

PANELS & FURNITURE ASIA

FOR PANEL MANUFACTURING, FURNITURE MANUFACTURING & FLOORING

www.panelsfurnitureasia.com

www.worldpanelindustry.com

MEDIA INFORMATION 2012



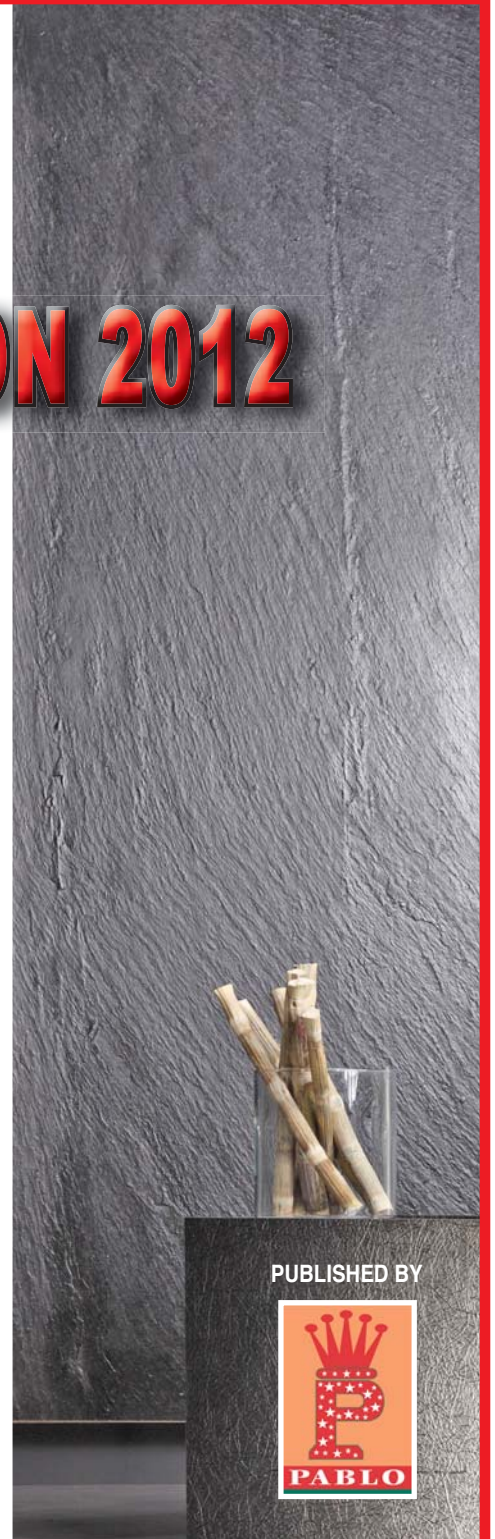
Official Publication for



MALAYSIA MDF MANUFACTURERS' ASSOCIATION



Asia-Pacific MDF Exporters' Association



PUBLISHED BY



Panels & Furniture Asia is the most authoritative publication for Asia's wood-based panel, furniture and flooring industries. It incorporates the latest news and features on the newest technologies into a convenient bi-monthly publication. Covering multiple facets of the panel manufacturing, furniture manufacturing, flooring, and solid wood industries, *Panels & Furniture Asia* is a must-read for industry players in this dynamic economy.

Panels & Furniture Group of magazines now offers a full range of marketing platforms from one expert source to increase your brand awareness

Our media platform includes:

Print

The *Panels & Furniture* group of magazines reaches an international audience with special focus on Asia, China, and the Middle East and North Africa.

eBook

Your advertisement in any of our magazines will be featured in our e-Books as a value-added promotion, e-blasting directly to our entire panel and woodworking industry database. The e-Book consistently drives traffic to advertisers' websites (linkage to website/email from advertisement), bringing readers and advertisers together. Our e-Book is designed in an attractive landscape format to suit the shape of your monitor, thus ensuring easy reading without the need to zoom in or out. A section menu at the bottom allows for easy navigation. e-Book downloads take less than a minute and can be downloaded into iPhone/iPad, Android, or Blackberry devices to read on the move. For an archive of our feature articles and e-Books, visit www.panelsfurnitureasia.com.

