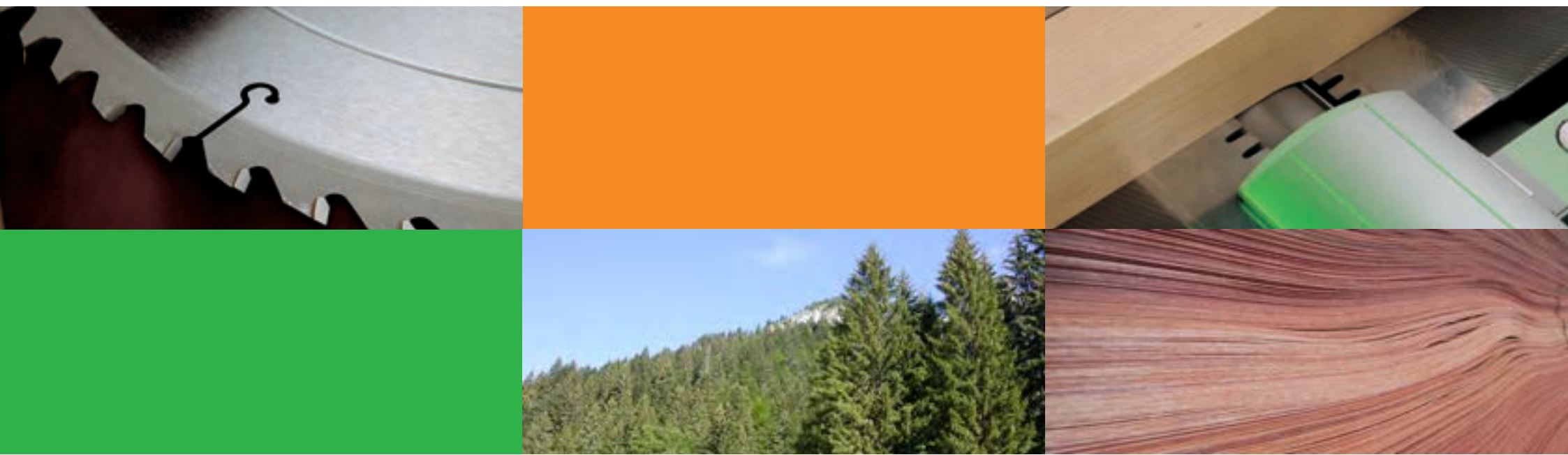


XYLON

xylon
international

XYLON.it

MEDIA KIT
2024 



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.

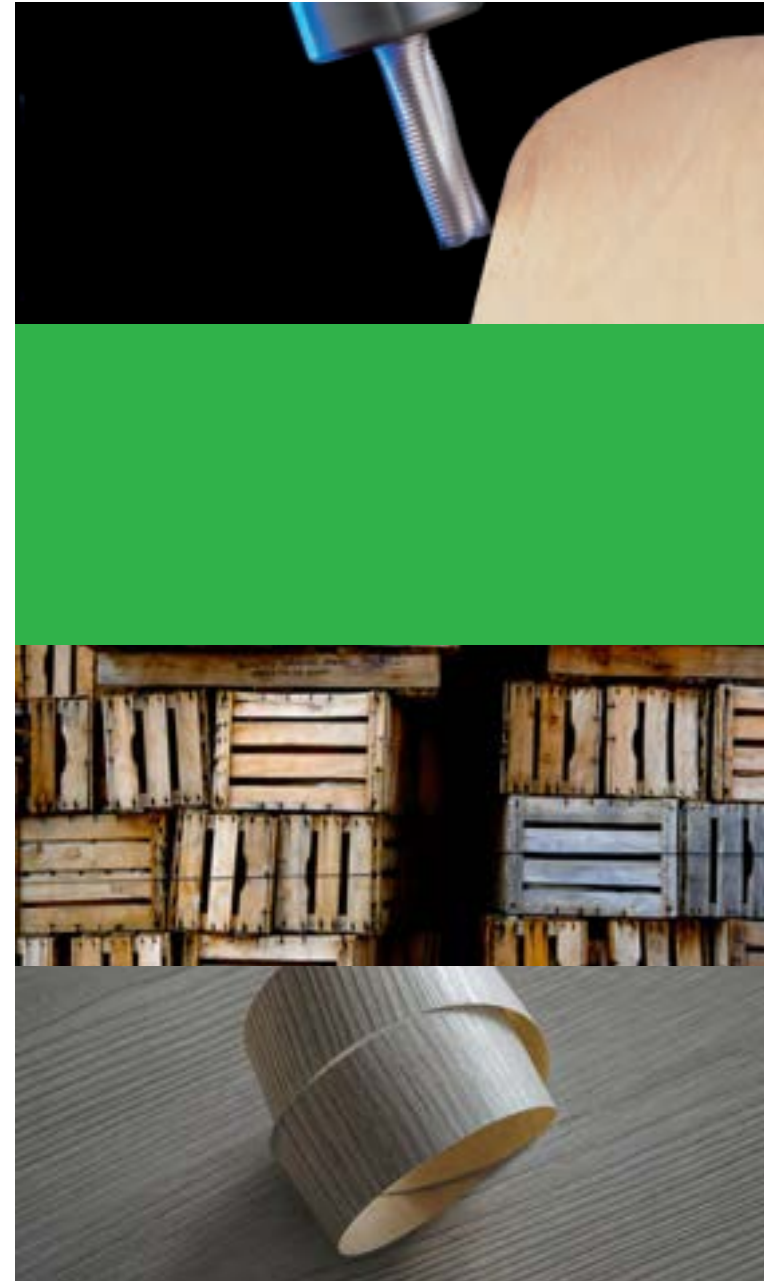
_semifinished products, supplies one of our priorities is the world of supplies for the furniture industry: hardware, cards, veneers, decoratives, glues and adhesives, paints, finishes, doors, bars, semifinished products and a lot of other things...

