

WOODNEWS

Furniture and Manufacturing Materials and Technologies

MEDIA DATA

2025

India's Premier Woodworking Magazine

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 34 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.

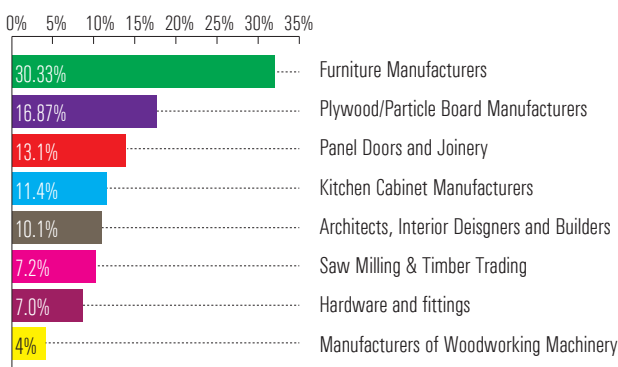
Editorial Calendar 2025

*For Editorial & Advertisement deadlines, please mail us

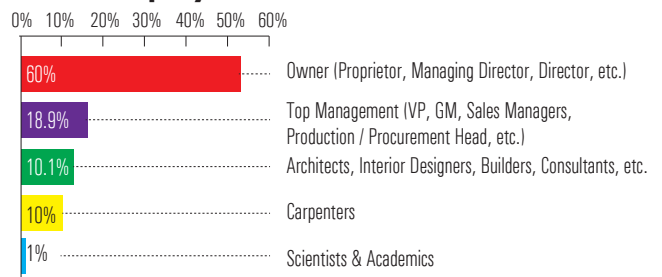
Issue	Jan-Feb	March-April	May-June	July-Aug	Sept-Oct	Nov-Dec
Special Focus	Exhibitors at IndiaWood (Noida) 2025	Finger-jointing technology & engineered wood	Panel & board manufacturing	Wooden doors, door frames & windows	Sourcing timber in India & abroad	Modular kitchen designs & trends
Advertisers' Focus	New launches of machines, tools, materials & consumables	Workshop-level machines, hand-held & power tools.	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 (Noida) review & skill development	Laminates, foils & finishes	Interzum & Ligna reviews	Wood coating, painting & finishing	CNC routers & edge banders; furniture lighting
Publishing Date *	15th Jan 2025	15th Mar 2025	15th May 2025	15th July 2025	15th Sept 2025	15th Nov 2025
Bonus Distribution	Visitors to IndiaWood (Noida)	New subscriber data of IndiaWood (Noida)	Ligna & Interzum	Real estate developers & architects	Solid-wood furniture & joinery manufacturers	Architects & Interior Designers

The 'Widest Reach' in the Woodworking Industry

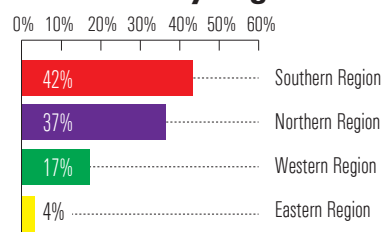
WoodNews Circulation



Readership by Profession



Circulation by Region



Advertising Options

PRINT

Options	1 Insertion			3 Insertions			6 Insertions		
	₹	\$	€	₹	\$	€	₹	\$	€
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


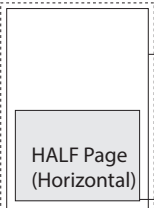
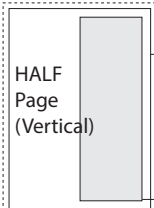
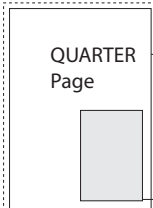
Options	1 Insertion			3 Insertions			6 Insertions		
	₹	\$	€	₹	\$	€	₹	\$	€
Page Facing Inside Back Cover	93,000	2,125	1,700	255,000	5,750	4,600	440,000	10,200	8,000
Page Before Content	99,000	2,250	1,800	270,000	6,100	4,850	475,000	10,800	8,600
Page Facing Thicker Sheet	110,000	2,500	2,000	295,000	6,750	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)

 <p>FULL Page</p> <p>Page Trim 29.7cm x 21cm</p> <p>Page Bleed 30.3cm x 21.6cm</p> <p>Text Safe Area 27.7cm x 19cm</p>	 <p>HALF Page (Horizontal)</p> <p>Page Trim 29.7cm x 21cm</p> <p>Page Bleed 30.3cm x 21.6cm</p> <p>Ad Size 13.4cm x 19cm</p>	 <p>HALF Page (Vertical)</p> <p>Page Trim 29.7cm x 21cm</p> <p>Page Bleed 30.3cm x 21.6cm</p> <p>Ad Size 27.7cm x 9cm</p>	 <p>QUARTER Page</p> <p>Page Trim 29.7cm x 21cm</p> <p>Page Bleed 30.3cm x 21.6cm</p> <p>Ad Size 13.4cm x 9cm</p>
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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



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

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.

Now available online at:



Technology Category

WoodNews is also available in E-Flip magazine format.



Back issue cover pages



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.



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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.

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