

15 Years
of Digital Excellence



www.woodandpanel.com

BRAND BUILDING &
MARKET ENGAGEMENT
PLANNING GUIDE

MEDIA KIT
2022

Brand Portfolio

What is more important for a media than to publish the right content for the right audience? Leverage our customisation to prepare content that explores business-critical topics, or insights and opportunities through a variety of platforms .

With more than 15 years of experience, Wood & Panel is a robust library of comprehensive woodworking journal that includes latest news, interviews, videos, effective technologies, products, machineries and events' details.

The flagship magazine of the group, **Wood & Panel Europe** having multiplatform integration can boast of a vibrant and inviting format that encourages readers to reflect, engage and experience.

The website, www.woodandpanel.com documents industry news and events, along with opinions and influential facts from top-notch industry enthusiasts focusing on the business needs of professional woodworkers.

Woodpecker is our weekly update on trending stories, review of the hottest news and current events, thus, delivering your brand message to our international database.

CIRCULATION

(Highest in last five years)

98,500+

magazine readers

1,34,000+

website visitors

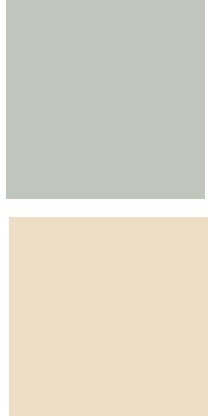
(Avg. Monthly)

1,25,000+

email database

15,000+

social media followers



Global Audience

We are the most trusted and widely read quality news brand. The powerful Wood & Panel community is made up of executives, business purchase decision makers, investors and influencers and thought leaders, both from primary and secondary woodworking industries. The innovative power of digitisation has empowered us to identify our readers and subscribers in the best possible way.

1,34,000

progressive readers visit our website each month

Cross Platform Reach

Web Analytics (Average, Monthly, Mar-Sep, 2021)