Website

If what you need is the latest news and developments in the wood industry absolutely free, visit www.worldpanelindustry.com. What is even more impressive than our breaking news is our Panels Database, a comprehensive listing of producers and suppliers for the panel industry. Subscribe to our website and gain access to the details of panel mills all across the world.

The Panels & Furniture group of magazines includes:



Panels & Furniture Asia
(English edition)

As the region's leading publication, it is the ideal marketing platform to reach out to the fast-growing and vibrant markets of Asia.



Panels & Furniture China
(Chinese edition)

On top of the quality reports found in the English edition, this Chinese edition of the magazine contains country specific articles for the China market written by our team based in Beijing and Shanghai. *Panels & Furniture Asia* (Chinese) is an indispensable well of information on the happenings in Asia, especially in the booming market of China.



Panels & Furniture MENA
(English and Arabic edition)

With Arabic translations alongside the English articles and region specific articles, *Panels & Furniture MENA* (Middle East and North Africa) is the pioneer publication in the region. As a trailblazer in the region, *Panels & Furniture MENA* is an indispensable platform for companies expanding their presence in the Middle East.



Wood Flooring Asia
(English and Chinese edition)

Wood Flooring Asia is a bilingual magazine (in English and Mandarin), and will be distributed at all major Asia-based flooring and building fairs in 2012. It aims to inform professional buyers and specifiers of technological and design developments in wood flooring, to inspire with beautiful photographs and descriptions of flooring installations, and to promote the environmental advantage and sustainability of wood flooring.

Official magazines for:



Asia-Pacific MDF
Exporters' Association



Malaysian MDF
Manufacturers' Association

Circulation Details

BY COUNTRY

Malaysia	1,000
Indonesia	1,000
India/Pakistan	1,000
Thailand	1,000
Vietnam/Myanmar/Laos	1,000
Australia/New Zealand	800
Philippines	500
Singapore	400
Taiwan	100
Japan	100
Korea	100
Guaranteed Circulation:	7,000
Total Print Run:	7,800

BY INDUSTRY SEGMENT

Wood-based panel manufacturers (MDF, HDF, particleboard, laminated board, plywood, veneer)	48%
Flooring (laminated & wooden)	9%
Kitchen cabinet	8%
Office furniture	8%
Dining furniture	8%
Doors & windows	7%
Bedroom furniture	6%
Case goods	4%
Others (Interior designers, architects, etc)	2%
Total	100%

Our **Asia** circulation: 7,000 Print + 19,000 eBook + Bonus Distribution = over **26,000**

