



WOODEX-2017

15th International exhibition
of equipment and technologies
for woodworking and furniture production

14-17
November
2017



media-kit



1 Unique audience

3 issues a total circulation of 9 000 copies with repeat visits provides maximum coverage of audience.

2 Content updated

Every day at the trade fair distributed new issue of Newsletter with the results, announcements, interviews, presentations.

3 Best CPM

The number of effective contacts during the four exhibition days reaches 17,000.

Unique audience



14-17
NOVEMBER



MOSCOW
RUSSIA

Woodex is the leading industry event of international importance in Russia where well-known manufacturers and suppliers demonstrate up-to-date equipment and technologies for woodworking, furniture production and utilization of wood leftovers.

Statistics



area

17 300 m²



exhibitors

294



visitors

8 316



exclusive visitors

4 407

Lesnaya Industriya. Daily

In 2017 for the first time at the Woodex trade fair will be distributed newsletter «Lesnaya Industriya.Daily»

14 November



3 daily issues

15 November



3000 copies per one

16 November



Total circulation of
9 000 copies



A4
size

Comfortable
reading

Updated content every day

The «Woodex-2017» editorial office will work every day at the Woodex trade fair. Editors will continuously prepare the news that the next morning can be read in the fresh newsletter «Lesnaya Industriya. Daily».



**14
NOVEMBER**

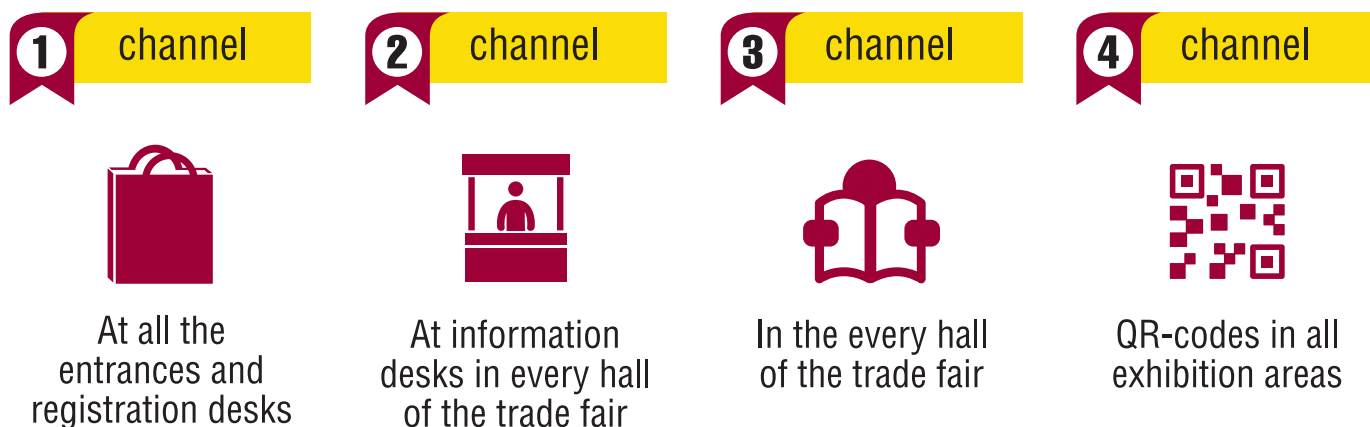


**NAVIGATOR
FOR THE
TRADE FAIR**

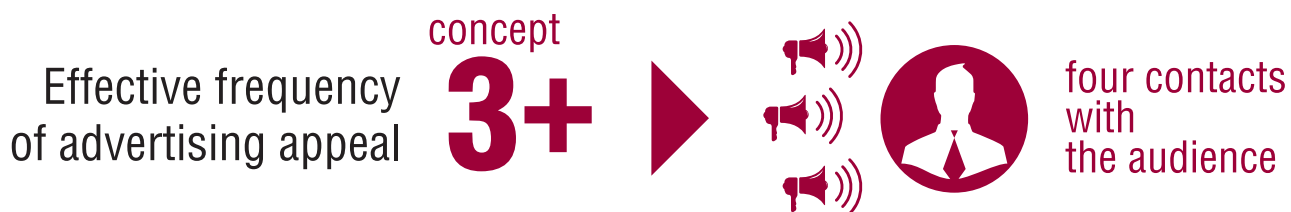
key new
equipments

highlights
of the exhibition

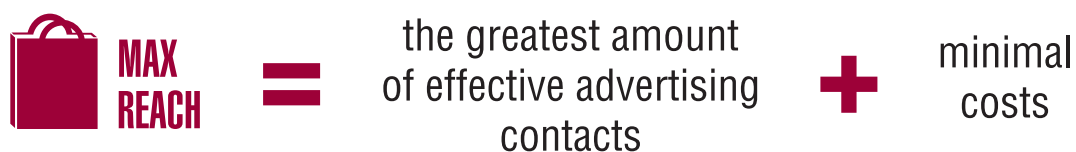
Distribution



Effective advertising



Max Reach Package



$$4 = 17\,000 = 8\,318 + 7\,000 + (500 \times 4)$$

exhibition days effective contacts visitors repeat visits participants for 4 times

Prices for advertising in the official newsletter of the «Woodex-2017» trade fair

Ad places / Euro		14 november	15 november	16 november	Max Reach 4 issues	Max Reach CPM*, euro
First cover		1 600	1 600	1 600	3 800	223
4th cover		1 500	1 500	1 500	2 800	164
Inside	Full page	1 000	1 000	1 000	2 300	135
	1/2 of page	650	650	650	1 500	88
	1/4 of page	450	450	450	1 100	64
	1/6 of page	280	280	280	750	44

* Cost per mille - cost per thousand advertising impressions (22 000 impressions)



Discount for «Lesnaya Industriya» journal's advertisers

10%