

# XYLON

FROM FOREST TO FINISHED PRODUCTS

xylon  
international

MADE-IN-EUROPE FOR THE WOOD  
AND WOODWORKING MACHINERY  
INDUSTRY WORLDWIDE

# XYLON.it

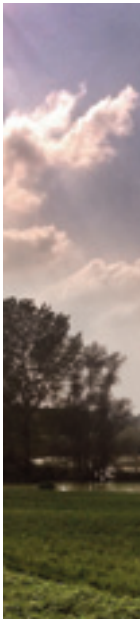
THE ON LINE DAILY NEWSPAPER  
OF THE WOOD INDUSTRY

cepra  
MULTIMEDIA

# 2023



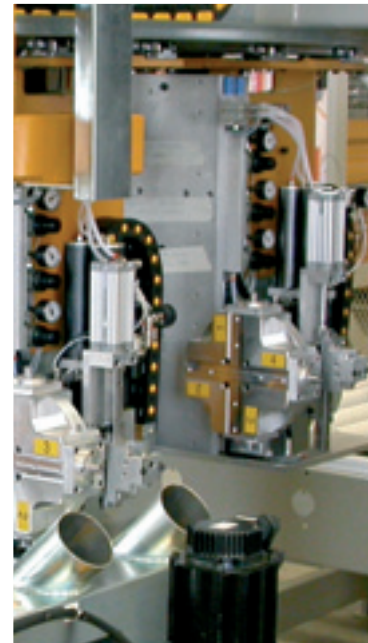
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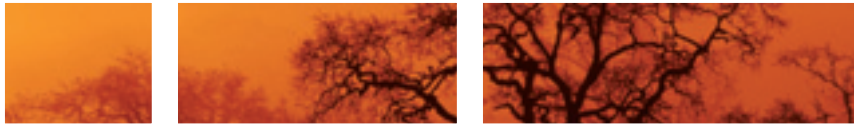


# xylon, xylon international and xylon.it: three different stories, one single partnership

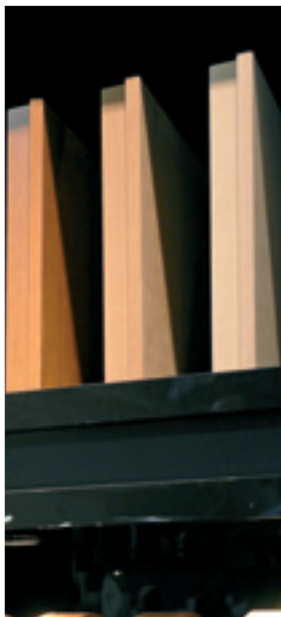


**Xylon** and **Xylon International** have been able to conquer a leading position among the specializing magazines for wood and the woodworking industry. Published by **Cepra** (Centro Promozionale Acimall), these magazines are an excellent observatory for innovation and trends, a privileged point of view to analyze raw material, wood, semifinished products, supplies and components, processes and finished products. With an indisputable advantage, i.e. these publications are part of a real "system" creating a connection between the tasks of Acimall – a Confindustria member association – the publishing activity and a big fair event such as **Xylexpo** – the biennial international exhibition of woodworking technology for the wood and furniture industry held in even years. The magazines offer an all-round **information system** providing absolutely excellent tools thanks to staff expertise, attendance at events and in-depth analysis of markets and their players. A system including also **xylon.it**, the real "information engine" for the industry and the Xylon tube channel...





we write about...



### **industry economy**

Trends, markets, exhibitions and reviews, analysis of industries and product types.

### **technology**

Everything that happens in the world of woodworking machines. In-depth analysis and case histories dedicated to tools, software, machines and equipment for every stage of the transformation process of wood and wood based products: from cutting operations to finishing.

### **semifinished products, supplies**

One of our priorities is the world of supplies for the furniture industry: hardware, cards, veneers, decoratives, glues and adhesives, paints, finishes, doors, bars, semifinished products and a lot of other things...