Users

1,34,207



Sessions

315,387



Pageviews

1,195,320



Pages / Session

3.79



Avg. Session Duration

00:2:35

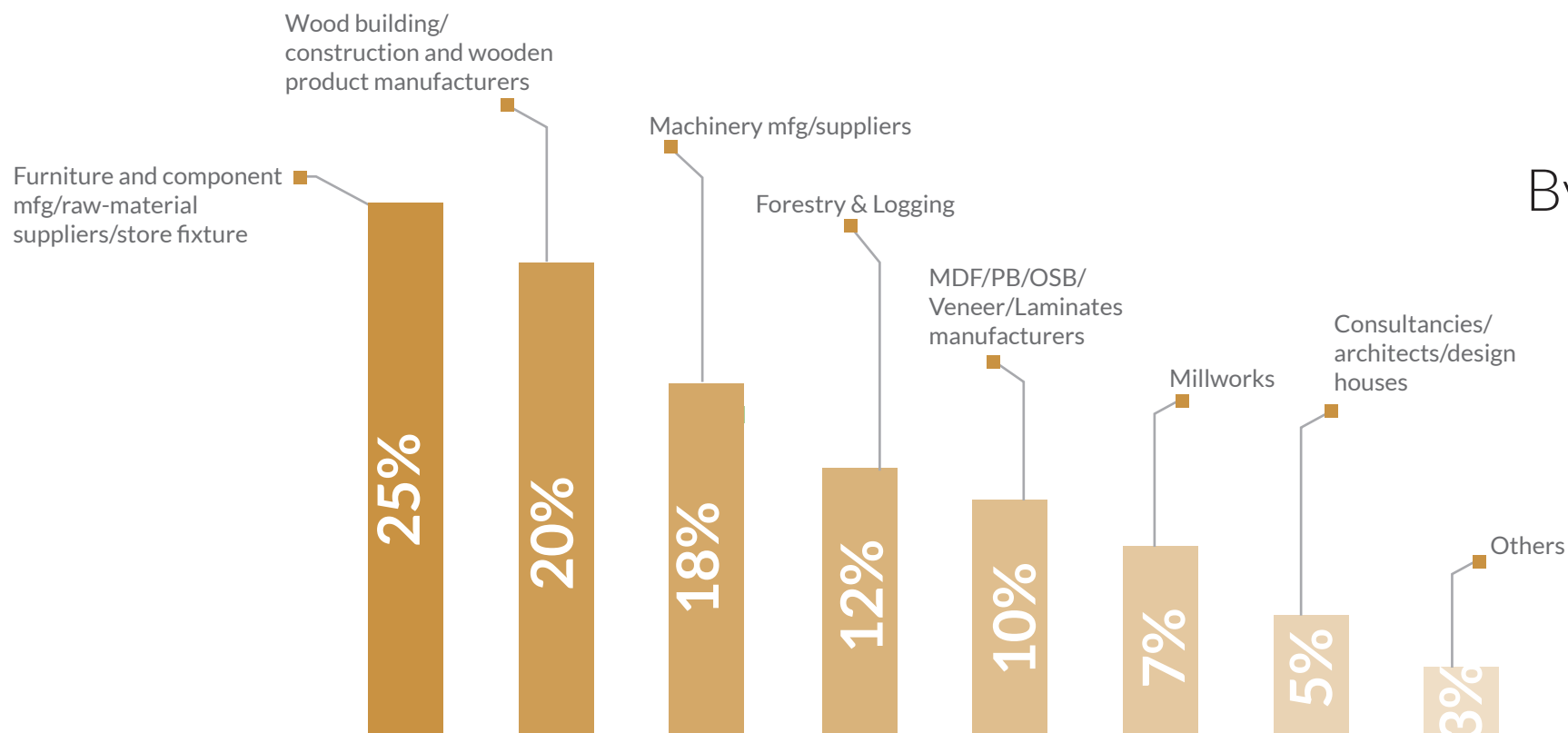
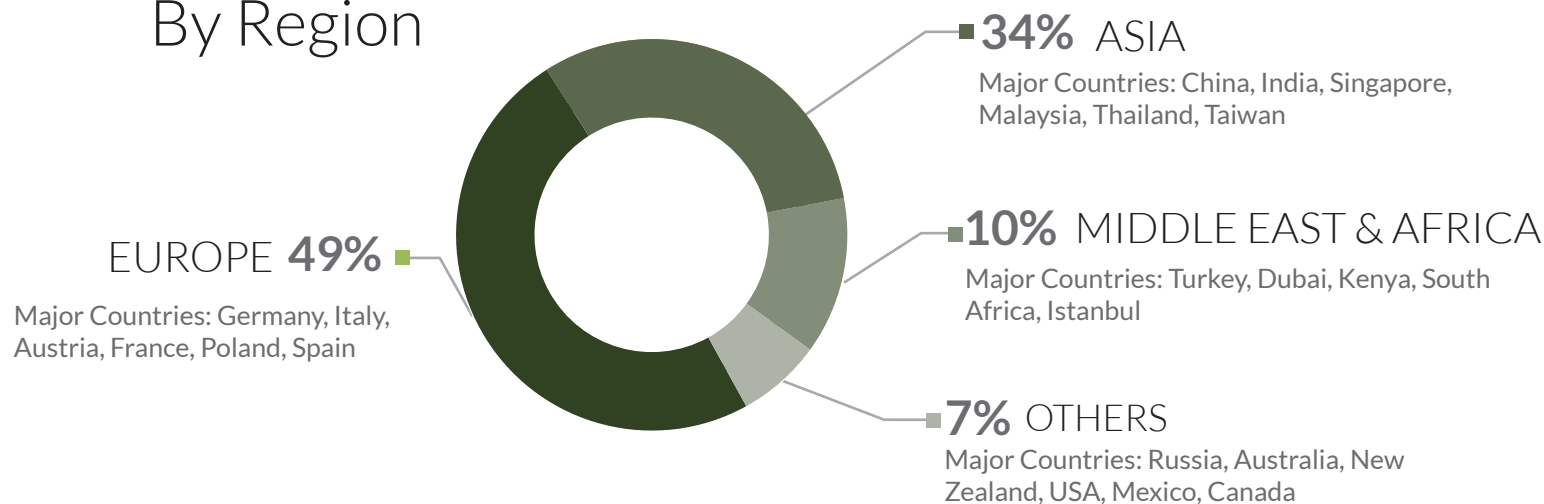


