Connecting you to Canada’s largest audited circulation of logging and wood product professionals

2019 MEDIA KIT

Wood BUSINESS | CANADIAN WOOD PRODUCTS

CANADIAN FOREST INDUSTRIES

Respecting the forest
Better trees by design
Here are a few facts worth considering in planning your advertising and marketing

**THE CANADIAN MARKET**
- $63 billion in total revenues in 2016.
- Employs 306,020 people across the country.
- The overall value of Canada’s forest products exports was just over $34 billion in 2016.
- $4.9 billion projected in capital expenditures in 2016 in forestry and wood products.

**A VARIED MARKET**
It’s not just logging and sawmilling gear, although there’s plenty of that. There’s also:
- **Trucks and trailers:** The forestry sector is the second largest user of truck transport at 18 billion tonnes/km.
- **Trains:** The largest user of rail transport.
- **Motors, drives and conveyors**
- **63%** of CFI readers own two or more pick-ups.

**PLUS**
Lubes, tools, tires, chains, software, GPS, insurance, safety gear, finance, cell and SAT phones, hydraulics, boilers, etc...

**A NATIONAL PUBLICATION**
Publishing since 1882, we are the nation’s trusted source for industry information. Whether it’s in the forest, mill or boardroom, with two full-time editors and a dedicated editorial director, we go coast to coast to get the stories that matter to decision makers – your clients.
Add to that our exclusive, relevant expert columns on hauling, lumber drying, safety and markets – and you can’t miss.

**REACHES OVER 81,458 GROSS CONTACTS IN THE FOREST INDUSTRY**
Publication: ........................................ 14,643 Pass Along: ........................................ 31,423
CFI Newsletter: ................................. 16,303 Social Media: ...................................... 2,771
Websites/Mobile: ............................... 15,380 Total Reach ........................................ 65,877

Statistics are based on responses to our May 2016 readership knowledge survey.

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31,423 is the average readership of each issue, including pass along!

98.6% of readers rated Canadian Forest Industries from Excellent to Good overall!
66.1% indicate Canadian Forest Industries meets the needs of their industry.
37.8% of our readers indicate they have direct purchasing influence within their organization; your message will be reaching your target audience!
55% of our readers have contracted advertisers directly from Canadian Forest Industries.

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**MEET OUR COMMUNITY**

- 55% recall having recommended and/or bought something they saw advertised in Canadian Forest Industries
- 84% say Canadian Forest Industries is important or very important to keeping up-to-date with their industry
- 55% are owners, partners, senior managers, or industry professionals; almost 70% have been in the industry over 20 years
- A staggering 55% are actively involved in purchases $50,000 to $100,000; 48% to $500,000; 41% over $500,000
- 84% are involved in suggesting or approving purchases
- 89% have visited woodbusiness.ca
- 83% rate the website from excellent to good
- 95% read CFI regularly to always

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Exclusive Reports in 2019

Every issue includes our industry-leading commentary and views, new equipment, news, contractor and mill profiles, field reports, safety trends and exclusive columns on technology, equipment and markets.

<table>
<thead>
<tr>
<th>JAN/FEB</th>
<th>INDUSTRY OUTLOOK 2019</th>
<th>TRUCK KING CHALLENGE</th>
<th>COFI 2019 PREVIEW</th>
<th>STEEP SLOPE SYSTEMS</th>
<th>DUST CONTROL</th>
<th>BONUS DISTRIBUTION</th>
<th>SUBMISSION DEADLINES</th>
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<tbody>
<tr>
<td>MARCH/APRIL</td>
<td>SPECIAL SAW FILING SUPPLEMENT</td>
<td>WILDFIRE PREVENTION &amp; MITIGATION</td>
<td>LUMBER DRYING</td>
<td>GRAPPLIES</td>
<td>SAW BLADES &amp; SAW FILING</td>
<td>COFI 2019, MTL WOOD CON, OFIA 2019, CWF</td>
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<td>LOG HAULING</td>
<td>SAWMILL</td>
<td>WOOD PANELS</td>
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<td>INFEED SYSTEMS</td>
<td>OPTISAW WEST</td>
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<tr>
<td>JUNE/AUG</td>
<td>FORESTRY 4.0</td>
<td>NEXT GEN HIRING</td>
<td>MARKETS UPDATE</td>
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<td>PLANER SYSTEMS</td>
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<td>SEPT/OCT</td>
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<td>HANDLING STEEP SLOPES</td>
<td>MILL SAFETY</td>
<td>LOG LOADERS</td>
<td>SCANNERS &amp; OPTIMIZERS</td>
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<td>FIRST NATIONS PARTNERSHIPS</td>
<td>MASS TIMBER</td>
<td>RESOURCE ROADS</td>
<td>CHIPPERS AND GRINDERS</td>
<td>KILNS</td>
<td>TLA 2020</td>
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With two separate and dedicated sections – one for logging and forestry and one for wood products processing – we bring you the entire forest industry in one publication. With two full-time editors, a full-time editorial director and additional editorial offices in Ontario, Atlantic Canada and Quebec working in the forest sector, our insight and coverage of the nation’s forestry landscape is unmatched.
Brand your company and market your products to our forestry and sawmilling community.

