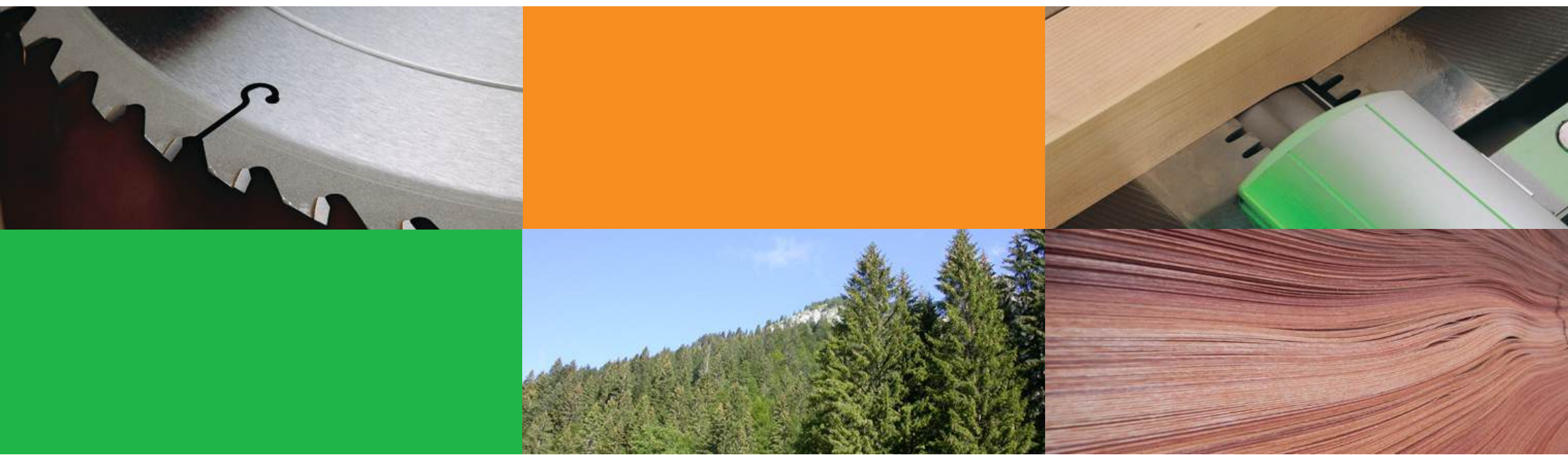


XYLON

xylon
international

XYLON.it

MEDIA KIT
2025 



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.

