

2012 EDITORIAL PLAN INTARZIA&CASTOR

The INTARZIA&CASTOR MAGAZINE, leader on the Romanian market since 1997, is the only magazine in the wood industry, with circulation audited by BRAT, known and appreciated internationally, in particular in the European space. Its collaboration with prestigious magazines in the technical area from Germany, Austria, and Hungary, make the magazine the most important information provider in our guild concerning news, management, education, and events. Its consistent presence on the internal market and, in particular, on the European market, led to the achievement of a continuous channel of communication between readers and the European market.

I. PRESENTATION:

Format: 215 x 290 mm

Print: black-and-white polychrome, state-of-the art technology (CTP)

Paper quality: interior pages –80 g/sq m sheets,
covers and insertions –150 g/sq m sheets

II. TECHNICAL DATA:

Number of pages: varies between 68 and 106 pages.

Monthly circulation: 3000-5000 copies

Issuing date: the 5th of every month

Edition deadlines: the 15th of every month

Frequency: monthly issue

III. SECTIONS AND COLUMNS

GREEN FIELD

Narration of the achievement of an investment built on a green field in the productive area, rendering to the reader the emotion of the event, the atmosphere of success, and the joy of the accomplishment. The presented production activity may come from the area of furniture, of wood products, raw matter and materials used for production, processing, and exploitation. Narration of the inauguration event etc.

FORUM (former FOCUS) or INTERVIEW (former PORTRAIT)

These two columns are not published on a permanent basis.

Presentation of a situation created due to legislation, market position, and present economic and political situation. The tackling of themes by means of the expressed opinion of those affected by the newly-created situation and conclusion through the voice of a competent person in the area (labor force market, labor medicine, labor protection, competitive prices, professional education, sources of financing etc....)

Interviews achieved with great company managers, who have accomplishments in Romania, for instance: wide scope Green Field investments; with significant personalities of our trade, emerging from our area of education and who have stayed in the field, with successful accomplishments abroad; with person activating in related areas, such as: wood restorers, antique furniture restorers, architects specialized in wood constructions, winners of skill contests, key figures.

FEATURE REPORTS (former TRENDING NOW)

Feature reports achieved within an event in the area: fairs, exhibitions, symposiums, conferences, and work-shops. Information on real events rendering the atmosphere of the event, with as large a number of participants as possible, with their opinions on trends, prices, directions of development, competitive market, new products, sustainable first, but not exclusively sustainable. The feature report also contains coverage of the participants, location, organizers, and the technical data of the event. Professional life within the Wood Engineering Faculty.

ECO-MATIC

Product presentations and new, innovative, and ecological technologies. Eco-efficiency studies, new biomass energy resources, environment protection, tree stands and dendrological gardens.

CONTEXT

Reports on setting up and liquidation of companies in the area. Brand acquisitions/ mergers. Observance of the financial activity of multinational companies, providers of raw matter, materials, consumables, and equipment.

The effect of norms, standardization, legislation...

SOLUTIONS

Proposition of innovative technological solutions, presented on the occasion of specialized fairs. Products which were granted awards in different competitions. The opinion of the specialists, as a forum, on the technical problems occurred in production. Propositions for solving or remedying faulty products. Solving methods with the help of portable machines. The effect of norms, standardization, legislation.

1. January – Innovating joining solutions in carpentry. Keys and fastening elements. Tools and portable machines for pocket-hole execution.
2. February – Finishing technologies for interior wood products. Fastening elements used in interior architecture for the assembly and fastening of partition walls. Panels and innovating settings for the compartmentalization of the interior space.
3. March – Roofs, facades, terraces (structure design software, isolation materials and films, fastening and assembly systems, protection of timber and portable hand machines, used for assembly.)
4. April – Adhesives used in the production of wood houses (made of beams and logs). Protection and finishing materials employed, insulating materials, joining procedures and portable machines used for assemblage.
5. May – Numeric control technology for wood processing and for furniture production, destined to small and large workshops. Tools and their maintenance.
6. June – Motor-saws, machines, equipment, tractors, mechanisms, mobile equipment with cables, winches used in lumbering. Forestry marks, volumeters, modern tracking and transportation equipment.
7. July – Materials for finishing, protection, and gluing, used in the production of stairs, floors, and other solid wood products. New procedures for the production of timber and solid wood strips. Design software.
8. August – Types of prefabricated wooden houses. Insulation materials, adhesives, finishing, and protection employed. Joining methods. Anchoring and fastening systems, portable machines used for assembly.
9. September – Technology for furniture production. Tools, devices, and testers.
10. October – Adhesives used for foiled kitchen tops and fronts. Edge banding or decoration procedures. New innovating materials used for these products and their processing.
11. November – Regenerating energy. Technologies used in the production of pellets, briquettes, and fire wood.
12. December – New types of doors and windows used in low-energy houses. Combined innovating materials, used together with solid wood. Sealing procedures. New tool profiles for window production.

