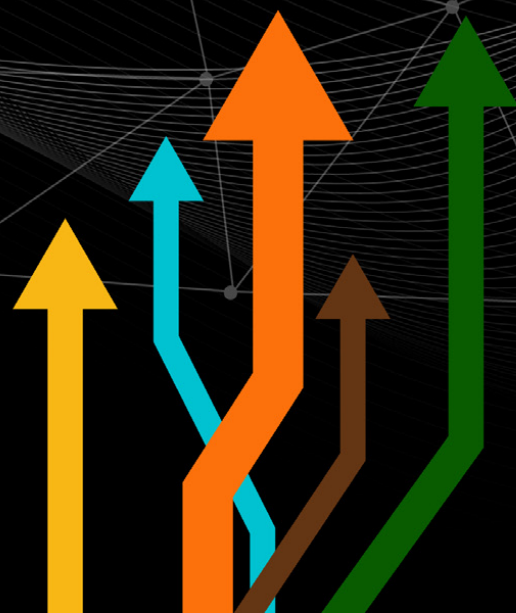


**15+** Years  
of Digital Excellence



# MEDIA KIT 2024

**BRAND BUILDING &  
MARKET ENGAGEMENT  
PLANNING GUIDE**





# Brand Portfolio

In this age of fast-growing technology that has the potential to revolutionise, how people search and access information online is of paramount importance. Being the pioneer of digital platform in the domain of woodworking news, Wood & Panel is a robust library of comprehensive woodworking journal that includes latest news, interviews, videos, effective technologies, products, machineries and events' details.

Explore business-critical and relevant opportunities through our variety of platforms – magazine, website, newsletters and social media channels.



## CIRCULATION

(Highest in last five years)

99K+

magazine readers  
(Wood & Panel Europe)

188K+

website visitors  
(www.woodandpanel.com)

130K+

email database  
(Woodpecker)

20K+

social media followers

(\*Average, monthly from Aug - Oct' 23)



# Global Audience

We connect to our influential and discerning audiences through trusted, empowering, innovative, authentic, approaching and inclusive journalism and storytelling.

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. Other than subscribers, our data is up-to-date and fresh from recent tradeshow and website visitors.

## 188k+

progressive readers visit our website each month

## Cross Platform Reach

### Google Web Analytics (Average, monthly from Aug - Oct' 23, as per GA4)



Visitors: **188K**

Sessions: **97K**

Views per user: **3.08**

Average engagement time per session: **3m 54 sec**

## By Region

EUROPE	49%	Major Countries: Germany, Italy, Austria, France, Poland, Spain
ASIA	34%	Major Countries: China, India, Singapore, Malaysia, Thailand, Taiwan
MIDDLE EAST & AFRICA	10%	Major Countries: Turkey, Dubai, Kenya, South Africa, Istanbul
OTHERS	7%	Major Countries: Russia, Australia, New Zealand, USA, Mexico, Canada

## By Industry

24%	Furniture and component mfg/raw-material suppliers/store fixture
20%	Wood building/construction and wooden product manufacturers
19%	Machinery mfg/suppliers
11%	Forestry & Logging
9%	MDF/PB/OSB/Veneer/Laminates manufacturers
8%	Millworks
6%	Consultancies/architects/design houses
3%	Others



# Editorial Calendar

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	Sep/Oct	Nov/Dec
Cover Story	Adhesives and Coatings	Prefab Building Processes	Machine Components and Automation Technology	Green Material Processing	Wood based panel production	Shredder and Waste recycling
Focus	Surface Technology	Flooring	Wood Based Panel	Tools for mass production	Edgebanding	Furniture Fittings
Special Feature	India- Indiawood	Holz Handwerk	Italian Woodworking- Xylexpo	Software	Sawmill Technology	Forestry and Log Handling
Trade Fairs	Domotex, Indiawood	Dubai WoodShow, Holz Handwerk, CIFM/interzum Guangzhou	Xylexpo	Woodex for Africa	WMF, DREMA, Sicam	Cairo WoodShow
Ad. deadline	Jan 25	Feb 25	Apr 25	Jun 20	Aug 20	Oct 20