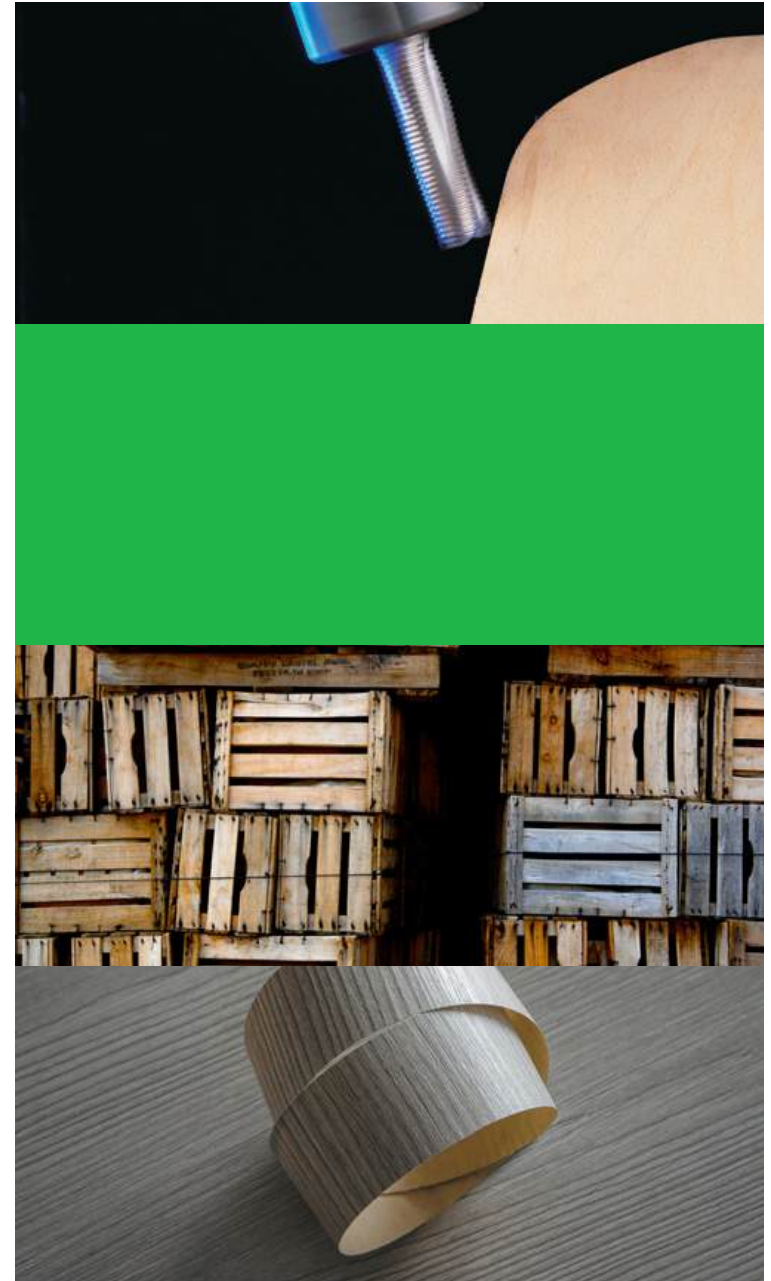
_semifinished products, supplies one of our priorities is the world of supplies for the furniture industry: hardware, cards, veneers, decoratives, glues and adhesives, paints, finishes, doors, bars, semifinished products and a lot of other things...

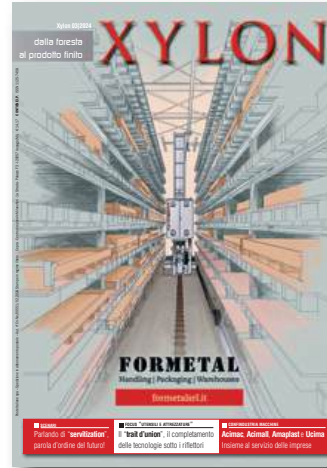
_raw materials market, processes, finishing operations and treatments. The different stages of raw materials. From logs to semifinished products, manufactured goods, DIY products, packaging and pallets.

_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, 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 2025

Acimall Outlook: the 2022 balances of the chain.

Focus: lacquers, machines and equipments for finiture

02 - March/April 2025

Focus: technologies for woodworking and furniture industry

Fairs: Ligna, Hannover (Germany)

03 - May/June 2025

Focus: components, tools and solutions for woodworking technologies

04 - July/August 2025

Focus: semifinished products and supplies for furniture industry

Fairs: Sicam, Pordenone (Italy)