ARCHITECTURE

Eco-architecture and eco-projection. Presentation of wide-scope Romanian achievements, built in wood or partially built in wood.

SPECIAL

Presentation of innovative products, technologies, showed at events or not necessarily. Presentation of different wood products in the category of curiosities (novel)

FITTINGS AND SYSTEMS

Clever arrangements. New methods of storage, closing/ opening, adjustment, gliding, supporting, sealing etc. Metal fittings for wardrobes, for offices and hi-tech furniture for the living.

The themes established for this column are:

1. January – Fastening systems for suspended furniture items.
2. February – Safety systems for office furniture.
3. March – Support and cover systems for office equipment.
4. April – Compartmentalization of office furniture.
5. May – Sliding systems for partitioning walls and wardrobe doors.
6. June – Fittings and systems for swinging or sliding furniture doors.
7. July – Extension mechanisms and fittings for armchairs and couches.
8. August – Systems used for the improvement of seating and resting furniture comfort.
9. September – Gliders and complete systems for expanding tables.
10. October – Smart storage systems, used in kitchens.
11. November – Ambient lighting systems
12. December – Support and cover systems for audio-video equipment.

IV. GRAPHICAL ELEMENTS

In order to obtain a spacious and light image, we will use simple graphic elements with a vectorial note, with no excessive coloring. The purpose is to avoid the visual congestion of the page, in order to direct more attention towards the content. Simplicity is necessary to balance the weight of technical texts, so that the nowadays careworn reader is tempted to read. Emphasis shall be placed on the use of large quality pictures, with detailed explanations on their content.

Starting this year, we introduce a new element pointing out the PROMO articles, by using a trapezoidal box. Positioning of the trapeze shall be on the page margin, using elements with a tridimensional effect. The content shall deal with the most important dates and events in the business history of the author company. Our purpose is to draw the reader's attention to the article written by professionals.

In the case of articles, for the purpose of emphasis, we shall use a text column of 1/5 of the written page or a rectangular box, containing a narration of the events, used bibliography, biography of interviewed persons, the economic data of the company, results of the competition etc.

V. TARGET AUDIENCE:

The magazine addresses first and foremost small, medium-sized and large businesses. The readers are persons activating in the wood industry, forest exploitation and business areas.

Profile: managers, engineers, technicians, producers, businessmen, researchers, and wood industry specialists; The magazine is also read among students.

Age category: between 20 and 55 years, preponderantly male;

Number of readers: the readers' group consists of subscribers and occasional readers. Subscribers receive the magazine wrapped in a foil, regularly, on a fixed date. Occasional readers receive the magazine freely by post, 2 or 3 magazines a year, or by direct contact, on the occasion of distribution at fairs, symposiums, and conferences. According to calculations, the number of permanent readers amounts to approximately 8,000 persons nationwide and a few dozen internationally.

VI. ADVERTISEMENTS

Ever since establishment, the magazine was independent, its only source of financing having been and continuing to be, the advertisement. That is the reason why we have a multitude of unconventional types of advertisements, in addition to the standard types. Their size varies from a whole page to an eighth of a page, with horizontal or vertical positioning. Our clients, the most representative, are producers and traders of technology, machines, tools, portables, exhausters, dryers, raw matter, materials and consumables used by indoor and outdoor furniture producers, timber, wood houses, semi-products, doors, windows, stairs,

floors, roof, and other wood products, as well as those activating in forest exploitation. Among the clients there are also the companies with activities connected with the wood industry, such as: tool maintenance, packaging confection, transportation, consultancy services etc. Thus, the magazine has a deeply technical character, carrying information towards enterprising and professional readers in the area of wood industry, wood constructions, and furniture.