### **raw materials**

Market, processes, finishing operations and treatments. The different stages of raw materials. From logs to semifinished products, manufactured goods, DIY products, packaging and pallets.

### **panels**

The "panel universe". Mdf, particleboard, plywood, Osb but also blockboard, multi-layer, composite...

### **finished products, furniture and furnishing**

Windows, flooring, stairs, wall coverings, wooden pieces and the huge family of furniture, from classic to modern: markets, trends, exhibitions, events, news, companies, leading actors.

### **constructions**

Beams, elements for public and private constructions, wooden constructions in general, roofs, bridges and big structures made of glulam timber, software.

# xylon

**Xylon**, founded in 1987, bimonthly magazine on wood technology, industry, trade and handicrafts, has a widespread circulation in the Italian territory of **4 thousand copies** per issue. Xylon is distributed at the major industry exhibitions dedicated to wood trade and the production of furniture, doors, windows, flooring and technologies. Industrial and handicraft companies, engineers, managers, retailers and distributors have been using the magazine as a major update and information source on technologies, markets and news.

## TARGET

Forestry	2%
Primary processing, production of sawn timber, veneer, panels	4%
Production of machinery, fittings and technologies	2%
Production of semifinished products and supplies	4%
Production of wood furniture (panel and solid)	41%
Windows and doors production	18%
Building components, floorings and carpentry	8%
Machines, tools and accessories trade	8%
Hardware, supplies and accessories trade	6%
Wood and wood based products trade	3%
Architects, designers and design studios	4%

### 01 - January/February 2023

#### ACIMALL OUTLOOK

The 2021 balances of technologies, furniture, panels, components and trade companies

**FOCUS** Lacquers, machines and equipments for furniture

### 02 - March/April 2023

**FOCUS** Components, tools and solutions for woodworking technologies

## PUBLISHING SCHEDULE

### 03 - May/June 2023

**FOCUS** Technologies for woodworking and furniture industry

**Fairs:** Ligna, Hannover Interzum, Cologne

### 04 - July/August 2023

**FOCUS** Semifinished products and supplies for furniture industry

**Fairs:** Sicam, Pordenone (Italy)

### 05 - September/October 2023

**FOCUS** Sustainability, and circular economy

### 06 - November/December 2023

**FOCUS** "REGION"  
Tuscany



## Focus Tuscany 2023

### Spotlight on the companies of Tuscany

- **Article** written by our journalists both on Xylon and on Xylon International + **advertising** page on Xylon  
+ **1/4 advertising** page on Xylon International  
+ **newsletter special** (italian and english) € 2.300
- **Article** written by our journalists on Xylon  
+ **advertising** page on Xylon  
+ **newsletter special** (italian and english) € 1.500

**Diffusion**  
4.000 paper  
36.000 digital copies  
(15.744 Italy, 20.256 abroad)

**Xylon International**, founded in 1995, and "tabloid", is dedicated to technology, industry, trade and handicrafts.

The whole magazine is written in English language and it is mailed to over **7 thousand** selected operators and opinion leaders all over the world: importers, entrepreneurs, technical staff, managers, retailers and distributors.

**The most important opportunity** for potential advertisers: get in touch with decision makers of all the world! It is the updating and information tool on "made in Europe".

This year special attention to the most important world markets, through special editions for great reference fairs.

## PUBLISHING SCHEDULE

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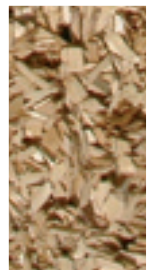
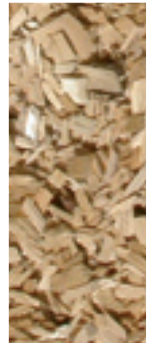
## DISTRIBUTION

### BY GEOGRAPHICAL AREAS

### TARGET

Europe	40%	Plant management	7%
Asia	25%	Industry operators	18%
Russia	10%	Big companies	
North America	10%	management	45%
South America	10%	Importers	30%
Africa	5%		

