



wood based
Panels
INTERNATIONAL

2011

MEDIA KIT

**Market leading
brands for the panel
industry**

In print, online and digital

Wood based Panels INTERNATIONAL

...offers companies three effective ways to market

- WBPI The magazine ...the No1 brand and recognised market leader worldwide
- WBPI Digital Edition ... an exact reproduction of the printed magazine, but available instantly online anywhere in the world.
- www.wbpionline.com ... comprehensive new site with the latest news and information about the global panel industry

Wood Based Panels International has an informative website designed to give all users and advertisers a better online experience and far greater access to the global panel industry. News is added to the site as it happens so you will always be kept up to date with changes taking place in the panel industry. The website is supplemented with email alerts and newsletters making sure that you stay informed at all times.

As well as the website, there is our digital edition, which offers readers and advertisers a fast alternative to print. The digital edition is fully interactive which means all email addresses and web addresses on the advertisements have working links so that customers can contact you direct. The digital edition is available online at anytime or anywhere in the world where you have access to the internet.

So now you have three very effective ways of sending and receiving information and communicating with your customers...as well as having access to a much wider audience.

Find out more by visiting our website www.wbpionline.com now.

Alternatively contact one of our team.

- Mike Botting, Editor on +44 (0) 1371 856072 or mbotting@wbpionline.com
- Derek steel, Deputy Editor on +44 (0) 208 269 7818 or dsteel@wbpionline.com
- Shelly Palmer, Advertisement Manager, International sales on +44 (0) 20 7936 6848 or spalmer@wbpionline.com
- Randolph Krings, Germany on +49 611 5324416 or wbpi@emcmedia.de
- Claudio Sanfilippo, Italy on +39 02 7030 0088 or csanfilippo@rancatinet.it

Notice to Advertisers

If you supply machinery or other products and services to the panel industry, website banners on home, news or feature pages with direct links to your website, plus comprehensive sponsorship packages, are all available. There are also special advertising options on our digital issues.

For more information about all the promotional opportunities available on the website and the digital issues contact:

Shelly Palmer: spalmer@wbpionline.com or Tel +44 (0) 20 7936 6848

Looking ahead

Mike Botting, editor of WBPI, looks ahead to 2011



After a very tough 2009, certainly for the first three quarters of the year, business seems to have turned the corner in some parts of the world at least.

While the US and western Europe continue to suffer badly from the effects of the global economic crisis, eastern Europe, South America, South East Asia and China seem to have weathered the storm much better.

Brazil has a vibrant domestic economy, while the other South American countries are also forecast to have positive growth in 2011.

For the panel manufacturing industry, new MDF capacity is centred on Russia, Asia (especially China) and South America, while new particleboard capacity is mainly destined for the same regions. All these developments are catalogued in the *WBPI* surveys of 2010.

For the machinery makers, most report a significant upturn in orders starting in the fourth quarter of 2009 and continuing through 2010; many have order books taking their factories well into 2011. However, in spite of this apparently good news, many are nervous about the longer term future. It is like sailing in uncharted waters.

It is perhaps fortunate that 2011 is a Ligna year. This major exhibition for the woodworking industries, held biennially in Hanover, Germany, often provides a quite accurate barometer for the economic climate ahead, as well as showcasing the latest technologies of course. The emphasis this year, I suspect, will be on reducing your production costs.

One of the biggest challenges facing our industry is the issue of the burning of biomass (ie wood) for energy production and the subsidies being offered to that sector. This needs to be addressed urgently in the coming year. That debate also offers a chance to promote the environmental strengths of our industry's products.

Going into 2011, *Wood Based Panels International* will continue to inform the industry through its printed pages, its digital issues and at www.wbpionline.com, as it has for over 30 years.

The editor and his experienced contributors will be present at the major events and out in the field, bringing first-hand reports and important stories from around the world.

I would like to thank all our advertisers for their continued support of *WBPI* and I look forward to another interesting and enjoyable year working in and with the international panel industry.

Editorial programme 2011

FEBRUARY/MARCH

AROUND EUROPE

A selection of stories from mills and machinery/service suppliers around the region will bring you the latest developments.

SURFACING: ZOW

This annual show for the furniture and interiors sector, held in bad Salzuflen in Germany in February, always offers something new in designs and trends.

WOODMAC/FURNITEK CHINA PREVIEW

We look at the products being exhibited at this biennial Shanghai show.

APRIL/MAY

LIGNA PREVIEW

Who is exhibiting what? We give a sample of the latest innovations for the panel industry that machinery and service suppliers will be exhibiting at the world's greatest show for the woodworking sector.

FOCUS ON OSB

Our annual listing of the mills throughout the world will be supported by informed commentary on the market in 2010 and the prospects for 2011 and beyond.

FOCUS ON NORTH AMERICA

Our North American correspondent will provide stories from the mills and machinery makers that make this market tick.

JUNE/JULY

LIGNA PART 2

More information about the latest innovations and events at this important exhibition.

MDF WORLD SURVEY PART 1

In the first part of our widely acclaimed and authoritative surveys we list all the mills and lines, with their capacities, in Europe and North America, together with informed analysis of the industry in 2010 and its prospects going forward.

FOCUS ON CHINA PART 1

We will bring you first-hand reports from the latest mills and projects in this vibrant country, which so affects the global market.

SURFACING

Deputy editor and surfacing specialist Derek Steel will bring another colourful story from the world of decorative surfaces.

This is not a final, complete list of the stories that will appear in WBPI during 2011. As always, up-to-the-minute reports on all aspects of the panel industry will be added as the year progresses.

