

WOOD DESIGN & BUILDING®

2011 RATES AND DATA



Passionate About Wood,
Dedicated to Inspire

WOOD DESIGN & BUILDING®

Who we are

Wood Design & Building is the most widely circulated title in Canada and the U.S. with a principle focus on wood.

We are distributed to more than **42,000** architects, structural engineers, builders, specifiers, manufacturers, designers and wood enthusiasts throughout North America.

Each issue is committed to showcasing sustainable and innovative architectural projects achieved through the use of wood. *Wood Design & Building* is firmly positioned as one of the industry's favorite magazines thanks to our mandate to provide stimulating and inspiring content to our readers.

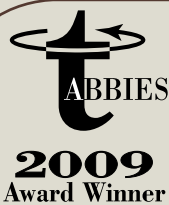
Canadian Wood Council Conseil canadien du bois



About the Canadian Wood Council

The Canadian Wood Council is the national association representing manufacturers of Canadian wood products used in construction.

Wood Design & Building magazine is the official publication of the CWC.



GOLD
Best Technical Article



Top 25
Best Single Issue

Honorable Mention
Front Cover Photography

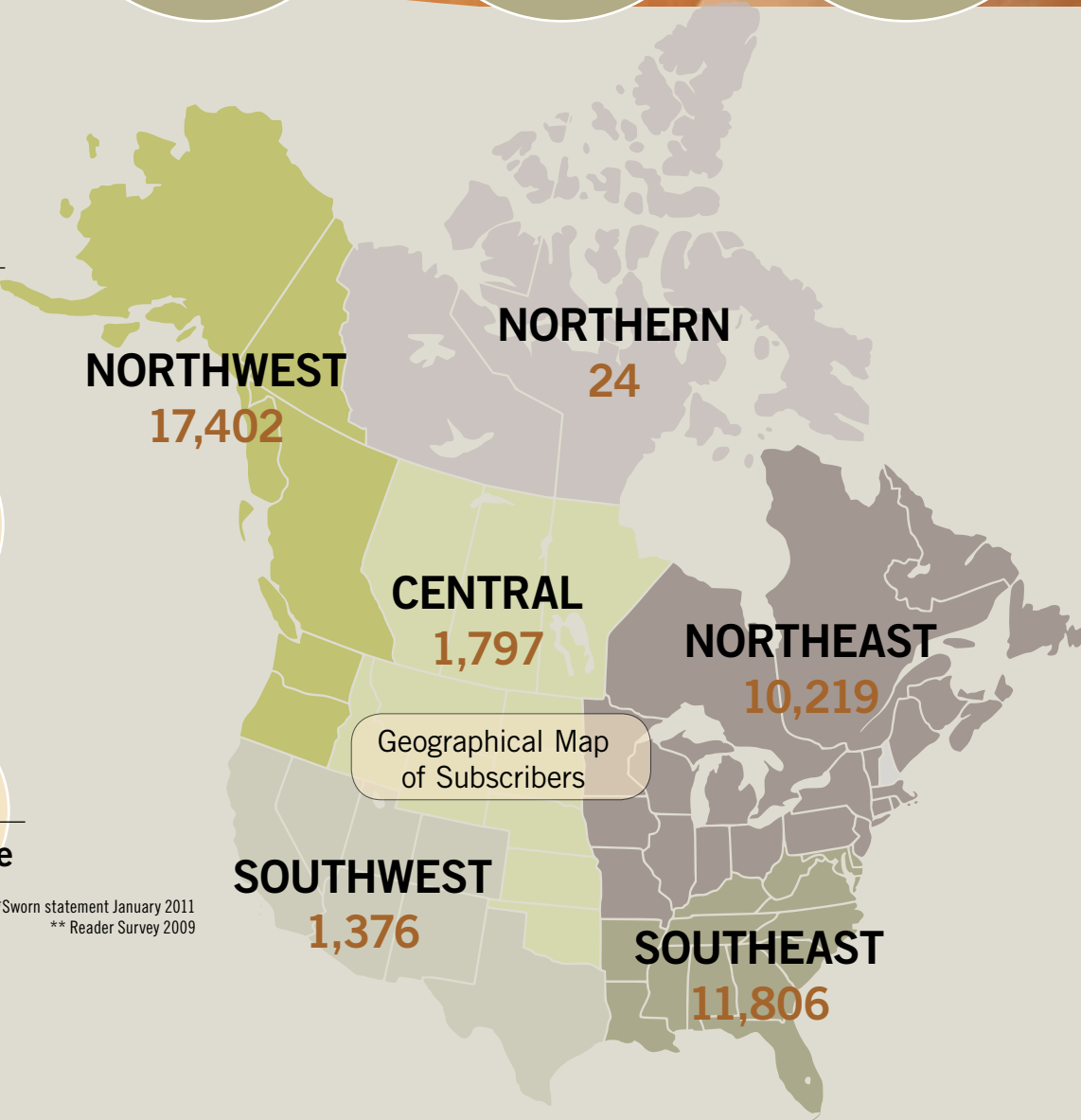
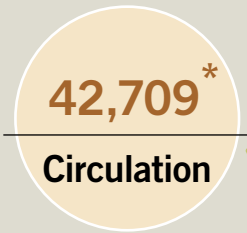
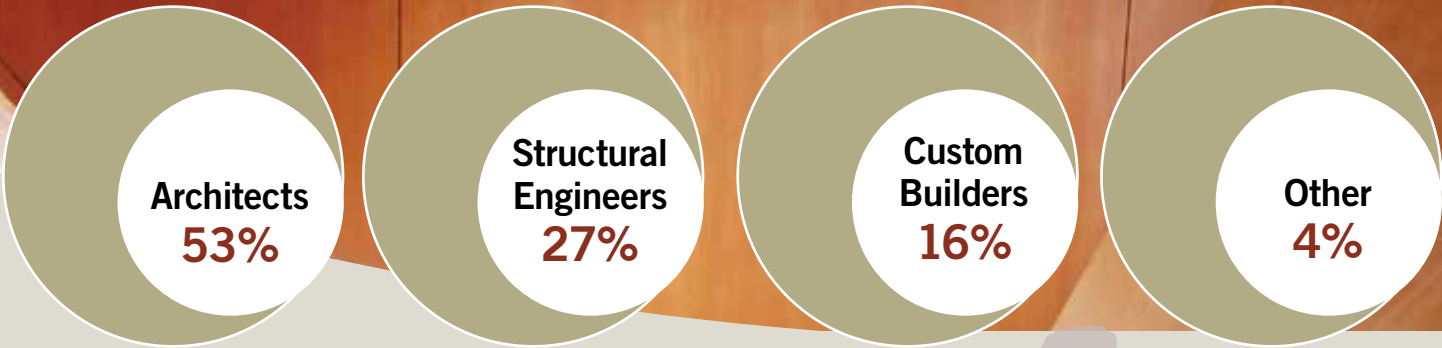