MORE OPTIONS, LARGEST AUDIENCE

**Print:** With an audited circulation of 14,643 (June, 2017), we have the largest qualified circulation of any Canadian industry title.

**Digital:** Woodbusiness.ca is Canada’s leading industry website. Updated continually, professionals rely on woodbusiness.ca for timely, relevant information. Our weekly eNewsletter reaches over 16,300 opt-in subscribers with a collection of the week’s biggest stories.

Our eBlast service gives you the audience you wish to reach with your dedicated message. Image and text or video and text, it’s perfect for product launches, press releases and more.

<table>
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<th>AD RATES</th>
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<td>Four-colour process</td>
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<td>$1,055</td>
<td>$695</td>
</tr>
</tbody>
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CALL FOR A CUSTOM QUOTE AND LET US SHOW YOU HOW TO MAXIMIZE YOUR PROGRAM

**ROSS ANDERSON**  
NATIONAL ACCOUNT MANAGER  
randerson@annexbusinessmedia.com  
289.925.7565

**JOSÉE CREVIER**  
QUEBEC TERRITORIAL MANAGER  
jcrevier@annexbusinessmedia.com  
514.425.0025

**TIM SHADDICK**  
WESTERN CANADA AND WESTERN US  
tootall1@shaw.ca | 604.264.1158

**KEVIN COOK**  
WESTERN CANADA AND WESTERN US  
lordkevincook@gmail.com | Mobile: 604.619.1777
New product e-blasts can promote your new products, product catalogues, services, webcasts, industry events and much more.

MARKETING SOLUTIONS
Looking for some actionable leads for your sales staff? Want the industry to know about your new products? Wood Business Gear News can promote your new products, product catalogues, services, webcasts, industry events and much more. And it’s simple – You provide a picture, up to 75 words of copy and a URL to where the reader can find out more about your product or offer. We create the ad, send it to our opt-in e-subscribers, and provide you with a lead report* on who clicked on the unit to find out more.

*Note: Full contact leads reporting is available. Owing to Canadian Anti-Spam Legislation (CASL), email addresses cannot be supplied. Ask about our re-targeting solutions.

New product e-blast rates

<table>
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<tr>
<th>DEPLOYMENT</th>
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<tr>
<td>1X</td>
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<td>6X</td>
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<tr>
<td>12X</td>
<td>$495</td>
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Schedule is monthly.
All material is due one week prior to deployment.
File specifications: One image (150 x 150 pixels) + up to 75 words of copy + URL.
Context marketing is content with purpose. Canadian Forest Industries is the only title to provide a comprehensive marketing mix program that is result oriented.

**CUSTOM MADE PROGRAM THAT INVOLVES PRINT, DIGITAL AND SOCIAL MEDIA**

We combined research, story telling and accountability with lead generation you can use.

- Perfect for NEW PRODUCT launches and to garner early adopters.
- Our audience, our credibility, our story telling powers, our proven media products, our execution team
- Influence the full decision group by targeting the widest possible community and mediums

- Educate and direct buyers – Ensure largest number of influencers are reached as they travel down the path and change project scope
- Create actionable leads – let us qualify your leads
- Lighten your load – We manage A-Z so you can focus elsewhere
- PLUS – meet traditional B2B goals, from branding to product launch

**Contact your sales associate to develop your personal marketing plan today!**
An economical way to supplement your print plan, or reach a growing audience every day of the year

CUSTOM E-BLASTS + VIDEO E-BLAST*  
(1x - $1,500)  
* Leads list available.  
Last-minute event to promote? Want to supplement your print ads with a reminder or teaser? No worries – these exclusive digital brochures are available when you need them. Ask your sales manager for samples.

DIGITAL AD-VANTAGE  
($1,000 - 6 per year exclusive)  
Email sponsorship plus a full-page ad opposite the digital edition cover. Limit of seven per year, first come first served.

WALLPAPER  
($2500 or $1,500/month - 3 month min.)  
The ad covers both sides of our site, and can be animated for maximum impact!

WEBSITE ADVERTISING  
Canada's premier forestry and sawmilling website, with news, views, and analysis updated daily. Add our vast e-news contact list drawing traffic weekly and our constantly growing community, and you can’t miss.

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<thead>
<tr>
<th>Ad Type</th>
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<th>Rate</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$900 per month</td>
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<tr>
<td>Mobile Adaptive</td>
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<tr>
<td>Big Box</td>
<td>300 x 250 px</td>
<td>$900 per month</td>
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E-NEWS SPONSORSHIPS  
Our exclusive weekly e-news keeps the industry up to date on new projects, start-ups, government programs, fibre supply and more. Be part of the news cycle and be in touch.

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</tr>
<tr>
<td>Sponsored Spotlight*</td>
<td>300 x 250 px</td>
<td>$550 each</td>
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</tbody>
</table>

* Leads list available.
ALSO publisher of these related media brands!

- Heavy Construction
- Bioenergy Products
- Pulp and Paper
- Aggregates & Roadbuilding
- Maintenance
- Mining/Oil and Gas
- Forest Industries in French
- Engineering

Ask your Sales Manager about combined programs to reach all the sectors you market to