your communication to these decision makers across the industry.

The WoodNews E-Flip magazine is sent out by email and WhatsApp to a qualified database of 1,50,000 readers across India.

### Bonus Distribution at Industry Events

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

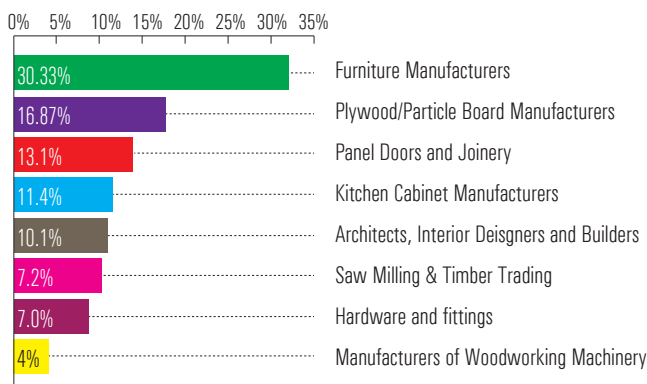
## Editorial Calendar 2024

\*For Editorial & Advertisement deadlines, please mail us

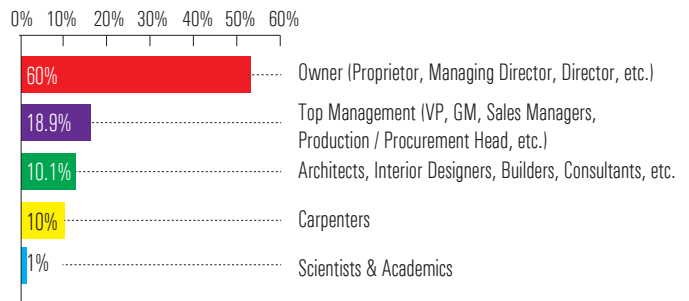
Issue	January-February	March-April	May-June	July-August	September-October	November-December
Special Focus	Exhibitors at IndiaWood 2024	Wood coating	Panel & board manufacturing	Wooden doors, door frames & windows	Sourcing timber in India & abroad	Modular kitchen designs & trends
Advertisers' Focus	New launches of machines, tools, materials & consumables	Coating, painting, staining & finishing machinery & materials.	Suppliers of panel manufacturing & processing machinery	Architraves & mouldings, door frames & door skins, door fittings & accessories	Timber suppliers; drying & treatment kilns; sawing equipment & consumables suppliers	Manufacturers of panels, laminates, fittings, accessories & appliances
Feature Articles	Machine tooling & maintenance	IndiaWood review	Laminates, foils & finishes	Skill development & education	Engineered wood & jointing technology	CNC routers & edge banders; furniture lighting
Publishing Date *	15th Jan 2024	15th March 2024	15th May 2024	15th July 2024	15th Sept 2024	15th Nov 2024

## The 'Widest Reach' in the Woodworking Industry

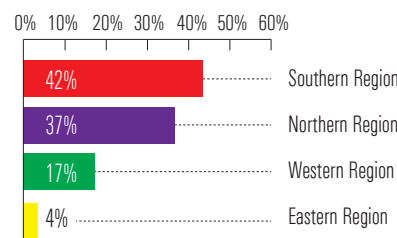
### WoodNews Circulation



### Readership by Profession



### Circulation by Region



# Advertising Options

## PRINT

Options	1 Insertion			3 Insertions			6 Insertions		
	₹	\$	€	₹	\$	€	₹	\$	€
Currency									
Double Page Spread	135,500	3,125	2,500	375,000	8,450	6,750	660,000	15,000	12,000
Full Page	80,000	1,750	1,400	210,000	4,750	3,800	370,000	8,400	6,750
Half Page	50,000	1,125	900	137,000	3,050	2,450	235,000	5,400	4,300
Quarter Page	27,000	625	500	75,000	1,700	1,350	130,000	3,000	2,400
Bottom Strip (4 cm Height)	22,000	500	400	60,000	1,350	1,100	105,000	2,400	1,900