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

*\*Editorial calendar may change without notice.*



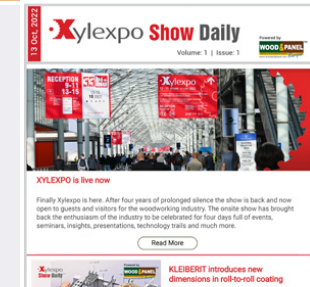
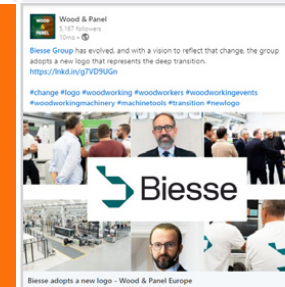
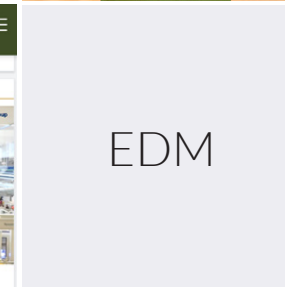
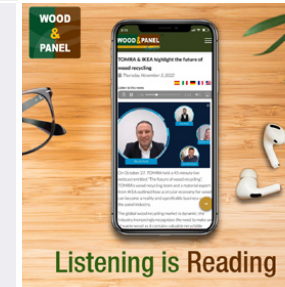
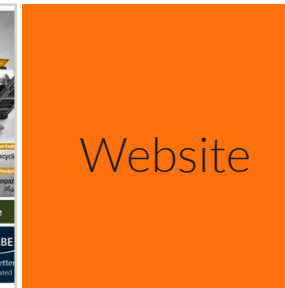
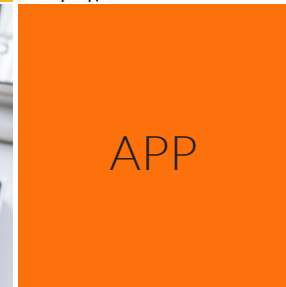
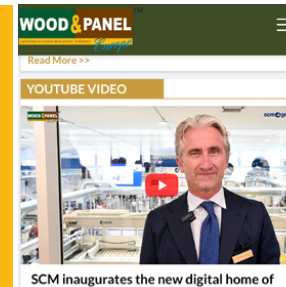
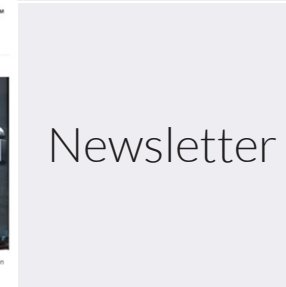
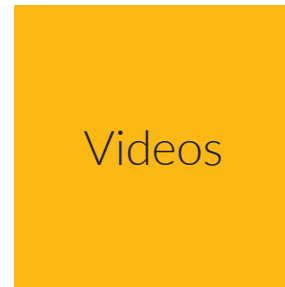
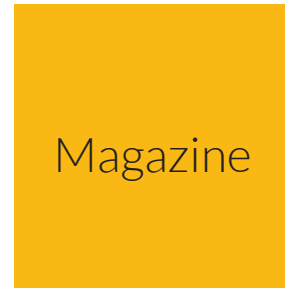
# Advertising Opportunities:

Let 15 years of publishing strength be the backbone of your campaign. As the media authority of the industry, our one-stop solutions offer infinite possibilities to connect your brand with your target audience, and make an impression. Come get creative and effective with us.

By 2025, Gartner expects 80% of B2B sales interactions between suppliers and buyers to occur in digital channels.

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

Build your brand with a media that's safe and protect your data as much they do theirs.



Our website is live with fully responsive content, better user experience and faster navigation. Look out for periodic updates with the magazine, interviews from industry stalwarts, events and more. The 'search' option lets you read your preferred news faster.

## Banners

Available in various sizes across both desktop and mobile, drive traffic to your website via several options of rotating and static banners.