Bounce Rate

34.47%



By Region



By Industry

Editorial Themes

In every issue, we highlight key trends of the latest technologies, new products, materials and designs and interviews of industry leaders via Trending, Case Studies, Woodpedia, Showbiz, Industry News and Market Insight.

Issue	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sept/Oct	Nov/Dec
Cover Story	Surface Finishing Technologies	Machine Components and Automation Technology	Woodbased Panel Production	Prefab Building Processes	Woodworking Transformation	Tools and machinery for mass production
Focus	Adhesives and Coatings	Furniture Fittings	Edge banding	Energy from Wood/Bio-Economy	Xylexpo 2022	Forestry & Log Handling
Special Feature	Lookback 2021	Sanding Technology	South-East Asian Woodworking Industry	CNC Technology for Doors and Windows	Sawmill Technology	Plastic and other composite materials
Trade Fairs	ForWood	WoodShow interzum Guangzhou	INDIAWOOD ZOW	HOLZ-HANDWERK WoodEx for Africa	DREMA XYLEXPO SICAM	Woodex
Ad. deadline	Jan 25	Feb 25	Apr 25	Jun 20	Aug 20	Oct 20

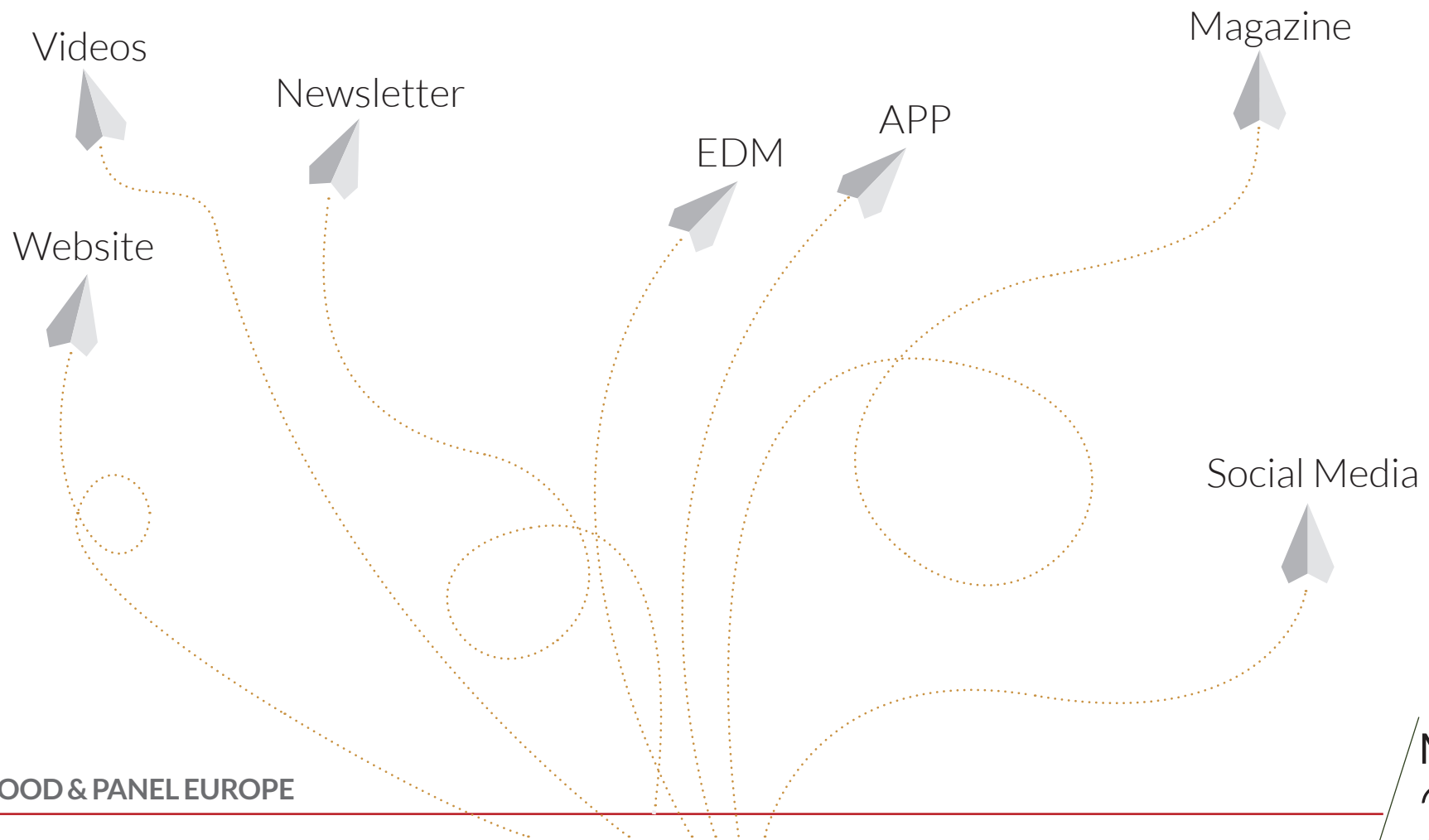
Regulars: Trending | Case Studies | Woodpedia | Showbiz | Industry News | Market Insight