Options	1 Insertion			3 Insertions			6 Insertions		
	₹	\$	€	₹	\$	€	₹	\$	€
Page Facing Inside Back Cover	93,000	2,125	1,700	255,000	5,750	4,600	440,000	10,200	8,000
Page Before Content	99,000	2,250	1,800	270,000	6,100	4,850	475,000	10,800	8,600
Page Facing Thicker Sheet	110,000	2,500	2,000	295,000	6,750	5,400	530,000	12,000	9,600
Inside Back Cover	110,000	2,500	2,000	295,000	6,750	5,400	530,000	12,000	9,600
Page Facing Content	115,000	2,625	2,100	315,000	7,100	5,650	550,000	12,600	10,000
Inside Front Cover	115,000	2,625	2,100	315,000	7,100	5,650	550,000	12,600	10,000
Page Facing Editorial	120,000	2,750	2,200	330,000	7,450	6,000	577,000	13,200	10,500
Opening Page	125,000	2,875	2,300	340,000	7,800	6,200	600,000	13,800	11,000
Thicker Sheet (170 gsm)	125,000	2,875	2,300	340,000	7,800	6,200	600,000	13,800	11,000
Back Cover	160,000	3,750	3,000	440,000	10,150	8,100	790,000	18,000	14,400
Front Cover Fold	330,000	7,500	6,000	880,000	20,250	16,200	1,550,000	36,000	28,800

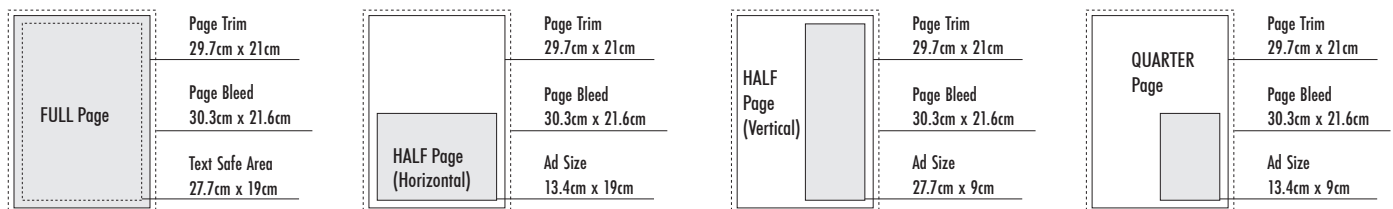
Options	1 Insertion			3 Insertions			6 Insertions		
	₹	\$	€	₹	\$	€	₹	\$	€
Cover Belly Wrap	165,000	3,000	2,420	---	---	---	---	---	---
Bound Bookmark	165,000	3,000	2,420	---	---	---	---	---	---
Advertorial Full Page	70,000	1,600	1,320	---	---	---	---	---	---
Advertorial Half Page	45,000	1,100	880	---	---	---	---	---	---
Advertorial Double Page Spread	110,000	2,700	2,200	---	---	---	---	---	---

Loose Insert	₹ 10 Per Insert			\$ 0.25 Per Insert			€ 0.20 Per Insert		
List Rental	₹ 3 Per Address			\$ 0.15 Per Address			€ 0.10 Per Address		

Note: Local taxes will be additional as applicable at the time of final billing.

### ADVERTISEMENT SIZES (height x width)



## DIGITAL

### Woodnews E-Flip Magazine

The WoodNews E-Flip mag goes to a qualified database of 1,50,000 professionals pan India. The WoodNews E-Flip mag is the best in class and has interactive features to engage the reader. The E-Flip mag is easy to use on any digital device and has features like live click on to the Advertiser website and product videos that can be displayed.

Options	Rates		
	₹	\$	€
FULL PAGE	80000	1750	1400
PRODUCT VIDEO	50000	700	600

### Web Advertising Rates

Options (Per Month)	₹	\$	€
Top Banner	30000	750	600
1st Tile Advertisement	20000	500	400
2nd Tile Advertisement	15000	375	300
3rd Tile Advertisement	10000	250	200
4th Tile Advertisement	5000	125	100
Bottom Banner	15000	375	300
Email Blast (Per address)	3	0.15	0.10
e-Advertorial with profile page	75000	1875	1500



Back issue cover pages



Each issue of WoodNews is read by over **67,000** industry professionals.

Now available online at:



Technology Category



WoodNews is also available in E-Flip magazine format.

## AD SPECIFICATIONS

- Your ad layout in Adobe InDesign or Adobe Illustrator with all fonts and high-resolution CMYK images at 300 dpi in Adobe Photoshop EPS or TIFF format included.
- Full page non-bleed artwork should have additional 3mm colour bleed on all four sides of the artwork.
- We do not accept ads built in Microsoft Publisher, Microsoft Word or Adobe Pagemaker. Nor do we accept files with labcolor, 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.



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 a member of FSM.



### 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.

Media Partner

**WOODNEWS**

Media Partner to all the leading woodworking and furniture manufacturing shows in India and overseas.

**For Advertisement:** T: +91 80 42505050

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