MEDIA SCHEDULE 2012 - ASIA EDITION

Issue	Panel Manufacturing and Surfaces	Furniture Manufacturing and Design	Structural Elements (Flooring, Doors and Windows)	Materials	Show Previews	Events for bonus circulation
Issue 1 Jan/Feb 2012 Editorial deadline: 10 Dec 11 Artwork deadline: 20 Dec 11	<ul style="list-style-type: none"> Steel belts MDF production Digital Printing Wood Veneers 	<ul style="list-style-type: none"> Living Room furniture Moulders Edgebanding Sliding table saws 	<ul style="list-style-type: none"> Laminate flooring Outdoor Decking 	<ul style="list-style-type: none"> Panels & Plywood 	<ul style="list-style-type: none"> DOMOTEX Asia/Chinafloor Interzum Guangzhou 2012 Asian Furniture Show Circuit Preview 	<ul style="list-style-type: none"> Indiawood (10 – 14 Feb) Bangalore, India
Issue 2 Mar/Apr 2012 Editorial deadline: 10 Feb 12 Artwork deadline: 20 Feb 12	<ul style="list-style-type: none"> Upcoming mills & plants Biomass-to-clean energy solutions Resins/Binders Foils 	<ul style="list-style-type: none"> Kitchen furniture Profile wrapping Sanding Fittings and components 	<ul style="list-style-type: none"> Wooden House Doors 	<ul style="list-style-type: none"> Certification 1 	<ul style="list-style-type: none"> Xylexpo Furnitech Woodtech AHEC Convention 	<ul style="list-style-type: none"> IFFS (9 – 12 Mar) Singapore WMF China (12 – 15 Mar) Beijing, China DOMOTEX Asia/Chinafloor (27 – 29 Mar) Shanghai, China Interzum Guangzhou 2012 (27 – 30 Mar) China
Issue 3 May/June 2012 Editorial deadline: 10 Apr 12 Artwork deadline: 20 Apr 12	<ul style="list-style-type: none"> OSB production Panel sizing Dust extraction technology Décor paper 	<ul style="list-style-type: none"> Bathroom furniture CNC machines Dust extraction technology Review of SEAsia Furniture Shows 	<ul style="list-style-type: none"> Windows 	<ul style="list-style-type: none"> Hardwood lumber grading 	<ul style="list-style-type: none"> NHLA Annual Convention & Exhibit Showcase 2012 	<ul style="list-style-type: none"> Xylexpo (8 – 12 May) Milan, Italy Furnitech Woodtech (21 – 24 Jun) Bangkok, Thailand American Hardwood Annual Supplement 2012 in conjunction with AHEC Annual Convention
Issue 4 Jul/Aug 2012 Editorial deadline: 10 Jun 12 Artwork deadline: 20 Jun 12	<ul style="list-style-type: none"> Particleboard Sanding Technology Fire/spark detection High Pressure Laminates (HPL) 	<ul style="list-style-type: none"> Bedroom furniture Edge gluing Post-forming Machines for finishing 	<ul style="list-style-type: none"> Engineered flooring 	<ul style="list-style-type: none"> Certification 2 PEFC 	<ul style="list-style-type: none"> FMC 2012 MTC Global Woodmart FurniPro Asia 	
Issue 5 Sept/Oct 2012 Editorial deadline: 10 Aug 12 Artwork deadline: 20 Aug 12	<ul style="list-style-type: none"> Wood pellets Lightweight boards Cleaning technology Thermally Fused Melamine (TFM) 	<ul style="list-style-type: none"> Children furniture Edgebanding Adhesives CAD/CAM 	<ul style="list-style-type: none"> Stair construction Doors 	<ul style="list-style-type: none"> Softwood classified buying guide 		<ul style="list-style-type: none"> FMC 2012 (11 – 14 Sep) Shanghai, China NHLA Annual Convention & Exhibit Showcase 2012 (12 – 16 Sep) Chicago, USA MTC Global Woodmart (4 – 6 Oct) KL, Malaysia FurniPro Asia (17 – 19 Oct) Singapore
Issue 6 Nov/Dec 2012 Editorial deadline: 10 Oct 12 Artwork deadline: 20 Oct 12	<ul style="list-style-type: none"> Wood screening Innovations in presses Software 3-D Laminates 	<ul style="list-style-type: none"> Office Furniture Honeycomb technology Cutting tools/Saw blades 	<ul style="list-style-type: none"> New innovations in flooring, windows and doors 	<ul style="list-style-type: none"> Hardwood classified buying guide 	<ul style="list-style-type: none"> Asian Furniture Show Circuit Preview 	



MAGAZINE ADVERTISEMENT RATES (PER INSERTION)

(effective 1st January 2012)

FORMAT (ROP)	COLOUR	EURO			USD		
		X1	X3	X6	X1	X3	X6
Full Page	4-colour	2,700	2,570	2,430	3,510	3,350	3,160
2/3 Page	4-colour	2,200	2,090	1,980	2,860	2,720	2,580
1/2 Page	4-colour	1,500	1,430	1,350	1,950	1,860	1,760
1/3 Page	4-colour	900	860	810	1,170	1,120	1,060
1/4 Page	4-colour	600	570	540	780	750	710
PREMIUM PAGE	COLOUR	X1	X3	X6	X1	X3	X6
Front Cover + IFC	4-colour	5,300	(no series discount)		6,890	(no series discount)	
Front Cover	4-colour	4,000	(no series discount)		5,200	(no series discount)	
Inside Front Cover	4-colour	3,500	3,330	3,150	4,550	4,330	4,100
Page One	4-colour	3,500	3,330	3,150	4,550	4,330	4,100
Inside Back Cover	4-colour	3,000	2,850	2,700	3,900	3,710	3,510
Outside Back Cover	4-colour	3,800	3,610	3,420	4,940	4,700	4,450
Double-Page Spread	4-colour	4,000	3,800	3,600	5,200	4,940	4,680
Events Banner	4-colour	1,000	950	900	1,300	1,240	1,170
INSERTS (PRE-PRINTED)							
Type (sheets)		1	2	4	1	2	4
Loose		2,000	2,500	3,000	2,600	3,250	3,900
Bound-in		2,500	3,000	3,500	3,250	3,900	4,550

*B&W: Less 15%

WEB ADVERTISING

www.worldpanelindustry.com
www.panelsfurnitureasia.com

Website is a vital extension of the printed magazine. Readers can tap into our resource of news, analysis and technical information, delving back into the archive for vital data as well as receiving breaking news with a complete search engine tool.

