

AWI Media Planner



DESIGNSOLUTIONS

Design Solutions, the award-winning flagship Journal of the Architectural Woodwork Institute, features custom architectural woodwork in a variety of applications.

Distributed to designers, construction professionals, and AWI members globally, this informative publication is unique in that it regularly includes detailed drawings of published projects, introducing new ideas and techniques to readers.

All architectural specialty products find a qualified and eager audience in *Design Solutions* readers. They look forward to the publication's quality editorial, which covers the custom use of wood, leather, fabrics, laminates, special finishes, plastics, stone, metals, glass, wall and floor coverings, windows and doors, and hardwood integrated with architectural products.

Design Solutions Goes Online

The digital editions of *Design Solutions* open a new world for advertisers, authors, and readers. Leverage your brand with a full spectrum of print and online marketing channels. The new format offers value-added benefits to all print advertisers, including:

- Hot-links to URLs in advertisements
- Hot-links to all URLs in editorial content
- Worldwide reach and increased pass-along
- Reinforced direct relationship with readers
- Immediate access to current issue
- Easy-to-use interface
- Search archives of past issues
- Tracking reports from digital edition of *Design Solutions*

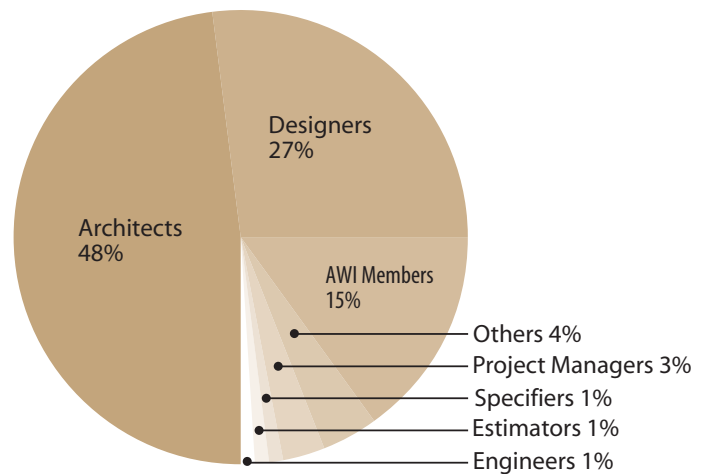
Wide Circulation

Design Solutions is published quarterly and distributed to more than 25,000 industry professionals:

Total Distribution	25,937
Qualified Requesters	21,317
Paid Subscribers	1,120
Membership	3,500

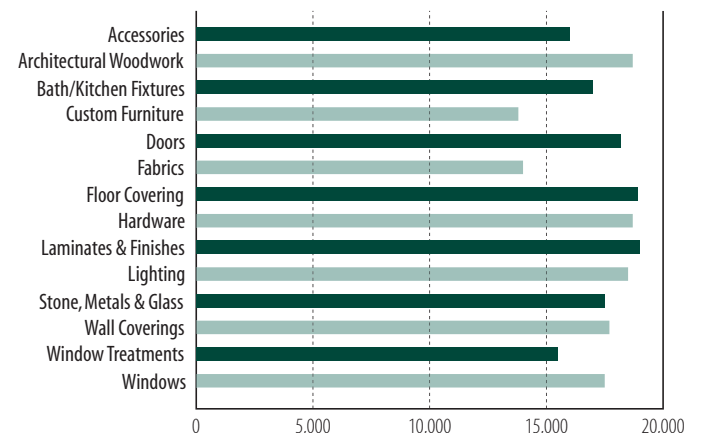
Qualified Readers

Design Solutions readers by their type of work:



Major Purchasers

Products specified by qualified readers of *Design Solutions*:



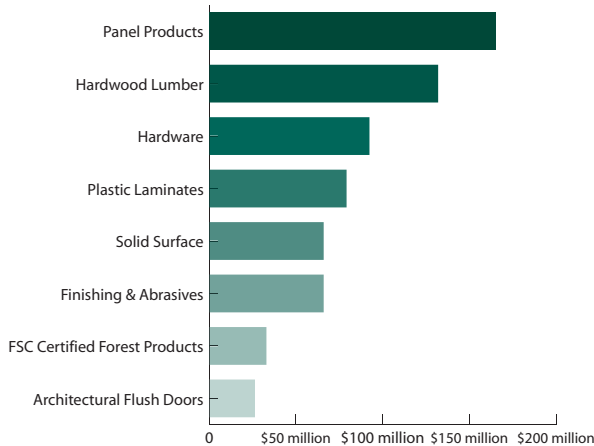
If your product is designed for any room, any building, or a