### 1. Leaderboard (728\*90)

€2100 / month (Exclusive)

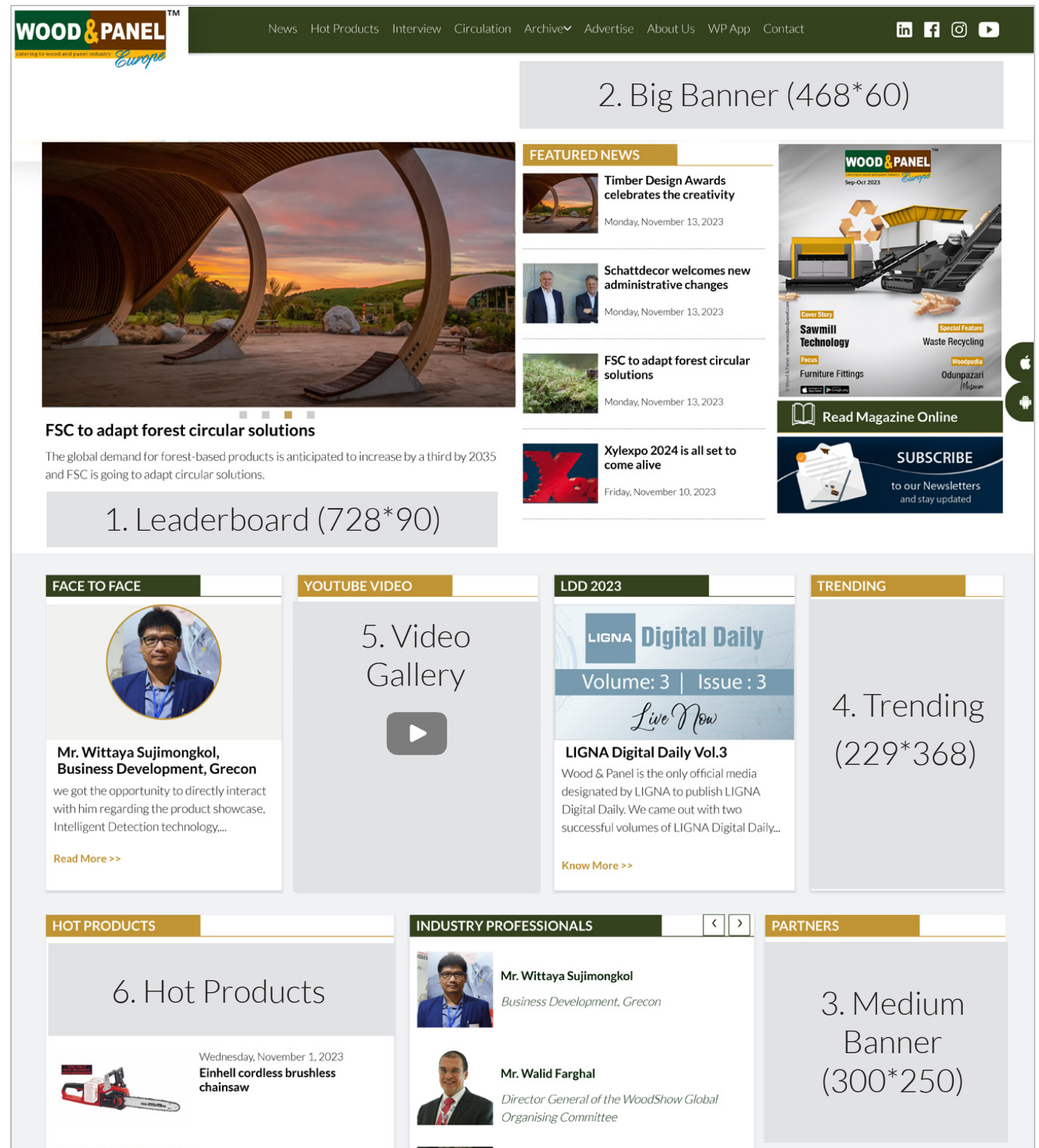
### 2. Big Banner (468\*60)

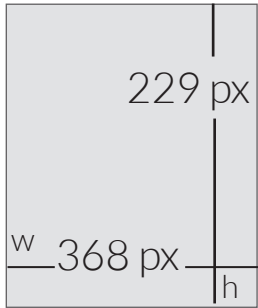
€1650/ month (Rotating)

### 3. Medium Banner (300\*250)

€1500/ two months (Rotating)

Avg. CPM: €4.52-€8.75  
Avg. CTR: 0.81%-2.58%  
(Depending on specific ad campaign)

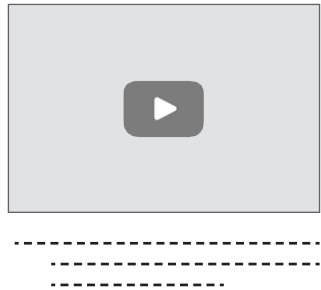




#### 4. Trending (229\*368)

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: €2700/ 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.