Commercial Opportunities:

Wood & Panel offers a wide range of advertising options to deliver branded content through-website, magazine, newsletter and social media channels!

Leverage the power of integrated marketing with us. We assist you to create scalable, data-driven content.

"You can't manage what you don't measure"
– John Copeland, VP, Digital Strategy Group,
Adobe



Website

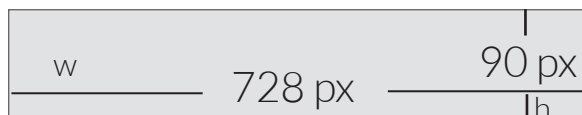
Our freshly designed website is now live with fully responsive content, better user experience and faster navigation. Our website is daily updated with the latest news and key trends ruling the market. Look out for periodic updates with the magazine, interviews from industry stalwarts, events and more. The new 'search' option lets you read your preferred news faster.

Banners

Run-of-site display banners are placed in our website strategically ensuring a visitor's attention. Available in various sizes across both desktop and mobile, drive traffic to your website via several options of rotating and static banners.

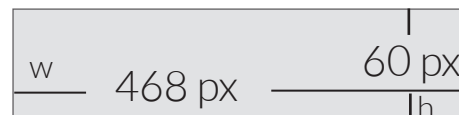
Specifications

1. Leaderboard (728*90)



€1900/ month

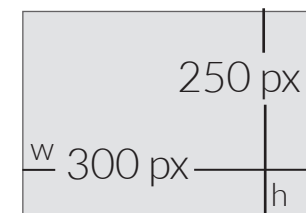
2. Big Banner (468*60)



€1200/ month

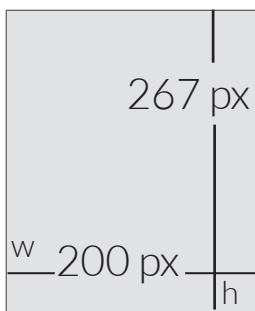
CPM: €8.94
CTR: 1.18%-2.98%

Medium Banner (300*250)



€1500/ two months



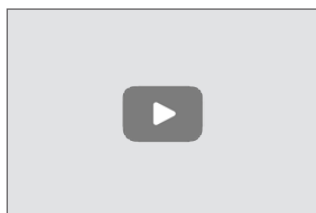


(200*267)

3. TRENDING

This special section on our homepage is positioned in a way as to generate maximum hits! Showcase your latest product/ machines with a brief detail, right from the homepage.