_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: it is for engineers, managers, retailers and distributors who have been using the magazine as a major update and information source on wood supply chain.

editorial calendar

01 - January/February 2024

Acimall Outlook: the 2022 balances of the chain.
Focus: lacquers, machines and equipments for finiture

02 - March/April 2024

Focus: technologies for woodworking and furniture industry
Fairs: Xylexpo, Rho (Milan)

03 - May/June 2024

Focus: components, tools and solutions for woodworking technologies

04 - July/August 2024

Focus: semifinished products and supplies for furniture industry
Fairs: Sicam, Pordenone (Italy)

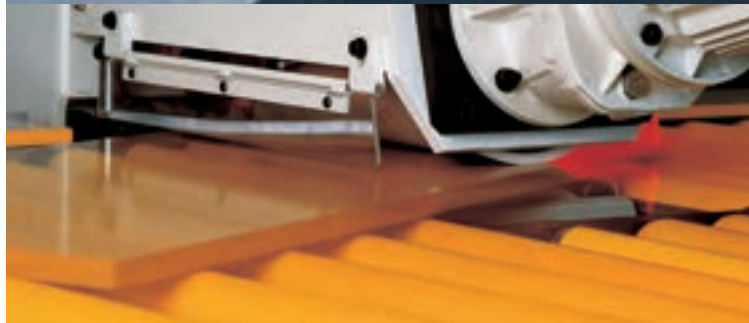
05 - September/October 2024

Focus: Sustainability, and circular economy

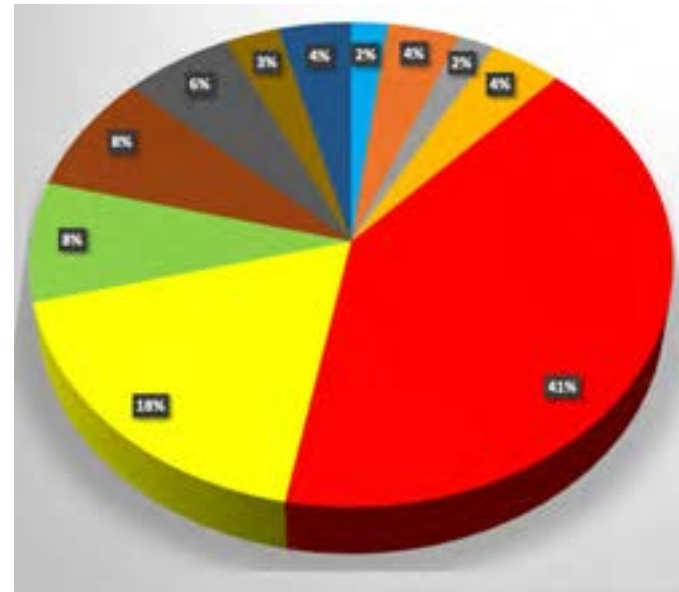
06 - November/December 2024

Focus Region: Lombardy/Piedmont





_i target



XYLON

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

_diffusion

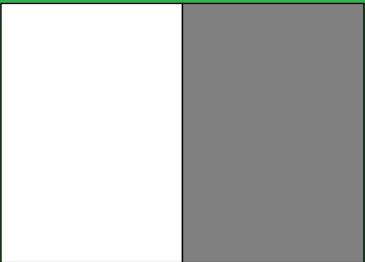
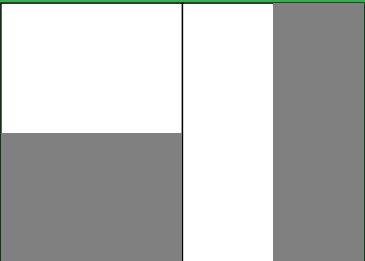
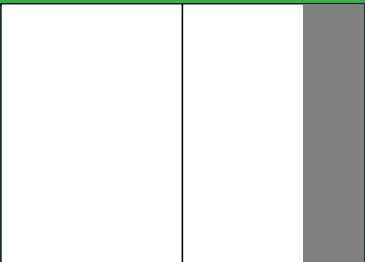
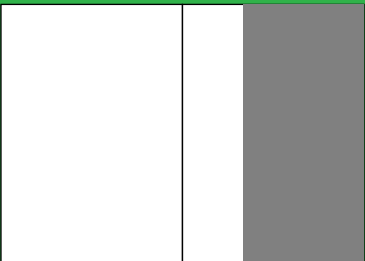
4.000 paper
 48.786 digital copies
 (23.442 Italy, 25.344 abroad)

FOCUS REGION

Focus on **Lombardy** and **Piedmont**.
 • Article on Xylon + advertising page
 + newsletter special



Euro 2.000

	FULL PAGE mm 190x270 Euro 1.500
	1/2 PAGE Horizontal mm 190x135 Euro 1.100 Vertical mm 95x270 Euro 1.100
	1/3 PAGE Vertical mm 63x270 Euro 950