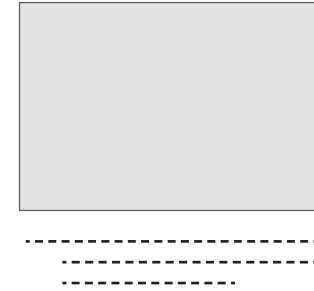
**Cost: €2200/ two weeks**

#### 6. Hot Products



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

**Cost: €2200/ two weeks**



#### News:

Stay informed on industry news and trends! Our news section is daily updated with industry trends, insights, news and more.

#### Features:

- You can search the news with keywords viz. company name or product easily with the “search” button.
- Read the news in your language. News is available on all major European languages.
- And what’s more? You can now also listen to the news on the go.

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

**Cost: €2200/ two weeks;**

**€3300/ month**

#### Web only Package:

Our website is your opportunity to reach an engaged audience.

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

**Package cost: €3300**



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 (Jan-Feb)

Cost: Package starts from €1500 only

### Xylexpo Special Edition (May-June)

Cost: Package starts from €2500 only

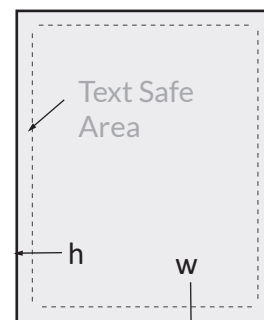
### IWF Atlanta Special Edition (Jul-Aug, USA Edition)

Cost: Package starts from €2200 only

#### Package Details:

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

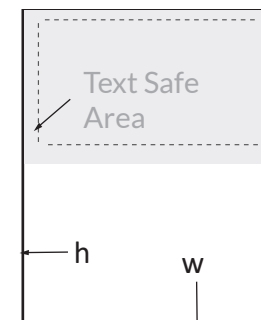
## AD SIZES, SHAPES AND TECHNICAL DATA



### Full Page €3000

(2 pages complimentary advertorial)

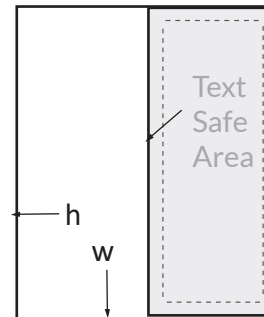
22 cm (w) x 25 cm (h)  
-0.5 cm Text Safe Area



### Half Page €2000

(1 page complimentary advertorial)

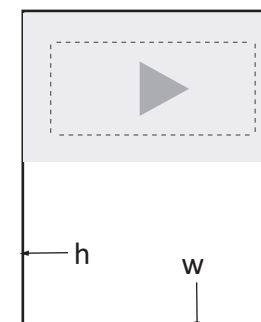
22 cm (w) x 12.5 cm (h)  
-0.25 cm Text Safe Area



### Vertical Half Page €2000

(1 page complimentary advertorial)

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



### Video + 1 Page Editorial €3300

Preferred HD quality  
Max. 8 Min.  
Editorial- 300 words

Files in JPEG/PDF (300 dpi)

Brands need a video marketing strategy. 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 video spots available on our website or magazine / newsletter and our YouTube channel ([youtube.com/woodandpanel](https://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:

Video is the second most popular content type on social media for increasing engagement.

**83%**

of video marketers say that video helps them generate leads.

(HubSpot.com)



## Regular Price

Video duration upto 1min.

**€2500/month**

Video duration upto 03 min.