05 - September/October 2025

Focus: Sustainability, and circular economy

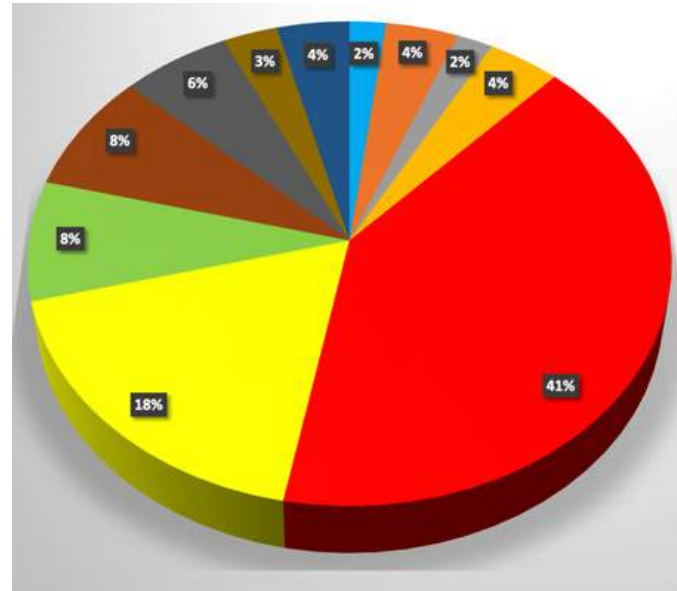
06 - November/December 2025

Focus Region: Emilia Romagna/Marche





_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
46.810 digital copies
(22.289 Italy, 24.521 abroad)

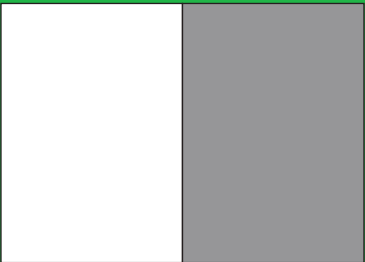
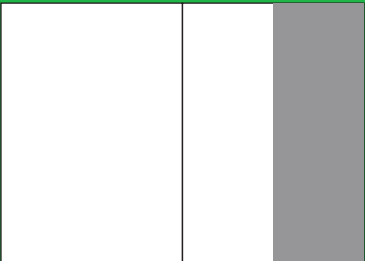
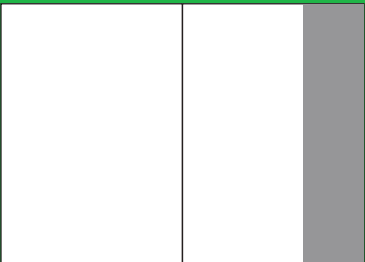
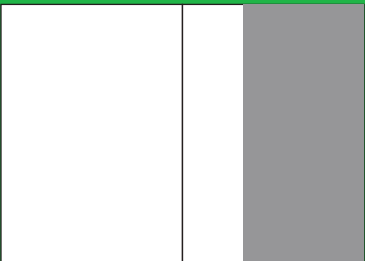
ON THE NOVEMBER-DECEMBER 2025 ISSUE

Focus on **Emilia Romagna/Marche**.
• Article on Xylon + advertising page
+ newsletter special

FOCUS REGION



Euro 2.000

	FULL PAGE mm 190x270 euro 1.500
	1/2 PAGE 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. 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 worldwide support to the press campaign of every country.

It is the updating and information tool of the whole chain.

[_diffusion](#)

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



editorial calendar

01 - January/April 2025

Acimall Outlook: the 2022 balances of the chain

Focus: technologies for woodworking and furniture industry

Fairs: Ligna, Hannover (Germany)

02 - May/August 2025

Focus: components, tools and solutions for woodworking technologies

Focus: semifinished products and supplies for furniture industry

Fairs: Sicam, Pordenone (Italy)