	2/3 PAGE Vertical mm 126x270 Euro 1.250

SPECIAL POSITION

Front cover*	Euro 3.400
Double cover	Euro 2.900
Inside front cover	Euro 2.000
Inside back cover	Euro 1.900
Back cover	Euro 2.500
Inside front	Euro 1.900
Page after contacts	Euro 1.900
Page facing editorial	Euro 1.600
Page facing contents	Euro 1.600

DISCOUNTS

3 issues	5%
6 issues	10%
12 issues	20%

For **leaflets** or **brochures**
(max. 170 x 240 mm) call for estimates

MATERIAL TO BE SUPPLIED

Refili sui quattro lati:	5 millimeters
Printing:	Offset lithography
Materials for printing:	Acrobat Pdf, 300 dpi possibly with a color proof.
Binding:	softbound (Xylon), staple (Xylon International)
Material deadline:	The 10th day of the month before the two months period of publication

* 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

“contacts”

(xylon, xylon international, xylon.it)

Xylon (6 issues)	Euro 700
Xylon International (6 issues)	Euro 800
Xylon.it (one year, a rotazione in home page)	Euro 500
Xylon + Xylon.it	Euro 900
Xylon Int. + Xylon.it	Euro 1.000



XYLON INTERNATIONAL



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

The 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 to get in touch with decision makers of all the world! A worldwide support to the press campaign of every country.

It is the updating and information tool on "made in Europe".

_diffusion

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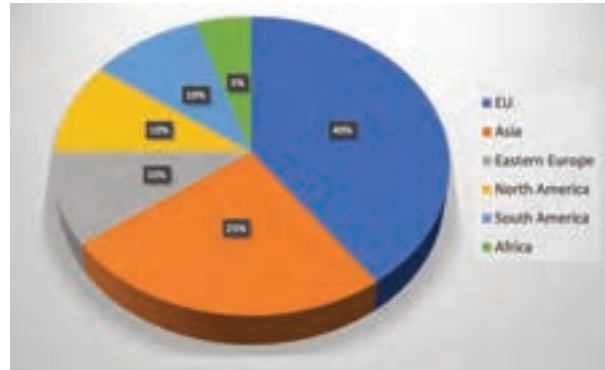
05 - September/October 2024