Your advertising can be targeted to those customers that are of higher interest to you. Your banner is linked to your corporate website enabling maximum interaction with your customers.

Top Banner (468 x 60 pixels)

EURO 500 / USD 650 per month

Left Side Banner (120 x 60 pixels)

EURO 300 / USD 390 per month

Right Side Banner (160 x 60 pixels)

EURO 250 / USD 330 per month

eBOOK SPONSORSHIP

Every issue reaches to an audience of 26,000 industry professionals!

Print Advertiser's Special Rates

EURO 500 / USD 650 per issue

Rates

EURO 1000 / USD 1300 per issue



Mechanical Data

Finished advertisement materials
 Finished advertisement materials must be submitted as a PDF or .TIFF (300 dpi).

Upload of files:

Upload files via our ftp website: <ftp://115.42.232.186>. Please contact your sales representative to get your required account number and password to upload the documents.

Note:

When preparing the material for bleed pages and inserts, keep images 3mm within all four sides of the bleed dimension to avoid possible loss in binding and trimming.

Cancellations

Cancellations cannot be accepted after the 1st of the month preceding issue date.

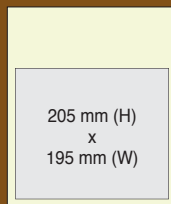
If new advertisement material is not received by closing date, the publisher reserves the right to bill for space ordered and will repeat an advertisement of same size if available.

Agency commission

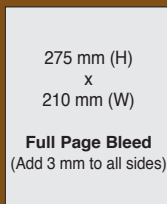
15% commission on earned space rate to accredited advertising agencies, on invoices paid within 30 days. Agency commission is disallowed on invoices not paid within 30 days.

Payment & credit policies

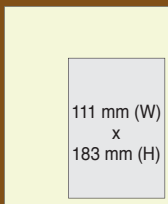
All invoices net 30 days. Invoices not paid within 30 days are subject to a 10% per month carrying charge. No cash discount.



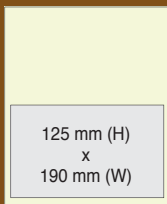
Front Cover



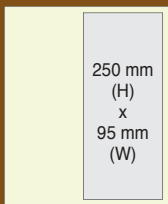
Full Page (Trimmed)



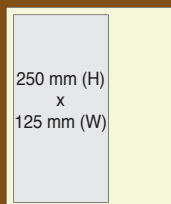
Half Page (Island)



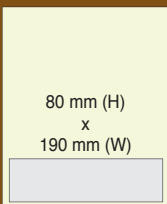
Half Page (Horizontal)



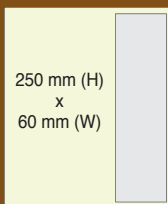
Half Page (Vertical)



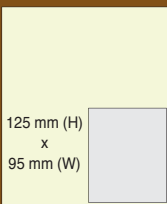
Two-third Page



One-third (Horizontal)



One-third Page (Vertical)



One-quarter Page



HEAD OFFICE

Panels & Furniture Asia is a publication of Pablo Publishing Pte Ltd
 Blk 16 Kallang Place, #07-01 Singapore 339156
 Tel: +65 6396 7877 Fax: +65 6396 7177
 For Editorial enquiries, email: info@pabloasia.com
 For Advertising enquiries, email: vivianlee@pabloasia.com

REGIONAL OFFICES

Europe

Pablo Germany
 Tel: (+49) 6061 925100
 Email: pablogermany@t-online.de

China

Pablo Shanghai (+86 21) 6283 1681
 Pablo Beijing (+86 10) 6509 7728
pabloshanghai@tom.com pablochina@tom.com