**€4000/month**

Record Views:

Around **3.1k views**

# 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.

**Woodpecker is now also sent via LinkedIn ensuring more targeted audience.**

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

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

## DIRECT MAIL MARKETING

**Cost: €0.20/email\*** (Starting from 30,000 emails and you can choose upto our entire database of 1,30,000 emails.)

Open rate: 30% to 35%\*

\* 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<sup>TM</sup>  
Leading in wood and panel industry Europe

BIESSE at LIGNA.23

WOOD & PANEL Europe

LIGNA

Raphaël Prati, Chief Marketing & Communications Officer, Biesse, indulges in a face to face conversation with Apratim Ghoshal, editor-in-chief, Wood & Panel and shares what Biesse is presenting at LIGNA- a new look that expresses...

Watch Now

LEUCO NN-SYSTEM DP FLEX - now with new topcoat coating

LEUCO advances tooling with all new top coating. LEUCO nn-system [no noise] DP flex circular saw blades are known in the market for long tool life and tear-free cutting quality in a very wide mix of materials.

Read More

IWF INTERNATIONAL WOODWORKING FAIR-ATLANTA  
Special Edition

Book your Space Now

WOOD & PANEL  
www.woodandpanel.us

+1 917 677 7753 | pr@woodandpanel.com

in f i

Video in the Newsletter:  
€4000

(Avg: 2000+ views)

News:  
€2200/news

(20,000-25,000+ views)

Big Banner:  
€1800

(with tracking code)

Responsive Newsletter  
Web View

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: €1200/ 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]



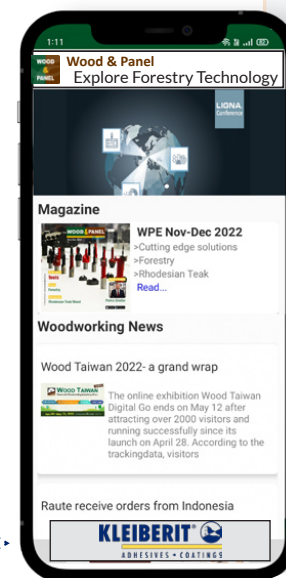
# 25,000+ Users



Push Notification



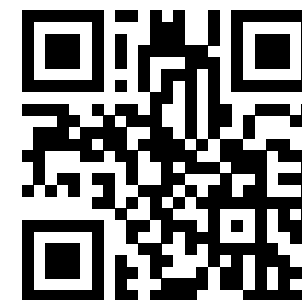
Rotating Banner Ad



Interstitial Ad

## Download our App

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



2024 is the year of Xylexpo. After the roaring success of the third edition LIGNA Digital Daily and the first ever **Xylexpo Show Daily**, we are coming up with a special issue dedicated to **Xylexpo 2024**. A one-of-a-kind, **Xylexpo** Show special edition, will once again 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 Milan or not!

## Book your space now for Xylexpo Show Special Edition

**PACKAGE A:** EURO 2999 (Early bird till Mar 31st)

**PACKAGE B:** EURO 2500 (Early bird till Mar 31st)

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



For more details:

[www.woodandpanel.com/xylexpo/](http://www.woodandpanel.com/xylexpo/)





# Customer Story/Testimonial:

From acquaintance to clients and from clients to partners, a customer story is the documentation of a journey of two companies praising the milestones reached together.

Share the real-life success stories of the companies. Our team will visit the company and shoot videos and interview your esteemed clients to bring out a compelling story of your success, amplifying your growth.



FOCUS

WOOD & PANEL  
Europe

FOCUS

WOOD & PANEL  
Europe

We have been featuring a lot about trending innovative technologies and machineries in our latest editions. But how apt are those for their clients? How are those meeting individual demands of individual companies? How much customisation is possible?

Presenting an up-close and in-depth examination and reviews of how some of the well known technologies.

**CASE STUDY 1:**  
*Retail Design Consultants partners with HOMAG for quality, performance and productivity*

**CASE STUDIES:**  
Building brand loyalty with confidence

The individual nature of the furniture RDC produces and the ever-decreasing lead times, led them to look at how they could improve their production processes. "There were several considerations that would affect our decision on which models to order. Our 14,000 sq. ft. facility is compact and so machine footprint was a significant factor, as was our desire to invest in machines that would 'grow' with our business. "After careful deliberation we settled on the HOMAG SAWTEQ B-130 and the EDGETEQ S-240 models. We had seen these machines in action at the HOMAG showroom in Castle Donington and also at exhibitions. The HOMAG brand and reputation alone gave us confidence in our decision, but we were also influenced by the service support, spare parts availability, and the peace of mind that come with partnering with the market leader", explains RDC managing director, David Donaghue.

