

EXPAND YOUR
REACH WITH

MODERN WOODWORK

DEVOTED TO PANEL & WOOD TECHNOLOGY

India's **Largest** Circulating Wood Technology Quarterly
Bringing Global Woodworking News, Views and Trends to India

MEDIA KIT





WHY MW?

Your Publicity Partner for Indian Market



Quality of Circulation

Published since 1999, Modern Woodwork (MW) is the Supporting Publication of major domestic fairs since 2002. MW is also the Official Publication of Indiawood / Delhiwood editions since 2006. We distribute a large number of copies to decision-makers of prominent Woodworking Companies across India. Exhibitors and visitors to the major woodworking trade fairs are on our permanent mailing list.



Quantity of Distribution

MW India reaches to 20,000 high-valued readers which are potential customers of the advertisers. No other woodworking magazine gives such a wider reach in India.



Reach by Direct Mail

MW India is delivered by the direct mail to the desks of furniture manufacturers, interior designers, factory owners, production managers, wholesalers and importers of woodworking raw materials. The advertisers' message directly reaches the hands of their potential customers.



B2B Publication with Technical Articles

MW publishes high-level technical information collected from global exhibitions and contributed by high-profile advertisers. Managing Directors, Production Managers and company owners carry copies of MW issues in their travel briefcases. Publicity in MW receives a longer attention span as the copies are retained as permanent reference guides.



Reaches all Metros; Tier-II Cities

MW India reaches the length and breadth of India to access the target sectors of market which are most relevant to your company. It is the only magazine reaching the most prominent companies based in metros, tier-II cities and mofussils.

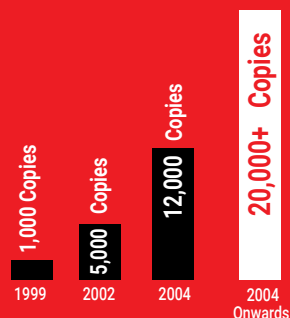
A Spectacular Progress Chart

Modern Woodwork (MW) is a familiar name to you, and to the woodworking industry people in India and abroad. Since the year 1999, we fulfill a commitment to publish an issue every

quarter covering a wide range of information and events.

Modern Woodwork makes complex woodworking techniques simple by presenting them in understandable and readable format.

This is the reason Modern Woodwork has grown multi-fold year-on-years since its inception. We started in 1999 with a mere 1,000 copies. And today we have reached an optimum mark of 20,000+ copies every quarter.





FACTS & FIGURES



Circulation (Per Year)

80,000

copies

+6,000 copies get distributed during fairs

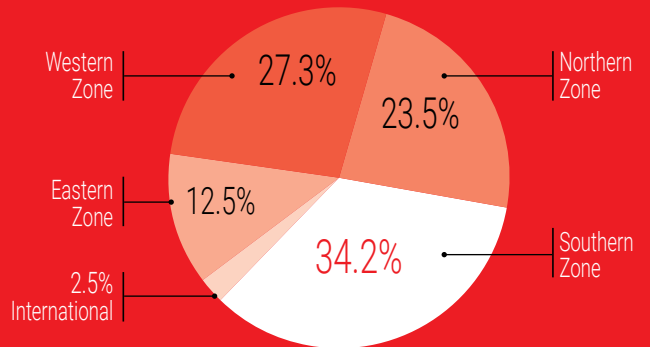


Readership (Per Year)

3,52,000

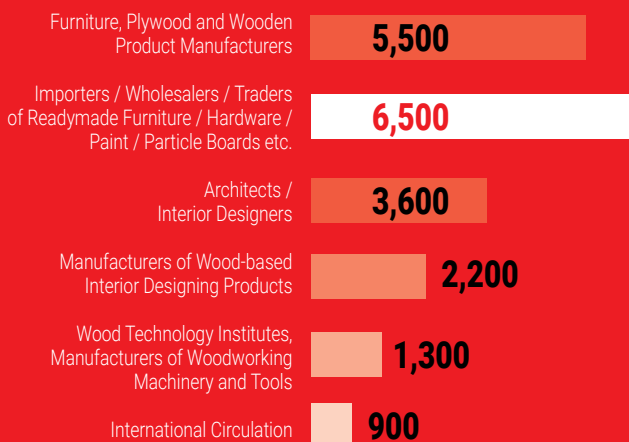
readers

Zone-wise Circulation (Per Quarter)

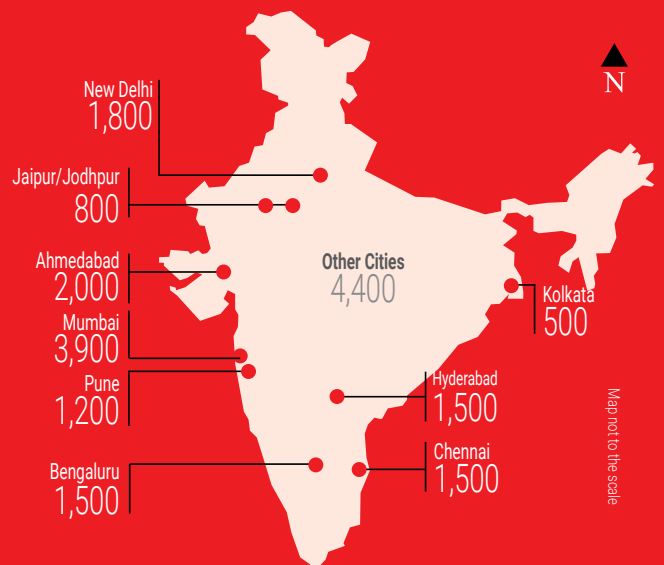


Distribution by Category (Per Quarter)

20,000+ Copies are mailed every quarter by DIRECT MAIL to -



City-wise Circulation (Per Quarter)



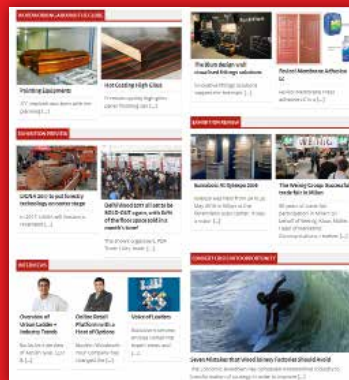


PRINT & ONLINE

Modern Woodwork: Print Run Certificate



Modern Woodwork: Online Edition



Modern Woodwork: Gulf Edition



“ Voice of the Customer

We honestly appreciate the enthusiastic approach of Modern Woodwork towards the readers, designers and entrepreneurs to keep them updated with articulated and pragmatic information.

Modern Woodwork is really a good academic with the latest record of available machineries and equipments required to cater to tomorrow's need.

We have seen the magazine's journey since 2001 and are thankful to the the publishers for giving us an opportunity to be a part of its contents. The magazine truly represents the global woodworking industry.

The Pioneering Woodworking Technical Publication in the Gulf and Middle Eastern Region:

Modern Woodwork Gulf Edition reaches over 50,000 woodworking and allied enterprises in six gulf countries (UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman) and three middle eastern countries (Egypt, Turkey, Jordan). The edition is delivered as Smart E-magazine to the readers.

Official Publication / Media Partner of:

- Delhiwood • Indiawood • Mumbaiwood • LIGNA
- interzum • FMC China • Xylexpo • DOMOTEX asia
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