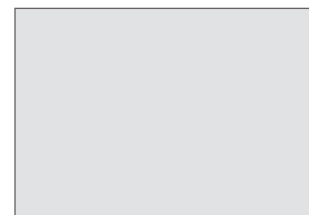
Cost: €2500/ month



5. VIDEO GALLERY

Amplify your reach via machine videos and direct message of the company spokesperson via videos in the gallery on homepage and our YouTube channel.

Cost: €2000/ two weeks



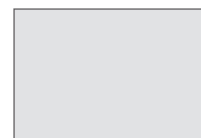
4. FEATURED NEWS

Have any path breaking innovation or any news? Broadcast your news and brand to an audience ready to consume content.

Cost: €2000/ two weeks; €3000/ month

NEW

HOT PRODUCTS



Showcase your latest products on our homepage in this dedicated section specially meant for your target audience.

Cost: €2000/ two weeks

NEW

BRANDING OPTIONS: (for events and innovations)

Our website is your opportunity to reach an engaged audience.

- Big banner in the website for one month
- Featured News for 7 days
- Same news in the weekly newsletter
- Social Media Marketing

Package cost: €2999

Magazine:

Make use of our immersive storytelling platform coupled with extensive technical research that connects with your target audience. We offer curated content on diverse topics, ensuring that your company gets highlighted through our story and advertisement pages.

Show Special Editions:

IndiaWood Special Edition (May-June)

Cost: Package starts from €1500 only

Holz- Handwerk Special Edition (Jul-Aug)

Cost: Package starts from €2000 only

Xylexpo Special Edition (Sep-Oct)

Cost: Package starts from €2000 only

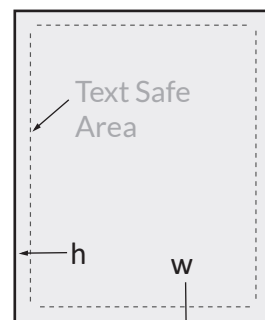
IWF Special Edition (WPU, Jul-Aug)

Cost: Package starts from €1800 only

Package Details:

1 half page ad | 1 full page of editorial | 1 medium banner

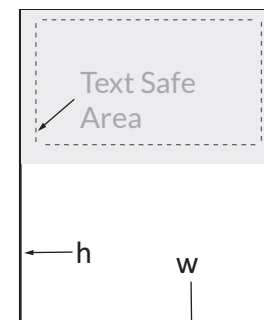
AD SIZES, SHAPES AND TECHNICAL DATA



Full Page €2800

(2 pages complimentary advertorial)

22 cm (w) x 25 cm (h)
-0.5 cm Text Safe Area

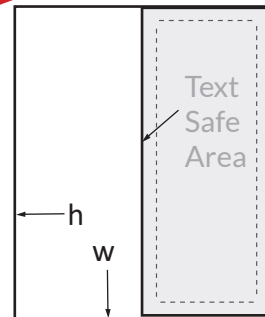


Half Page €2000

(1 page complimentary advertorial)

22 cm (w) x 12.5 cm (h)
-0.25 cm Text Safe Area

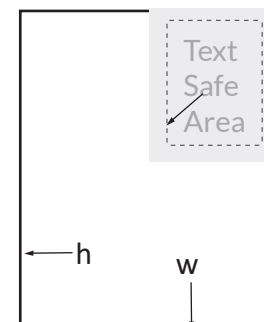
NEW



Vertical Half Page €2000

(1 page complimentary advertorial)

11 cm (w) x 25 cm (h)
-0.5 cm Text Safe Area



Native Ad €800

Content Based

11 cm (w) x 12.5 cm (h)
-0.25 cm Text Safe Area

Files in JPEG/PDF (300 dpi)

Videos

Post a teaser or run a video campaign to publicise your video on our channel. With engaging and must-see titles, we optimise your videos for better visibility. Choose your desired ad spots available on our website or magazine / newsletter and our YouTube channel (youtube.com/woodandpanel).

We can also create video stories direct from show floors, your factory or your customer's plants.