"With the majority of our products being panel-based, the edge bander is a critical piece of kit for us. The quality of finish and performance of this HOMAG edge bander are first-class. When the panels come off the edge bander there is no need for any hand finishing, they are good to go to the next stage of production.

12 © Wood & Panel Europe May-June 2021

© Wood & Panel Europe May-June 2021 13

(May-June 2021)

Editorial | Videos | Interviews | Social Media

Price: On request

# Social Media Marketing:

No matter your business's size, you need social media to find more potential customers and that's the power of Social Media.

NEW

You can leverage our newsletters on LinkedIn to promote your story and amplify your social reach.

 **14000+** followers\*

 **5000+** likes\*

 **1000+** subscribers\*

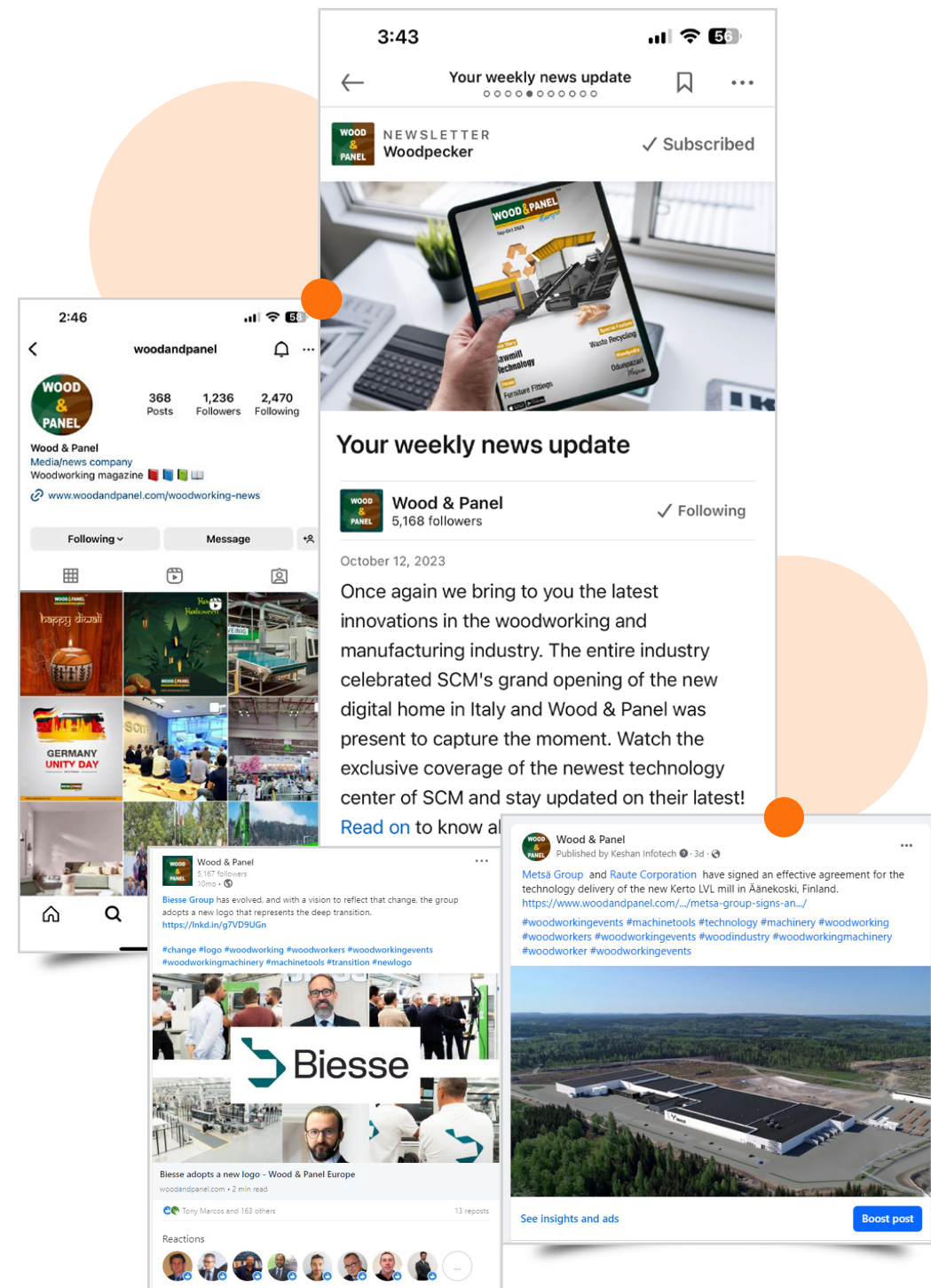
 **1200+** followers\*

\*as on Sept. 2023

## Web + Social Media

4 Featured News | 1 Trending  
2 Video Promotion | 1 Banner (1 month)  
Social Media Mentions

Offer Price: €3800



## STARTUP

1 Full Page Advertisement

1 Half Page Advertisement

1 Medium Banner (3 months)

2 Featured News

4 Pages of Editorial

2 News in the Newsletter

6 Social Media Posts  
(in LinkedIn, Facebook and Instagram)

**Offer Price: €4400**

## ECONOMY

2 Full Page Advertisements

1 Half Page Advertisement

1 Leaderboard Banner (1 month)

3 Featured News

4 News in the Newsletter

2 Video Interviews

8 Pages of Editorial

1 Banner on Mobile App (2 months)

8 Social Media Posts  
(in LinkedIn, Facebook and Instagram)

**Offer Price: €6500**

(One Special Issue)

## PREMIUM\*

6 Full Page Advertisements