**Diffusion**  
7.000 paper  
36.000 digital copies  
(15.744 Italy, 20.256 abroad)



unchanged prices

## xylon

<b>Full page</b>	190x270 mm	€ 1.570
<b>1/2 page (vertical)</b>	95x270 mm	€ 1.100
<b>1/2 page (horizontal)</b>	190x135 mm	€ 1.100
<b>1/3 page (vertical)</b>	63x270 mm	€ 950
<b>2/3 page (vertical)</b>	126x270 mm	€ 1.250
<b>1/4 page (footer page)</b>	190x65 mm	€ 700
<b>1/6 page (vertical)</b>	63x135 mm	€ 500

### Special position

Front cover *	€ 3.400
Double cover (two facing pages)	€ 2.900
Inside front cover	€ 2.050
Inside back cover	€ 1.900
Back cover	€ 2.500
Inside front page	€ 1.900
Page after contacts	€ 1.900
Page facing editorial	€ 1.850
Page facing contents	€ 1.850

## xylon international

<b>Full page</b>	297x420 mm	€ 3.700
<b>1/2 page (vertical)</b>	148x420 mm	€ 2.500
<b>1/2 page (horizontal)</b>	297x206 mm	€ 2.500
<b>1/4 page (vertical)</b>	131x193 mm	€ 1.400
<b>1/4 page (footer page)</b>	297x107 mm	€ 1.400
<b>1/8 page (vertical)</b>	63x193 mm	€ 900
<b>1/8 page (horizontal)</b>	131x94 mm	€ 900
<b>1/16 page (module)</b>	63x94 mm	€ 500

<b>Manchette on header (2)</b>	63x63 mm	€ 1.800
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### Special position

Front cover 199x315 mm	€ 4.800
Back cover	€ 4.200

## price list "on paper"

### "contacts"

(xylon, xylon international, xylon.it)

Xylon (6 issues)	€ 700
Xylon international (6 issues)	€ 500
Xylon.it (one year)	€ 300
<b>Xylon + Xylon.it</b>	<b>€ 900</b>
<b>Xylon international + Xylon.it</b>	<b>€ 700</b>
<b>Xylon + Xylon international + Xylon.it</b>	<b>€ 1.300</b>

### DISCOUNTS

3 issues	5%
6 issues	10%
12 issues	20% (All Xylon and Xylon international issues)

For leaflets or brochures  
call for estimates.

\* The Xylon **cover page** also includes a second space (vertical half page on page 3), where more information can be given concerning the featured company and/or product, plus all company information of the advertiser

**Format:** 190x270 mm.

**Bleed on four sides:** 5 mm

**Printing:** Offset lithography

**Materials to be supplied for printing operations:**

Acrobat Pdf, 300 dpi on CD or sent by e-mail, possibly with a color proof.

**Binding:** Softbound (Xylon), staple (Xylon International)

**Material deadline:**

The 10<sup>th</sup> day of the month before the two months period of publication.

# xylon.it

## banner home page

HEADER (high, on the right of header Xylon) rotation	728x90	€	500
BODY (half homepage) till 4 rotation positions	728x90	€	350
FOOTER BIG (on the bottom home page) rotation	1220x200	€	1.100
FOOTER MULTI (under the news) till 6 rotation positions	220x130	€	150
till 6 fixed positions	220x130	€	500
<b>NEW SIDEBAR</b> (right column) till 5 positions, rotation	373x250	€	350

## banner internal pages

HEADER (high, on the right of header Xylon) rotation	728x90	€	500
BODY INSIDE BOTTOM (under the articol) rotation	728x90	€	350
FOOTER BIG (on the bottom home page) rotation	1220x200	€	1.100
<b>NEW SIDEBAR</b> (right column) till 3 positions, rotation	373x250	€	350

**Banner rates** refer to one month periods. Banner **positions** are assigned according to booking order. **Progressive discounts** are offered for longer time periods:

www.xylon.it

**Xylon.it** represents the "third publication" of the group. Completely renewed, written in Italian and English, this on-line magazine is "published" by Cepra and it confirms to be a real "communication engine" for the industry. It wants to provide real time news and information about everything that happens in the world of wood. Timely information with an agile layout and lean graphics to provide for immediate understanding and easy reading.