Now you can also opt for a HD virtual interview.

Trivia:

62 %

of businesses use YouTube as a channel to post video content
(Buffer, 2019)

90 %

of people say they discover new brands or products on YouTube
(oberlo.com)



Regular Price

Video duration upto 30 sec.

€2000/month

Video duration upto 02 min.

€3500/month

Record Views:

Around **3,500**
views/week (YouTube)

Newsletter:

WOODPECKER

Our weekly compilation of trending stories, reviews of hottest news and updates, Woodpecker is sent as an e-mailer to 70,000 newsletter subscribers.

Our mobile responsive e-mailers are designed to be read by maximum opt in subscribers.

Make use of this measurable engagement tool for your business. Place your story or video or simply a banner and reach your target audience.

DIRECT MAIL MARKETING

You can also choose to deliver your content via an exclusive newsletter to your target audience.

Cost: €0.15/email* (Starting from 30,000 emails and you can choose upto our entire database of 1,25,000 emails.)

Open rate: 30% to 40%*

* We value GDPR and other policies associated with GDPR and respect your privacy.

* For customised newsletter, we send the same upto 3 times to 'not opened' emails.

WOODPECKER
Your Weekly Wood News Update

WOOD & PANEL
catering to wood and panel industry Europe
www.woodandpanel.com

Preparations in full swing for ZOW 2022:
Preparations are in full swing for ZOW 2022. One of the most awaited events for Germany's suppliers of the furniture industry and interior design is now confirmed to happen from February 8 to 10, 2022. On this happy occasion Gerald Böse, the President and Chief Executive Officer of Koelnmesse reiterated...

Read More

imos AG focuses on Cloud Services at LIGNA.IN
Ingo Bathe, Director, International Sales, imos AG speaks on the excitement of participation of imos AG at LIGNA.Innovation Network in an exclusive interview with Apratim Ghoshal, Editor-in-Chief, Wood & Panel.

Video in the Newsletter:
€4000
(Avg: 2000+ views)

Koskisen continues expansion with wood processing unit in Finland:
Koskisen continues investment in Finland, with an investment of EUR 48 million in a production unit to initiate in summer 2023. It is expected...

TechTogether@Hymmen concluded successfully:
Face-to-face and digital connect successfully concluded with TechTogether@Hymmen, as the brand presented its motto with impressive technological innovations live to...

Giardina Group supplies new automated line:
Giardina Group successfully delivers a new automated line for the application of ecological water-based UV products and the innovation is supplied to a Romanian...

News:
€2500/news
(20,000-25,000+ views)

Read More

Read More

Read More

First News Fast.
Follow us and stay updated.
Check out our new in company page Click Here

Big Banner:
€4000
(with tracking code)

APP

A much more engaging and dynamic environment than that of the mobile web, Wood & Panel Mobile App is another way to reach out to new customers.

Ad spots:

One Rotating Banner Ad: throughout the Wood & Panel app on smart phones and tablets.

Cost: €1000/ month (for both iOS and Android devices)

Interstitial Ad: while opening the Wood & Panel app on iPad, Smartphones and Tablet.

Cost: €3000/ two months (for both iOS and Android devices)

Push Notifications: Promote your company's news and innovations directly to your target audiences' mobile and tablets.

[Complimentary when you purchase the Premium package]