Purchasing Power

- AWI manufacturing members have total annual revenues of \$2.2 billion.
- AWI members purchase \$660 million in products each year.*

*According to the *AWI 2006 Cost of Doing Business Report*

Annual material purchases by AWI manufacturing members:



Advertising Rates

Ad Size	1x-b/w	4x-b/w	1x-4/c	4x-4/c
2-page spread	\$5,252	\$4,573	\$6,500	\$5,900
Full page	\$2,776	\$2,392	\$4,056	\$3,744
1/2 page island	\$1,892	\$1,622	\$3,239	\$2,964
1/2 page H or V	\$1,644	\$1,424	\$2,980	\$2,758
1/4 page	\$957	\$844	\$2,288	\$2,026

Premium Positions	1x-4/c	4x-4/c
Inside front cover	\$4,600	\$4,200
Inside back cover	\$4,500	\$4,100
Back cover	\$4,900	\$4,400

Space Deadline

Winter Issue	December 15
Spring Issue	February 15
AWI Membership Resource Directory	March 15
Summer Issue	May 15
Fall Issue	August 15

Discounts

- Recognized advertising agencies receive 15% off gross space and position rates. (Other production charges are not commissionable.)
- AWI members receive a special 20% discount off listed advertising prices.

Note: Advertisers may claim only one of these two discounts.

- AWI manufacturing members who are first-time advertisers receive an additional 10% discount on their first insertion order.

Design Services

Design services for ads accompanying projects are available at reduced rates for AWI members.

Mechanical Specifications

Digital artwork is required. Press-optimized pdf is required. Send on a CD with color proof. We work in both Mac and PC file formats.

Trim size	8 1/4 x 10 7/8
Live area	7 x 10
Bleed size	8 7/8 x 11 1/2
Binding	saddle stitch

Ad Sizes	Non Bleed	Bleed
Spread		16 3/4 x 11 1/2
Full page	7 x 10	8 7/8 x 11 1/2
1/2 page island	4 1/2 x 7 1/2	
1/2 page H	7 x 4 7/8	8 7/8 x 5 3/4
1/2 page V	3 3/8 x 10	4 x 11 1/2
1/4 page	3 3/8 x 4 7/8	

(All dimensions are width x height in inches.)

Design Solutions Reprints Enhance Your Marketing and Promotional Efforts

Reprint your article that has appeared in an issue of Design Solutions and use it as a handout at tradeshow, in your press kit, or as a direct-mail piece. Use your story in this award-winning publication to promote your projects to customers. For reprint quotes, call 571-323-3611.

AWI Advertising Sales Contacts
Cheryl Stratos or Victoria Geis
703-212-7737 or adsales@awinet.org
www.awinet.org

AWI Membership Resource Directory

Reach more than 3,500 AWI members and design professionals with this valuable industry sourcebook. AWI members are exactly the people you want to reach—people and businesses who specify, design, and manufacture fine architectural woodwork.

The deadline for space is March 15, and the deadline for materials is March 24.

The AWI Membership Resource Directory offers you:

- Maximum product visibility,
- Ability to promote your full product line,
- Highlighted directory listing referencing your ad's placement,
- Enhanced online product and service listing, and
- A 20% advertising discount for AWI manufacturing members. (Advertisers may not claim both agency discount of 15% and member discount.)



Directory Advertising Rates

(AWI members take 20% off below rates.)

Ad Size	b/w	4/c
2-page spread	\$4,000	\$5,400
Full page	\$2,200	\$3,053
1/2 page island	\$1,820	\$2,700
1/2 page H or V	\$1,100	\$2,160
1/4 page	\$660	\$1,300

Premium Positions (Four-color included in rate)

Inside front cover	\$4,645
Inside back cover	\$3,715
Back cover	\$4,645
Page 1 (opposite inside front cover)	\$3,715
4-page brochure insert	\$2,650
8-page brochure insert	\$3,185

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