Also:

2007 Top 25 – Best Single Issue
2005 Top 25 – Best Single Issue

Who we reach

We reach more architects, structural engineers and custom builders than any other North American architectural magazine.



*Sworn statement January 2011
** Reader Survey 2009

Our readers

Wood Design & Building readers are decision makers

75% are in a management position

60% are involved in the purchasing process

Of that: **37%** grant final recommendation

23% grant final approval

One-in-four generate more than **\$10 million** in business

Readers bid on an average of **36 projects** per year

Our readers' business revenues total over **\$750 billion!**

Actions taken

91% say trade publications influence their purchasing decisions

70% visit a web site

62% investigate a product or service advertised in *Wood Design & Building*

Readers purchase wood and wood related products

88% use or specify structural wood products in their designs/buildings

86% use or specify related wood products in their designs/buildings

78% use or specify architectural wood products in their designs/buildings

Statistics taken from the 2009 WD&B reader survey

Reader interests

93% say *Wood Design & Building* **inspires** them to use wood in their projects

91% say it is relevant to their business

89% read 3 or more issues per year

70% keep the magazine for future reference

85% would like more information on structural wood products

73% would like more information on architectural wood products

Our readers are interested in these products:



2011 Editorial Calendar

From the Editor



Since 1997, *Wood Design & Building* has showcased unique and inspirational wood architecture from North America and around the world. Taking our cue from readers, this year will be no exception.

Our new theme strategy for 2011 will allow us to delve into key areas of significance in wood construction. We look forward to continuing to wow readers with valuable and inspiring content.