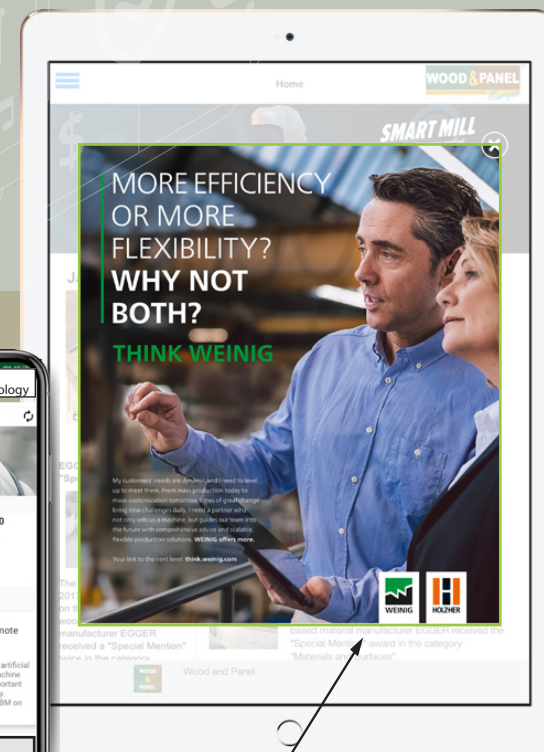
25,000+ Users



Push Notification



Rotating Banner Ad



Interstitial Ad

Download our App

Read the magazine | Read news | Event search
Interviews | Bookmark favourite stories and events



Xylexpo Show Daily

Wood & Panel celebrated a digital milestone. We came out with two successful volumes of LIGNA Digital Daily (LDD) in collaboration with Deutsche Messe AG during LIGNA 2019 and LIGNA.Innovation Network 2021.

We propose a similar volume of Xylexpo Show Daily during Xylexpo 2022 in association with ACIMALL. A one-of-a-kind show daily, Xylexpo Show Daily aims to bring updates from the show floor of Xylexpo along with just-released technology updates, video interviews from stands and show updates, you need to showcase to the world- whether you are at Xylexpo or not!

Book your space now for Xylexpo Show Daily

* We value GDPR and other policies associated with GDPR and respect your privacy.

Volume 2 | Issue 2

Powered by

www.woodandpanel.com

Digital. Innovative. Interactive.

27 - 29 September 2021

Conference program offers new formats:

The second day of the LIGNA Innovation Network brings further highlights, the conference programme offers many opportunities to find out about the latest trends and make new contacts. LIGNA Forum digital features recognized...

[Read More](#)

SCM to illustrate widest variety of new technologies at LIGNA.IN:

Luigi De Vito, SCM Division Director speaks about the participation of SCM at LIGNA.Innovation Network in an exclusive interview with Apratim Ghoshal...

[Watch Now](#)

KLEIBERIT 605.1- a new one component adhesive with unique properties:

There are always demands in bonding requirements which may be contradictory or even mutually exclusive. This was precisely the challenge KLEIBERIT faced...

[Read More](#)

AutonomousMaNEwfacturing™

Real-time optimization algorithm AI solutions

Maximizes production value by combining historical data, machine-learning and operator expertise.

Lower cost

Higher Productivity

Superior Quality

[Discover MORE](#)

Connectivity – Flexibility – Cloud Services:

imos AG presents its new version IX 2021:

"In developing our new version, we have clearly focused on expanding our cloud services and on digital networking within the industry.

[Read More](#)

KLEIBERIT 605.1: A real problem solver in handicraft and industrial applications:

KLEIBERIT 605.1 is a reactive one-component adhesive based on silane terminated polymers (STP), also known as a hybrid adhesive. Its excellent...

[Watch Now](#)

www.woodandpanel.com

Contact: +1 917 677 7753 | pr@woodandpanel.com

[in](#) [ig](#) [f](#)

LIGNA
Digital Daily (LDD)
(For reference only)

MEDIA KIT
2022

Social Media Marketing:

Amplify your social reach

 **9000+** followers*

 **5000+** likes*

 **900+** subscribers*

 **700+** followers*

*as on Sept. 2021

COMING SOON



Podcasts

**Tune in to Woodworking
News on the go!**

NEW

Web + Social Media

4 Featured News

1 Trending

2 Video Promotion

1 Banner (1 month)

Social Media Marketing for all posts

Offer Price: €3500

Packages

STARTUP

- 1 Full Page Advertisement
- 1 Half Page Advertisement
- 1 Medium Banner (3 months)
- 2 Featured News
- 4 Pages of Editorial