Over the years we have managed to maintain a neutral, balanced, and equitable position towards all our clients, many of whom are competitors, and we have managed to build a tight collaboration relation. For our loyal readers we launched the Intarzia club, whose members are the companies which, during the previous year, were consistent in publishing advertisements. We provide members of the club with adjustments on the price of advertisements and we provide bonus presentation pages of their products. PROMO advertisements are the columns, launched in 2009, having a positive feel, but no excessive praise, presenting the activity of a company or a product. Our interest concerning this type of article is to provide the reader with technical columns with an educational character, written by certified professionals, who provide solutions to their technological problems in the production flow. The presentation of a success/failure is appreciated by the reader, but they prefer presentations of methods and solutions which provide them with the way to success. Presentation of successful models is what interests them, and we try to provide them with the help of our professional clients.

VII. DISTRIBUTION PLAN

1.) January – magazine no. 168.

Postal distribution to companies activating in the area of wood constructions, to solid wood producers, to woodworkers and window and door carpenters.

2.) February – magazine no.169.

Participation of the editorial staff, with its own presentation stand at the ZOW fair in Germany, providing the possibility of distribution by direct contact to exhibiting companies activating in the production of wood components and wood semi-products, interior furniture and in particular kitchens. An opportunity to promote producers on the German market. On this occasion, the number of printed issues will be increased. The internal market aimed at shall consist of furniture producers.

3.) March – magazine no. 170

The editorial staff participates, as a visitor, at the Holz Handwerk fair, a fair specializing in tools and portable machines. Postal distribution shall be performed to companies processing solid wood.

4.) April – magazine no.171

The target audience shall consist of wood house producers. Distribution, in a small number, shall be achieved at Tehnodomus in Rimini.

5.) May – magazine no. 172

A month filled with events, imposing increase of the number of printed issues. Distribution shall be achieved at the EXPOWOOD fair in Brasov, by direct contact.

6.) June – magazine no.173

The target audience shall consist of log exploiters and timber producers

7.) July – magazine no. 174

The target audience shall consist of log exploiters and timber producers.

8.) August- magazine no.175

A month marked by events in the area of the producers of finishes and other wood products. The target audience shall be made up of producers of staircases, paneling, flooring, and wood houses.

9.) September – magazine no.176

Internally there will be two major events in Bucharest, that the editorial staff will participate in. The target audience is made up of furniture producers.

10.)October – magazine no. 177

The participation of the editorial staff with its own stand at the SICAM fair in Pordenone shall provide the opportunity to promote wood products on the Italian market. The targeted area consists of furniture producers.

11.) November-magazine no. 178

Renexpo shall be the fair that we will direct our attention to. The largest renewable energy trade. The target readers shall consist of the users of pellet and briquette boilers

12.)December – magazine no. 179

Distribution shall be achieved to producers of wooden doors, windows, and houses.

VIII. SHORT HISTORY

The Intarzia magazine, edited for the first time in the summer of 1997, is at present the leader of the specialized press in Romania. The publication addresses the entire wood industry collectivity, having readers from different socio-professional categories. Having ranked at the top of specialized publications for ten years, Intarzia is issued monthly in 4000 copies and is distributed nationwide based on subscriptions or free by direct marketing.

1997 – a new specialized magazine is born

On the occasion of the Fifth Edition of the Technico-Scientific Conference from Odorhei, in April the Intarzia FaBuLa magazine is issued for the first time in Hungarian. As a supplement to this, in August of the same year – on the occasion of the BIFE-TIMB fair from Bucharest – the magazine edited in the Romanian language is issued as well.

1998 – the debut and assurance of continuity

Starting in January of this year, INTARZIA™ gains an independent statute, being edited monthly in the Romanian language, with an initial circulation of 2000 printed copies.

2000 – leader of the specialized press in Romania

Following a two year presence on the specialized press market, INTARZIA™ becomes a magazine with a clearly defined structure and contents capable of covering the target readers' areas of interest. Starting this year, surveys position us as LEADERS on the corresponding market segment.

In the same year, the editorial staff organizes for the first time a specialized exhibition named “Wood Industry” at Odorheiu Secuiesc.

2001 – interactive internet communication

The magazine sees continued development, and under its shadow new means of information emerge. The electronic version of the magazine is launched by the elaboration of the website www.intarzia.ro, and the trade's most important channel of information is born, the portal www.infowood.ro, with news, product catalogue and the InfoBusiness classified advertisements, a column already consecrated in the pages of the magazine. In 2001 the first issue comprising more than 100 pages is edited (the September edition).

