XYLON

xylon international

XYLON.it

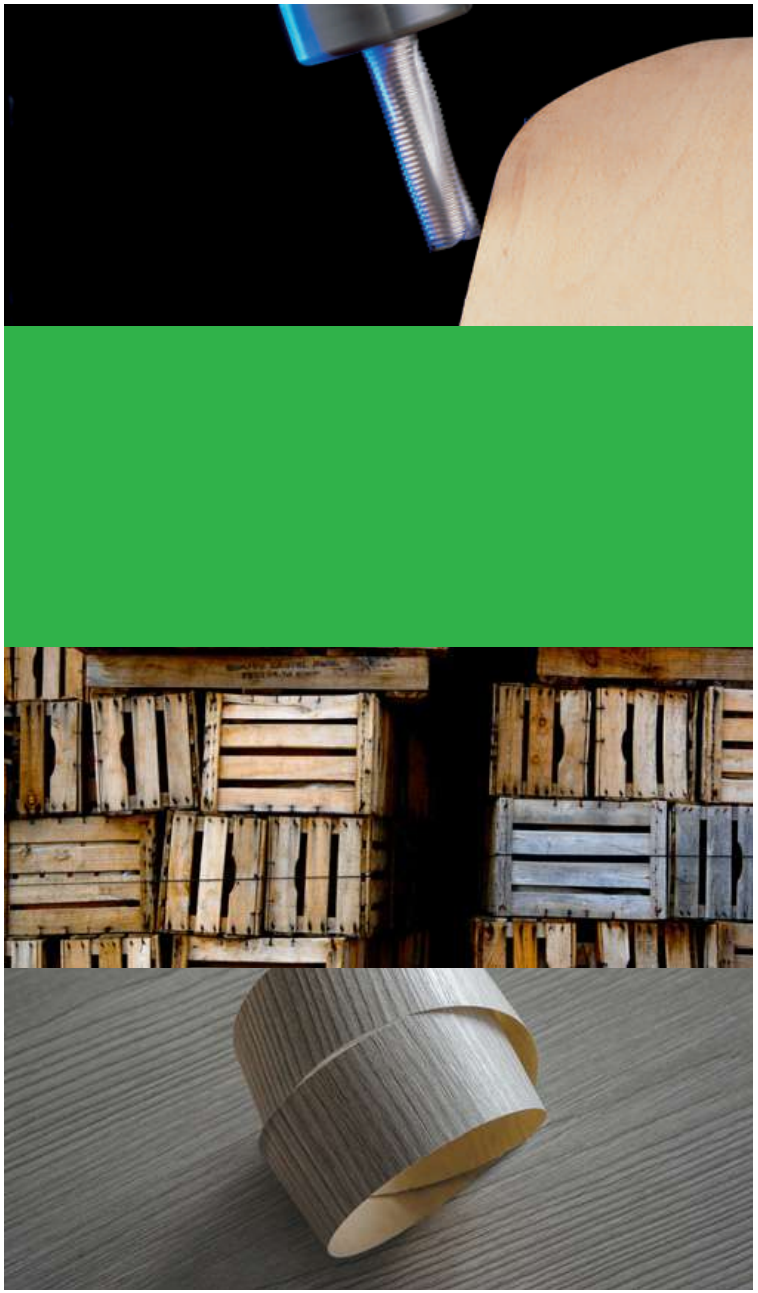
MEDIA KIT 2026

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, the Xylon tube channel and Cepra Multimedia...

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.