Wood Design & Building magazine strives to feature projects that educate and inspire through both their use of wood and chosen elements of design. We welcome industry contributions that reflect this mission.

Bernadette Johnson, Executive Editor
bjohnson@dvtail.com

Editorial Schedule/Theme

Each of our 2011 editions will explore a theme of significance to architects and engineers who choose wood. In each issue, several editorial stories, including technical articles, will be dedicated to covering various aspects of these themes.

SPRING	SUMMER	FALL	WINTER
Innovation	Durability/Preservation	Sustainability	Applications
BONUS DISTRIBUTION AIA 2011 National Convention and Design Exposition New Orleans, May 12-14	BONUS DISTRIBUTION Greenbuild 2011 Toronto, October 5-7 Wood Solutions Fair Edmonton, October (TBD), 2011	BONUS DISTRIBUTION Wood Solutions Fair Ottawa, November 2, 2011 Construct Canada Toronto, November 30-December 2, 2011 International Builders Show (NAHB) Orlando, February 8-11, 2012	BONUS DISTRIBUTION Southeast and California Wood Solutions Fairs (TBD), 2012
Space deadline: March 15	Space deadline: June 7	Space deadline: September 6	Space deadline: January 17, 2012
Material deadline: March 22	Material deadline: June 14	Material deadline: September 13	Material deadline: January 24, 2012
Mail date: April 26	Mail date: July 19	Mail date: October 18	Mail date: February 28, 2012

In Every Issue

Project Profiles	In-depth case studies of wood structures of architectural or design significance
International Profile	A look at an interesting wood structure from outside North America
Crafts & Heritage	Profile of a historical or heritage project, or one that draws on materials/techniques of the past
Ideas & Solutions	A solutions-driven examination of specific design and building applications, often using case studies
Technical Abstract	Technical issues and products uncovered
Wood Ware	Unique wood innovations and products
Integrating with Wood	The benefits/challenges of integrating a special product category with wood construction/building

**WOOD
DESIGN
&
BUILDING**[®]
Wood Design & Building Awards



The *Wood Design & Building* awards book showcases exceptional projects from the Wood Design Awards programs, including an overview of each project's initial concept, draft & design and building process. It is one of the most unique reference books in North America for those seeking inspiration in wood design.

For more information about the awards book, visit the CWC web site at www.cwc.ca/events.

Advertising Rates

4-color	1x	2x	3x	4x
Full page	\$5,450	\$5,180	\$4,920	\$4,675
2/3 page	4,905	4,660	4,430	4,210
1/2 page	4,090	3,885	3,690	3,505
1/3 page	3,545	3,370	3,200	3,040
1/4 page	3,000	2,850	2,710	2,575
DPS	9,265	8,800	8,360	7,940
Covers				
OBC	\$6,815	\$6,475	\$6,150	\$5,845
IFC/IBC	6,540	6,215	5,905	5,610

Mechanical Requirements

Printing Method: Web

Binding: Saddle-stitched

Screen: 150 lpi

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (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@dvetail.com and jforbes@dvetail.com.

FTP Site: <ftp.dvetail.com>. Please send an e-mail to ftp@dvetail.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:

Roberta Dick, robertad@dvetail.com or

Joanna Forbes, jforbes@dvetail.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:

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Richmond Hill, ON L4B 1J2

Tel: 905.886.6640 Fax: 905.886.6615

E-mail: wood@dvetail.com Web site: www.dvetail.com

Cancellations and space changes not accepted after closing date.

Resources Advertising Rates

Showcase your product or service with an ad in this special section of the magazine. It's a cost effective and highly visible solution for your marketing needs.

1/8 page \$820

1/6 page \$995



Dimensions (inches)

Full page (trim)	8.375	x	10.75
Full page (bleed)	8.625	x	11
Full page (live area)	7.625	x	9.875
2/3 page vertical	4.75	x	9.875
1/2 page vertical	3.625	x	9.875
1/2 page horizontal	7.625	x	4.9375
1/3 page vertical	2.375	x	9.875
1/4 page vertical	3.625	x	4.75
1/6 page vertical	2.375	x	4.75
1/8 page horizontal	3.625	x	2.25
DPS	16.75	x	10.75

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim

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