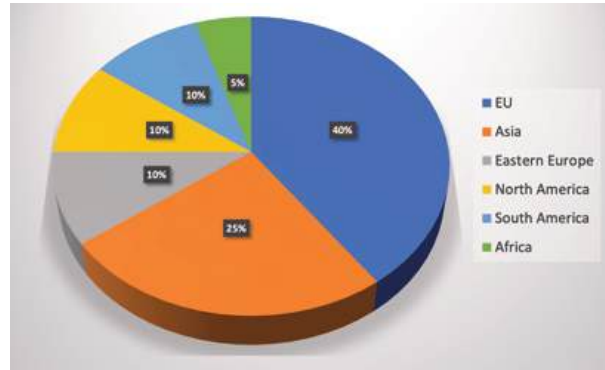
03 - September/December 2025

Focus: sustainability and circular economy

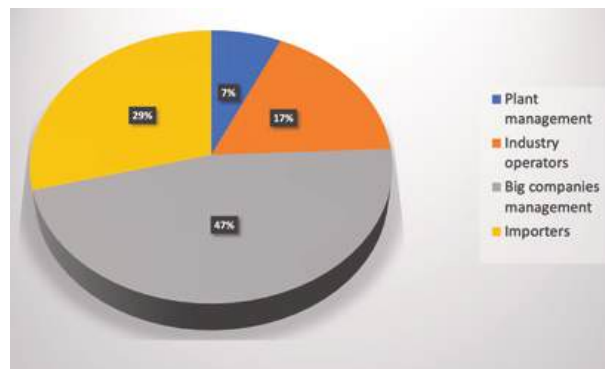
Focus: lacquers, machines and equipments for finiture.

**Fairs: Indiawood, Bangalore (India)
Interzum, Guangzhou (China)**

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. 170x240 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		1/2 PAGE mm 148x420 euro 2.500		FRONT COVER mm 199x315 euro 4.800

“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**



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



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 **46 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
46.810 digital copies
(22.289 Italy, 24.521 abroad)

Banner

- HEADER *(high, on the right of header Xylon)*
till 5 positions, Rotation 20%, 728x90 pixel euro 700
- BODY *(half homepage and at the end of the text in the internal pages)*
till 4 rotation positions, rotation 25%, 728x90 pixel euro 500
- SIDEBAR *(right column)*
till 3 positions, rotation 33%, 373x250 pixel euro 500
- FOOTER MULTI *(under the news)*
till 3 positions, rotation 33%, 220x130 pixel 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 (3 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 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 **Technology** 05|2025



Newsletter **Sustainability** 09|2025



Newsletter
Emilia Romagna/Marche 11|2025



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

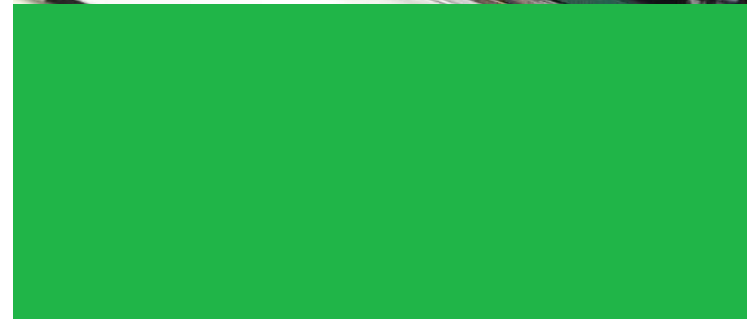
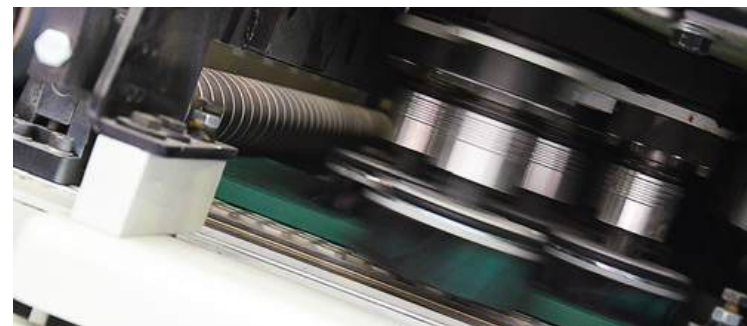
"Xylon Tube for you!", the possibility of purchasing an "ad hoc" promotion for your videos that will be highlighted through:

- "best position" banner (777x437 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 and linkedin)
- 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 

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

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

Andrea Rancati

arancati@rancatinet.it

Donatella Conca

dconca@rancatinet.it

phone +39 02 70300088

fax +39 02 70300074

Paola Gandini

Acimall Members

gandini@xylon.it

phone +39 02 89210282

fax +39 02 8259009