1 Big Banner (3 months)

1 Leaderboard Banner (2 months)

6 Featured News

6 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)

12 Social Media Posts  
(in LinkedIn, Facebook and Instagram)

**Price: €14000**

(Incl. all Special Issues)

\*Premium package includes:

IndiaWood, Xylexpo and IWF Atlanta special issues

(You can also choose to split the ads between Europe and US editions.)

Complimentary basic package of Xylexpo Show Daily.

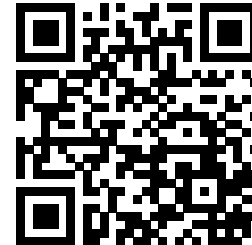
(Returning customers & marketing agencies will get 10% discount)

Consider the benefit of using digital in your next marketing campaign.  
There will always be an option best fitted for your needs.  
Discuss with us to create your own package.

2020 TECHNOLOGIES, GERMANY  
ACCSYS TECHNOLOGIES, UK  
AHEC, USA  
ALTENDORF, GERMANY  
AMMERAL BELTECH, THE NETHERLANDS  
ALANOD, GERMANY  
AWFS, USA  
BACCI, ITALY  
BARBERAN S.A., SPAIN  
BERNDORF BAND, AUSTRIA  
BIESSE, ITALY  
BURKLE, GERMANY  
CEFLA, ITALY  
CIFF, CHINA  
CMC TEXPAN, ITALY  
CPM, NETHERLANDS  
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  
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  
PHIRE GROUP, USA  
POLLMEIER, USA  
RAUTE CORPORATION, FINLAND  
SCHATTDECOR, USA  
SCHELLING, AUSTRIA  
SCM, ITALY  
SMARTECH, ISRAEL  
TIMBERMARK, UK  
TECHNODOMUS, ITALY  
TIFF, THAILAND  
TOMRA, GERMANY  
VENJAKOB, GERMANY  
VIETNAM INT'L WOODWORKING INDUSTRY  
FAIR, VIETNAM  
VECOPLAN, GERMANY  
VOLLMER OF AMERICA CORP. USA  
WEINIG GROUP, GERMANY  
WMF CHINA, CHINA  
WOODMAC, CHINA  
XYLEXPO, ITALY  
ZAFFARONI, ITALY  
ZOW, GERMANY, TURKEY



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