The published news are immediately launched on **facebook** ([www.xylon.it/facebook](http://www.xylon.it/facebook)). Easy, isn't it?



"annual contacts!"

Special Offer!

Contacts on:

- + Xylon (6 issues)
- + Xylon International (6 issues)
- + Xylon.it (12 months, both in italian and english section)

€ 1,000 (instead of 1.300)

Our **newsletter**, a mean that reaffirms our increasing attention on the web and that we have declined since last year in a real program with **36 thousand qualified recipients**.

Here is the opportunity for our advertisers to find a **space** to their needs, with means "tailor made" (standard, special, dem) that allows to reach the right people in the right way.  
With the right investment!

Not to mention the synergies, the maximum interaction between all our media: to give you **the most effective answer...**

## Diffusion

36.000 digital copies  
(15.744 Italy, 20.256 abroad)

## newsletter 2023

### sponsoring standard newsletter

600x148 pixel

€ 700

**24 fortnightly newsletters** are scheduled to be sent approximately the 15th and the 30th of every month, unless otherwise agreed with the clients.

### newsletter special

Presence in newsletters which are sent for special **exhibitions** or particular topics

€ 500

*They include one or two images, a short text, the logo of the event or of the company, the web and email address. If the newsletter is dedicated to a fair, hall and stand will be mentioned.*

Newsletter **Ligna**

May 2023

Newsletter **Sustainability**

September 2023

Newsletter **Tuscany**

November 2023

### dem (direct email marketing) in exclusive

width 600 pixel

€ 2.000

Sending to our mailing list of one exclusive communication for a single client, with contents realized directly from the client following its own corporate image and with the information needed (preceded by the headboard "xylon informa").

*Dem are scheduled to be sent approximately on 30<sup>th</sup> of every month, unless otherwise agreed with the client.*





"Xylon Tube for you!", the possibility of purchasing an "ad hoc" promotion for your videos that will be highlighted through:

- "best position" banner on the Xylon.it home page (Italian and English) for a minimum of 7 days, with a direct link to your video placed on Xylon Tube
- report of your video on our social networks (facebook and linkedin)
- reporting your video in our periodic information newsletters (36.000 recipients: 15.744 Italy, 20.256 abroad)

Your videos  
on Xylon Tube



### Special offer for the reporting your videos on Xylon Tube

1 video € 900

3 videos € 1,500

XYLON 

Communicate with us!

The expertise acquired with **Xylon**, **Xylon International**, **Xylon.it** and **Xylon Tube**, the experience of **Acimall**, and the events of **Xylexpo** have merged into **Cepra Multimedia**, a network of business communication professionals created to help you **communicate more and better**. A real **team** of qualified journalists, graphic designers, camera operators, editors, directors, creatives and web designers, ready to support you with your communication requirements, delivering highly professional results at competitive prices... with a unique plus: **we know your business**, we know what can be useful, what you want to show to your target audience.

We can make **videos** to illustrate machines and processes, contents for **social media** or effective **video tutorials**. We can make a **video case-history** with one of your customers and we have a fully equipped studio to organize **roundtable discussions**, **interviews**, **recorded** or **live webinars**.