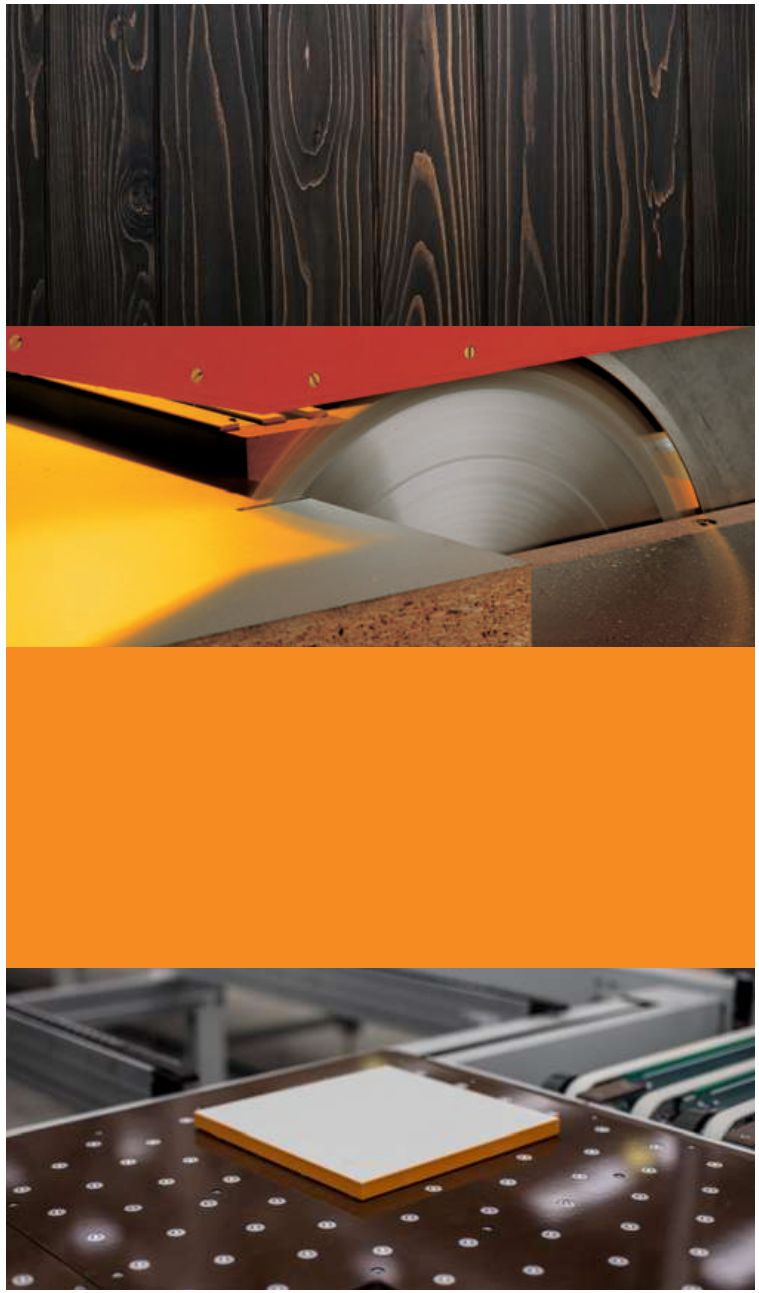
_**semifinished products, supplies** one of our priorities is the world of supplies for the furniture industry: hardware, cards, veneers, decoratives, glues and adhesives, paints, finishes, doors, bars, semifinished products and a lot of other things...

_**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 2026
Acimall Outlook: the 2024 balances of the chain.
Focus: lacquers, machines and equipments for finiture

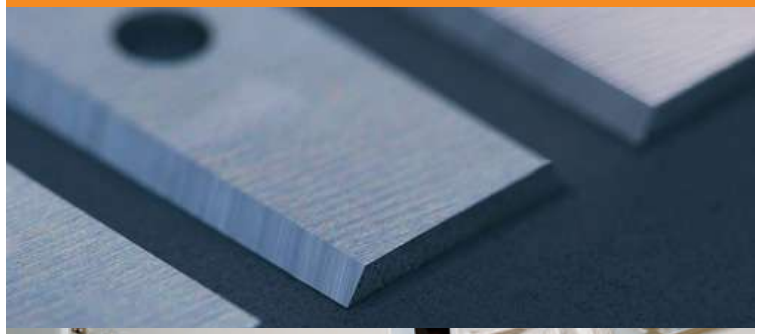
02 - March/April 2026
Focus: technologies for woodworking and furniture industry
Fairs: Xylexpo, Rho/Milan (Italy)
(Xylon is the official magazine of Xylexpo)

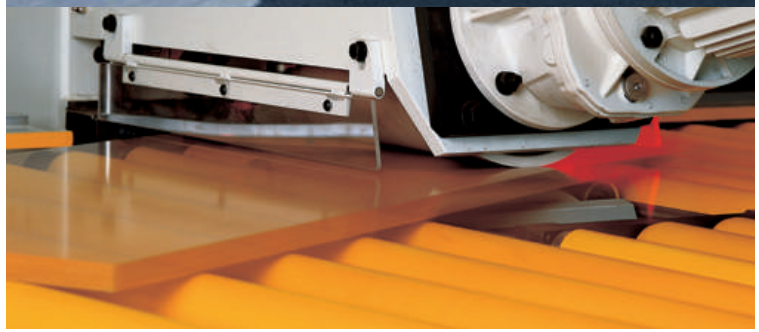
03 - May/June 2026
Focus: components, tools and solutions for woodworking technologies