Focus: sustainability and circular economy

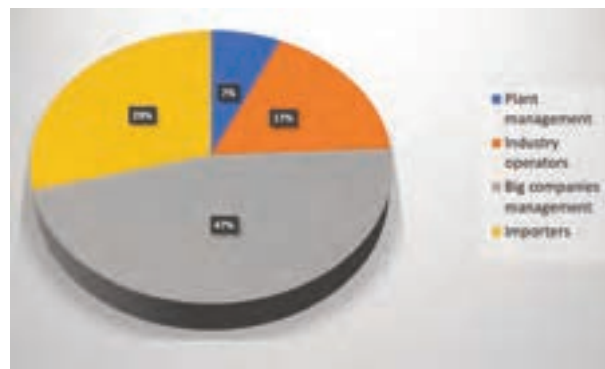
06 - November/December 2024

Focus: looking at the world - the opinions of the companies

distribution by geographical areas



target



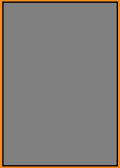
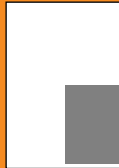
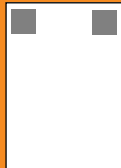


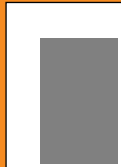
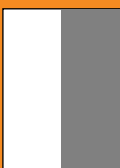
SPECIAL POSITION (only full page)

Front Cover (199x315 mm) **Euro 4.800**
 Back Cover **Euro 4.200**

DISCOUNTS

3 issues 5%
 6 issues 10%
 12 issues 20%

For **leaflets** or **brochures**
 (max. 170 x 240 mm) call for estimates

	FULL PAGE mm 297x420 Euro 3.700		1/4 PAGE mm 131x193 Euro 1.400		MANCHETTE 2 x mm 63x63 Euro 1.800
	1/2 PAGE mm 297x206 Euro 2.500		1/4 PAGE mm 297x107 Euro 1.400		FRONT COVER mm 199x315 Euro 4.800
	1/2 PAGE mm 148x420 Euro 2.500				

“contacts”

(xylon, xylon international, xylon.it)

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 Material deadline: The 10th day of the month before the two months period of publication



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). Easy, isn't it?

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 **48 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...**

XYLON.IT



_diffusion

on September 4, 2023
48.786 digital copies
(23.442 Italy, 25.344 abroad)

Banner

- HEADER *(high, on the right of header Xylon)*
till 5 positions, Rotation 20%, 728x90 Euro 700
- BODY *(half homepage and at the end of the text in the internal pages)*
till 4 rotation positions, rotation 25%, 728x90 Euro 500
- SIDEBAR *(right column)*
till 3 positions, rotation 33%, 373x250 Euro 500
- FOOTER MULTI *(under the news)*
till 3 positions, rotation 33%, 220x130 Euro 300



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

ANNUAL CONTACTS **SPECIAL OFFER**

- Contacts on:
- Xylon *(6 issues)*
 - Xylon International *(6 issues)*
 - Xylon.it *(12 months, both in italian and english section)*

Euro 1.300

instead of Euro 2.000



_newsletter 2024

Sponsoring standard newsletter
600x148 Euro 800

(diffusion of weekly newsletters is foreseen)



Newsletter special
Presence in newsletters wich are sent for special exhibitions or particular topics
600x400 Euro 800

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 **Xylexpo** 05|2024



Newsletter **Technology** 09|2024



Newsletter **Lombardy/Piedmont** 11|2024



Dem (direct email marketing) in exclusive
600 pixel, flexible width Euro 2.500

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 head-board "xylon informa".



THERE IS **SOMETHING**
THAT MAKES US **DIFFERENT...**

... THE FOCUS ON **QUALITY**

XYLON

xylon
international

XYLON.it

XYLON TUBE



your videos on Xylon Tube

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

- "best position" banner (777x437) 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 (48.786 recipients: 23.442 Italy, 25.344 abroad)

special offer for the reporting your videos on Xylon Tube

XYLON 

1 video Euro 900
3 videos Euro 1.500





Xylon

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*Technology sector, tools, equipments; fairs and events;
wood supplies, components and semi-finished products*

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