Offer Price: €3999

ECONOMY

- 2 Full Page Advertisements
- 1 Half Page Advertisement
- 1 Leaderboard Banner (1 month)
- 3 Featured News
- 2 News in the Newsletter
- 2 Video Interviews
- 8 Pages of Editorial
- 1 Banner on Mobile App (2 months)

Offer Price: €5999

(One Special Issue)

PREMIUM*

- 6 Full Page Advertisements
- 1 Big Banner (3 months)
- 1 Leaderboard Banner (2 months)
- 6 Featured News
- 4 News in the Newsletter
- 2 Mentions on the Cover Page
- 12 Pages of Editorial
- 2 Video Promotion
- 2 Video Interviews
- 1 Banner on Mobile App (4 months)

Price: €14000

(Incl. all Special Issues)

*Premium package includes:

IndiaWood, Holz- Handwerk, Xylexpo and IWF special issues
(You can also choose to split the ads between Europe and US editions.)
Complimentary basic package of Xylexpo Show Daily.

(Returning customers & marketing agencies will get 10% discount)

Contact us for a more customised package.

Our Advertisers

2020 TECHNOLOGIES, GERMANY

ACCSYS TECHNOLOGIES, UK

AHEC, USA

ALTENDORF, GERMANY

AMMERAL BELTECH, ITALY

AWFS, USA

BACCI, ITALY

BARBERAN S.A., SPAIN

BERNDORF BAND, AUSTRIA

CEFLA, ITALY

CIFF, CHINA

DECOREX, UK

DELHIWOOD, INDIA

DIEFFENBACHER GMBH, GERMANY

DOMOTEX ASIA/CHINAFLOOR, CHINA

DUBAI WOODSHOW, UAE

EFE, MALAYSIA

ESTERER WD, GERMANY

FELDER GROUP, AUSTRIA

FIMMA BRASIL, BRAZIL

FURNITECH WOODTECH, THAILAND

FURNIPRO ASIA, SINGAPORE

FMC CHINA, CHINA

HENKEL AG & CO., GERMANY

HENKEL CORPORATION, USA

HOLZ-HER, GERMANY

HOMAG GROUP, GERMANY

HUBTEX, GERMANY

HYMMEN, GERMANY

IFFINA, INDONESIA

IFFS/AFS, SINGAPORE

IMA SCHELLING, USA

IMAL, ITALY

IMOS AG, GERMANY

INDEX INTERIOR DESIGN SHOW, UAE

INDEX, INDIA

INDIAWOOD, INDIA

INTERZUM, GERMANY

INTERZUM, CHINA

IMM COLOGNE, GERMANY

ISALONI, ITALY

IWF ATLANTA, USA

JOWAT, USA

KLEIBERIT, USA

KLEIBERIT, GERMANY

LEUCO, USA, GERMANY

LEITZ, GERMANY

LIGNA, GERMANY

MAGNA EXPO MUEBLERA, MEXICO

MIFF, MALAYSIA

NESTRO, GERMANY

PANELEXPO, INDIA

PHIRE GROUP, USA

POLLMEIER, USA

RAUTE CORPORATION, FINLAND

SCHATTEDECOR, USA

SCHELLING, AUSTRIA

SCM, ITALY

SMARTECH, ISRAEL

TIMBERMARK, UK

TECHNODOMUS, ITALY

TIFF, THAILAND

THE MANCHESTER FURNITURE SHOW, UK

THE OFFICE EXHIBITION, UAE

VENJAKOB, GERMANY

VIETNAM INT'L WOODWORKING INDUSTRY

FAIR, VIETNAM

VOLLMER OF AMERICA CORP. USA

WEINIG GROUP, GERMANY

WMF CHINA, CHINA

WOODMAC, CHINA

XYLEXPO, ITALY

ZAFFARONI, ITALY

ZOW, GERMANY, TURKEY



Contact:

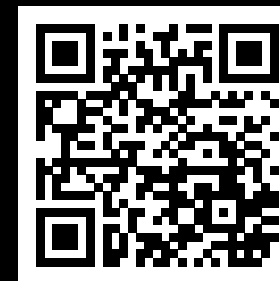
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