04 - July/August 2026
Focus: semifinished products and supplies for furniture industry
Fairs: Sicam, Pordenone (Italy)

05 - September/October 2026
Focus: Sustainability, and circular economy

06 - November/December 2026
Focus Region: Triveneto





XYLON

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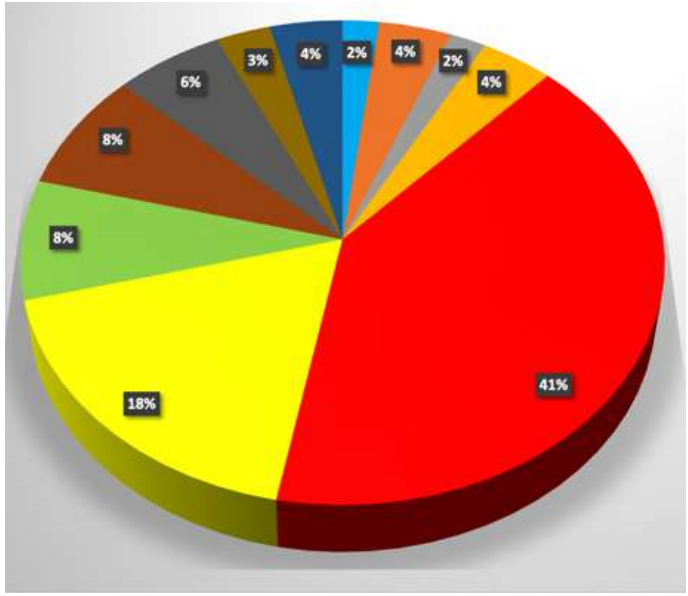


- Forestry
- Primary processing, sawn timber, veener, panels
- Production of machinery, fittings and technologies
- Production of semifinished products and supplies
- Production of wood furniture (panel and solid)
- Windows and doors production
- Building components, floorings and carpentry
- Machines,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

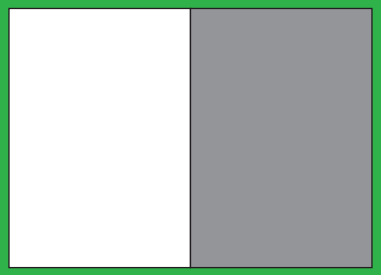
_diffusion

4.000 paper
46.810 digital copies
(22.289 Italy, 24.521 abroad)

FOCUS REGION

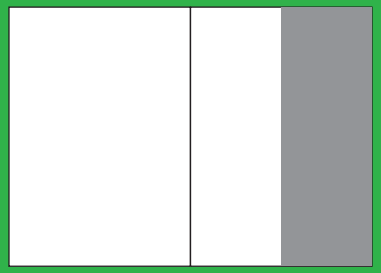
ON THE NOVEMBER-DECEMBER 2026 ISSUE
Focus on **Triveneto**.
• Article on Xylon + advertising page
+ newsletter special

Euro 2.000



FULL PAGE

mm 190x270
euro 1.500



1/2 PAGE

Vertical
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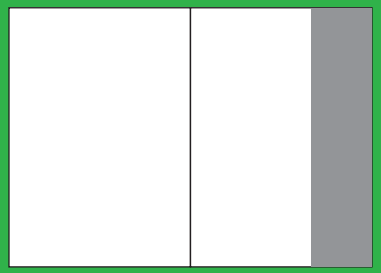
euro 1.100



1/3 PAGE

Vertical
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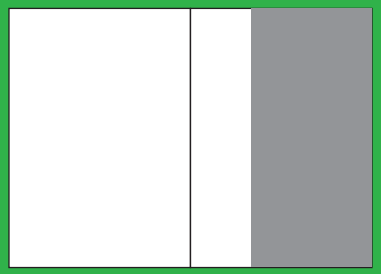
euro 950



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. 170x240 mm) call for estimates

MATERIAL TO BE SUPPLIED

Refili sui quattro lati:	5 millimeters
Printing:	Offset lithography
Materials for printing:	Acrobat Pdf, 300 dpi
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 (3 issues)	euro 800
Xylon.it (one year)	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 wordwide support to the press campaign of every country.
It is the updating and information tool of the whole chain.