AUGUST/SEPTEMBER

MDF WORLD SURVEY PART 2

Expanding on Part 1 in the previous issue, this survey will focus on the rest of the world outside Europe and North America, listing all the mills and lines with their capacities, together with further informed analysis of the world market, present and future.

FOCUS ON ITALY

This focus will feature some of the machinery makers in this major woodworking technology-producing country.

FOCUS ON CHINA PART 2

More stories of new mills from the editor's visit to China, with analysis of where this major market is heading.

OCTOBER/NOVEMBER

PARTICLEBOARD WORLD SURVEY PART 1

Europe and North America come under the spotlight as we list all the mills and lines, with their capacities, and look at what shaped the market in 2010 and the prospects for 2011 and beyond.

FOCUS ON LATIN AMERICA

This region is consistently identified as one of the most important growth areas for panel manufacture and we will bring you first-hand reports of the latest developments in that market.

SURFACING

The important subject of adding value to panels will be addressed by Derek Steel in another case study.

DECEMBER 2011/JANUARY 2012

PARTICLEBOARD WORLD SURVEY PART 2

In this final part of our series of panel surveys, John Wadsworth lists the mills outside Europe and North America and analyses the likely market for the immediate future.

FOCUS ON GERMAN-SPEAKING COUNTRIES

Some of the most important producers of machinery for the panel industry will come under the microscope as we feature their latest products. We will have stories from machinery makers in Germany and its neighbours, Austria and Switzerland.

IPPS CONFERENCE REPORT

We will look at some of the scientific and technical papers presented at this important conference focused on the worldwide panel industry.

Contacts

EDITOR

Michael Botting
+44 (0) 1371 856072
mbotting@wbpionline.com

DEPUTY EDITOR

Derek Steel
+44 (0) 208 269 7818
dsteel@wbpionline.com

ADVERTISEMENT MANAGER

Shelly Palmer
+44 (0) 20 7936 6848
spalmer@wbpionline.com

SALES GERMANY

Randolph Krings
+49 611 5324416
wbpi@emcmedia.de

SALES ITALY

Claudio Sanfilippo
39 02 7030 0088
csanfilippo@rancatinet.it

www.wbpionline.com



Digital fact sheet

PRODUCTION

Jo Burton
jburton@progressivemediagroup.com

Maximum file size

20Mb. Anything larger should be supplied on a CD. Email is not recommended.

File name

Please give your file a name in the following format: magazine name, company name, issue date.

File formats

We can accept files from Quark Express, Adobe PhotoShop or Adobe Illustrator. Please ensure that you supply all the necessary fonts (in Illustrator, fonts may be converted to outline to avoid this) Pictures should be saved as EPS, TIFF or JPEG files with a minimum resolution of 300dpi (120dpm). Colour pictures should be supplied CMYK not RGB. Black and white pictures should be supplied as greyscale. Please contact the production number

Digital details

Banners on home, news or feature pages from €275 per month
Leaderboard banners as above from €325 per month
Skyscraper advertisements from €550 per month
Minimum booking x 2 months
Website sizes
Banner (468 x 60 pixels)
Leaderboard (728 x 90 pixels)
Mini Tower (120 x 300 pixels)
Spotlight (120 x 60 pixels)
Skyscraper (120 x 600 pixels)

Production details

All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats. If supplying Flash artwork, the file needs to be supplied with the link embedded.

DISPLAY ADVERTISING RATES

	1x Rate	3x Rate	6x Rate
Full page 4 colour	€ 7,425	€ 7,095	€ 6,815
Full page B/W	€ 5,500	€ 5,255	€ 4,865
DPSpread 4 colour	€ 12,055	€ 11,440	€ 10,880
DPSpread B/W	€ 8,990	€ 8,540	€ 8,120
Half page 4 colour	€ 5,625	€ 5,485	€ 5,255
Half page B/W	€ 3,650	€ 3,450	€ 3,270
Quarter page 4 colour	€ 4,335	€ 4,215	€ 4,100
Quarter B/W	€ 2,310	€ 2,200	€ 2,080

SPECIAL POSITIONS

front and inside front covers	€ 11,875
back cover	€ 9,075
single sheet insert	€ 7,840
gtd right hand page facing matter	+15%
show preview entries incl picture	€ 250

WEB RATES - PER MONTH (MINIMUM 2 MONTH BOOKING)

banner	€ 305
leaderboard	€ 360
skyscraper	€ 605
(minimum booking x 2 months)	

Mechanical data

All sizes in millimetres and vertical by horizontal

Page (type area)	265mm x 180mm
Page (bleed)	303mm x 216mm
Page (trim size)	297mm x 210mm
DPS (bleed)	303mm x 432mm
DPS (trimmed)	297mm x 420mm
Half page (vertical)	265mm x 88mm
Half page (horizontal)	130mm x 180mm
Quarter page (vertical)	130mm x 88mm
Quarter page (horizontal)	60mm x 180mm

IMPORTANT NOTICE TO ADVERTISERS

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Tel +44 (0) 1234 713008

Advertisement rates for www.wbpionline.com and digital issues

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To view a digital issue go to www.wbpionline.com

Circulation & readership

Audited circulation for the period January 2008 to December 2008: ABC 4,782

* An average of four industry executives reads each issue of WBPI, making the total readership over 18,000

** The average print run of WBPI is 5,000 copies, but for major exhibitions this is increased by up to 1,000 copies. These additional copies are used for promotional purposes and form part of the 'bonus distribution'. Although not included in the audited figures, this is important for advertisers who need to reach exhibition visitors.

Over many years WBPI has built up the most comprehensive database of panel mills worldwide. This database is probably one of the best databases available on the market today and we use the names and addresses for promotions and special issues