2003-2004 – a successful name with a new look

Over a period of intense value growth, the editorial staff manages to grant a new identity to the brand by completely changing the visual image, the design. The magazine's informational and contextual value has grown, the specialized column palette has become richer. The column “Wood Constructions” is launched, and it achieves rapid development, being read and requested by very many specialists.

2005 – closer to the essence

Over the course of this year, INTARZIA reaffirms its position as a leader on the specialized press market in the wood industry. The introduction of the column “Professional Life”, in which outstanding personalities and their professional activity are presented, as well as the events taking place in college life, contributes to the consolidation of the relation with the Wood Industry Faculty. At the same time emphasis is placed on the business-to-business specific features, with the editorial plan involving a qualitative growth in the timely publication of useful information. The Expowood fair organized by INTARZIA reaches its 6th edition, and it is moved from Odorheiu Secuiesc to Braşov. The column “Wood Constructions” is individualized, giving birth to a new magazine, focused on wood structures and finishings, named Castor. The infowood.ro portal develops the largest and best updated data base from the wood industry in Romania.

2006 – qualitative and quantitative growth

The magazine is perceived as the most efficient bridge of communication for the persons involved in businesses and technological decisions in the wood industry in Romania. The Expowood fair organized by the editorial staff is acknowledged as the second most important event for the domestic industry, and the second program for developing consumer loyalty, named "Subscribe and Win with Intarzia!" is successfully finalized. In 2006 the network of external collaborators is developed.

2007 – the first decade of excellence

The first edition of this year is dedicated to the celebration of ten years since the launching of the first issue of the magazine. The celebration takes place at BIFE TIMB Bucharest through the editing of the first 200 page issue and of the fourth issue in the English language. Loyal readers are offered subscriptions for the following ten years, as well as numerous awards within the campaign "Join the prize-winners". The chain of anniversary events continues at the Wood Industry Faculty, where, together with professors and students, we viewed the film on the magazine's emergence and development, subscriptions and gifts were offered to the ones present and the awarding of a grand prize for subscribers, a Felder circular saw, took place.

2008 – The magazine strengthens its position as market leader, bringing a series of improvements, meeting the readers' and clients' needs. The main change deals with the incorporation of Castor magazine into Intarzia, allowing for the coverage of ampler themes. The structure of the magazine is also reconsidered, with the appearance of a series of new columns. The change does not ignore design either, as Intarzia & Castor achieves a very modern look. The publication broadens its area of promotion by launching the new look of the www.intarzia.ro website, and emphasizing close communication with the readers on their opinions and the practical solutions suggested by means of the specialists' forum. The subscribers' loyalty campaign "Join the Prize-Winners!" reaches its fourth edition, the grand prize with a value of 10,500 Euro being offered by the company Proconsel from Brasov, along with many other prizes with a value of 3-400 Euro. In July the magazine starts to be monitored by BRAT, a foregoing process for the auditing of the magazine's circulation.

2009 – the audit year

Through an uncertain period, with many difficulties, by achieving the auditing process over the first, and respectively the second semester, we were able to demonstrate our accuracy with respect to the planned circulation and the realized circulation, thus strengthening our credibility. The correlation between the number of pages and the number of printed ads has become a necessity.

2010 – the depression year

The deepening of the crisis over this year is obvious, but the magazine manages to stay on the track it set for itself at the beginning of the year. We have continued its regular editing, with a constant number of 94 pages. For our clients we initiated new forms of inexpensive advertisement and we advanced promotions over pre-established periods of time. We continued circulation auditing by BRAT and we took part in all the fairs we used to attend. We laid the foundations of the Intarzia Club, which will materialize over the year 2011. The purpose of founding the club is to build the loyalty of the magazine readers, by providing them with new significant business opportunities.

2011 – the year of rebirth

In the second part of the year we changed our strategy by a new plan for the magazine in favour of ending the crisis. These changes were for the graphic image of the magazine such as for the contents. In this way we started a collaboration with journalists from all over the country to provide useful information and articles from all of the important woodworking regions. The editorial plan made the base of a new magazine, which carries information by interesting presentations in which the readers can find themselves and their problems among some great disposals. Among all the content changes we changed our distribution strategy too. In the next year we will choose our addressees by sorting them in activity domain categories which will be parallel with the magazines theme.

IX.) Contacte

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