_diffusion

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XYLON INTERNATIONAL

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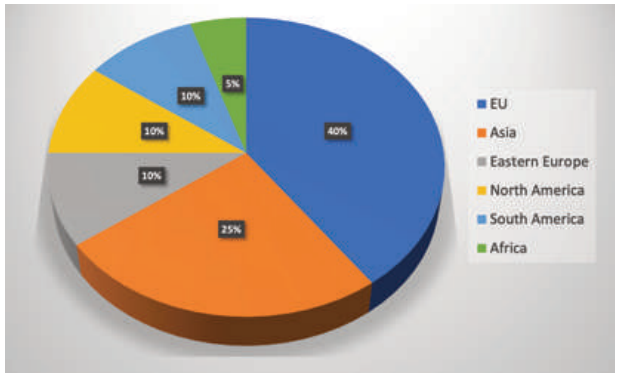
Focus: semifinished products and supply for furniture industry.

_distribution by geographical areas



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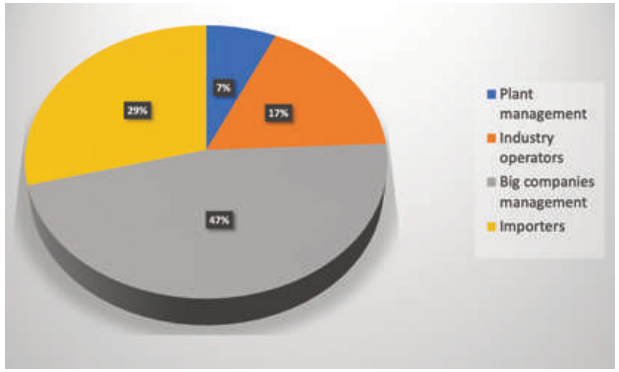

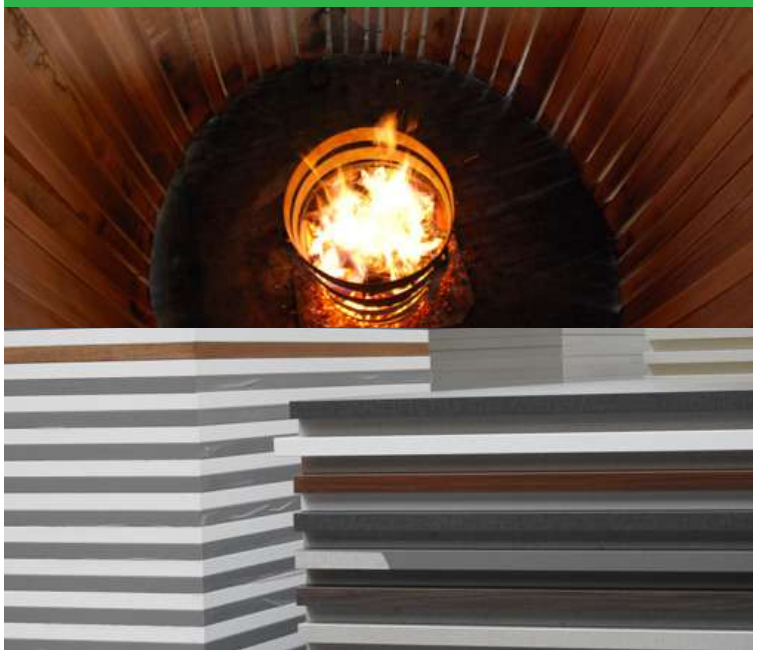

SPECIAL POSITION (only full page)

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

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12 issues	20%

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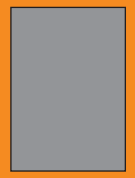
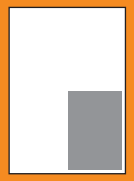
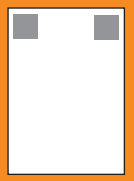