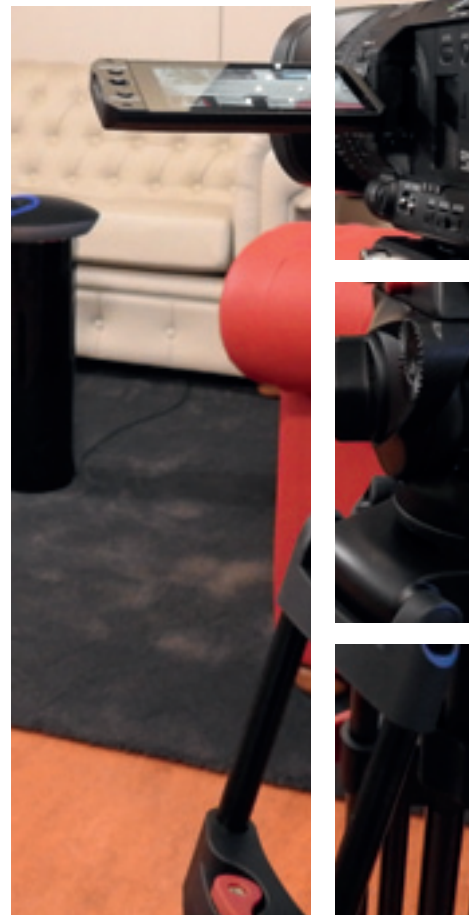
## Your video with us!!!”

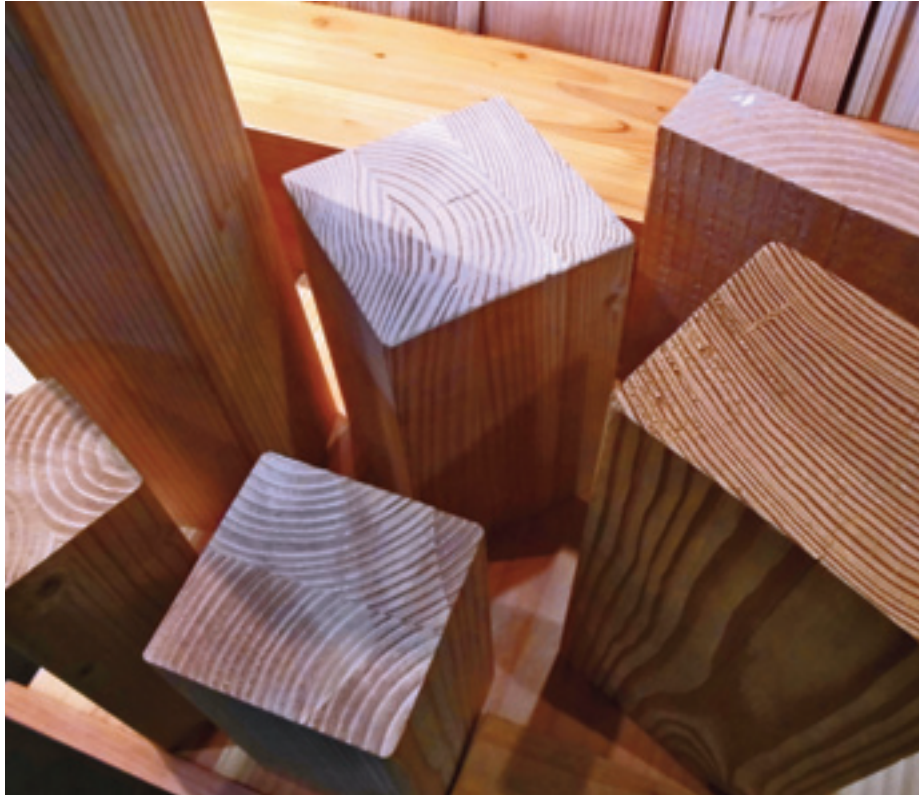
### VIDEO

<b>Case history</b> with one of your customers	€ 3,000
<b>Company presentation</b> /interview at your offices	€ 3,000
<b>Product presentation</b>	€ 2,000
<b>Interview</b> in our studio	€ 1,000

- The fees for each service are target prices, including:
- staff of three (film maker, journalist/coordinator, drone operator);
  - up to one day of shooting;
  - editing with subtitles up to two languages.

For services outside Lombardy, travel, board and accommodation expenses must be added.





### **Xylon**

Centro direzionale Milanofiori  
Strada 1 - Palazzo F3 - I-20057 Assago (Milan)  
phone +39 02 89210200 - fax +39 02 8259009  
info@xylon.it - www.xylon.it

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### **Rancati Advertising**

**Andrea Rancati** (arancati@rancatinet.it)  
phone +39 02 70300088  
fax +39 02 70300074