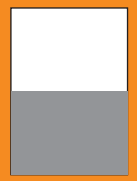
FULL PAGE
mm 297x420
euro 3.700



1/4 PAGE
mm 131x193
euro 1.400



MANCHETTE
2 x mm 63x63
euro 1.800



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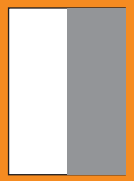
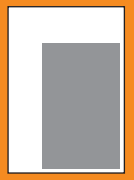
mm 297x206
euro 2.500



1/2 PAGE
mm 148x420
euro 2.500



FRONT COVER
mm 199x315
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_"contacts"
(xylon, xylon international, xylon.it)

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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), **Linkedin** (www.linkedin.com/company/xylonit) and **Instagram** (www.instagram.com/xylonmagazine. 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 **46 thousand qualified recipiens**.

Here is the opportunity for our adevertisers 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!

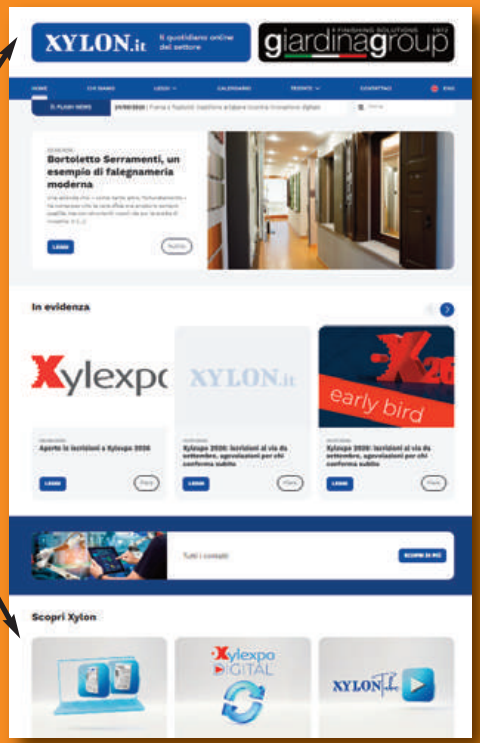
Not to mention the synergies, the maximum interaction between all our media: to give you the most **effective answer**...

XYLON.IT

Banner

HEADER *(high, on the right of header Xylon)*
1200X240 pixel euro 700

FOOTER MULTI *(under the news)*
832x468 pixel euro 300



Banner rates refer to one month periods.
Progressive discounts are offered for longer time periods.

XYLON.IT

_newsletter 2026

Sponsoring standard newsletter
600x148 pixel euro 800

(diffusion of weekly newsletters is foreseen)

Newsletter special
Presence in newsletters wich are sent for special exhibitions or particular topics
600x400 pixel 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 **Focus Technology** 05|2026

Newsletter **Focus Sustainability** 09|2026

Newsletter **Focus Triveneto** 11|2026

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 headboard "**xylon informa**".*

_diffusion: 46.810 digital copies

ANNUAL CONTACTS

SPECIAL OFFER

Contacts on:
- Xylon *(6 issues)*
- Xylon International *(3 issues)*
- Xylon.it *(12 months, both in italian and english section)*

euro 1.300
instead of euro 2.000

XYLON.IT

xylon.it is a benchmark for the sector: in the past 12 months, over **36,000 professionists and passionates** have visited the site, generating more than **182,000 interactions** including clicks, views, and visits. It is a highly qualified audience, balanced between Italy and abroad, representing a privileged channel for those who wish to communicate in a targeted and effective way.
And from December 25, Xylon is renewing itself: for Christmas, an even richer, faster, and more engaging website will go online to connect the wood supply chain 365 days a year.

_Performance of the Xylon website in the past 12 months

Unique users: 36,749
- Italy: 17,242
- Abroad: 19,507

Total "Events" recorded on the website:
oltre 182,000
(clicks, views, and interactions with content)

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 pixel) 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, Linkedin and Instagram)
- reporting your video in our periodic information newsletters (46.810 recipients: 22.289 Italy, 24.521 abroad)

_special offer for the reporting your videos on Xylon Tube

XYLON Tube

1 video	euro 900
3 videos	euro 1.500

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

Rancati Advertising
Italy

Andrea Rancati
arancati@rancatinet.it

Donatella Conca
dconca@rancatinet.it

phone +39 02 70300088
fax +39 02 70300074

Paola Gandini
Abroad

gandini@xylon.it
phone +39 02 89210282
fax +39 02 8259009