

WHO SEES YOUR ADS?

DOCUMENTED, RESEARCHED PROVEN HARDWOOD PURCHASING AGENTS...

The total rotating circulation of National Hardwood Magazine is 12,395

distributed throughout North America

(5,000 issues mailed per month)

1) Purchasing agents who buy 100,000 board feet or more of appearance grade Hardwoods throughout North America annually. This resource is targeting furniture, cabinet, and flooring manufacturers; millwork and moulding plants; dimension and wood component producers; distribution/concentration yards; Hardwood lumber wholesalers and exporters, etc.....	9,382
2) Hardwood sawmills	2,592
3) Miscellaneous (woodworking and sawmill machinery manufacturers; dry kiln manufacturers)	421
TOTAL.....	12,395

**National Hardwood Magazine:
Online and all
advertisements
have links to advertiser's
website and email
address.**



“it’s everywhere you need to be to get more business!”

These FREE Support Services Make Your Marketing Program Work!

SUCCESS IS BUILT INTO YOUR AD PROGRAM WITH 12-1/4 PAGES OR MORE

- 1) A **FREE**, fully illustrated feature story about your company, its services, products and people.
- 2) A **FREE** Online stock listing service in the Forest Products Stock Exchange where you list your lumber inventory (www.forestproductsstockexc.com).
- 3) Discounted rates on our Hardwood Marketing Directories.
 - A) The **Green Book's Hardwood Marketing Directory**, printed edition, contains over 6,100 listings of manufacturers of furniture, cabinet, flooring, pallets, millwork in truckload quantities. In addition, it also contains distribution/concentration yards.
 - B) The **Green Book's Hardwood Marketing Directory**, Online LIVE edition, has over 6,100 listings where you can make a selection and search by state, individual city, species, company, zip code or province, and by grades, thicknesses, or keywords.
- 4) The personal marketing experience and attention that **only we can give you** no matter where you are located (in Canada or the U.S.). We personally come to see you to custom design a marketing program that fits your specific needs.
- 5) All advertisers have direct links to both their website and email.
Go to www.nationalhardwoodmag.com.



“it's everywhere you need to be to get more business!”

PREFERRED MATERIAL

We require a high resolution (300 dpi) **PDF** file (CMYK, embedded fonts and photos, crop marks, no security). We work in Adobe Creative Suite (Mac OS).

NOTE: Any format other than an Adobe Acrobat Distilled PDF may incur a minimum \$100.00 (U.S.) conversion charge.

Email PDF file to: tammy@millerwoodtradepub.com.

Tammy Daugherty
National Hardwood Magazine
5175 Elmore Road, Suite 23
Memphis, TN 38134

Should you have any questions, please call 901-372-8280 or 800-844-1280.

MECHANICAL REQUIREMENTS OF BLEED UNITS

	Full Bleed Size (inches)		Finished Trim Size (inches)	
	Width	Depth	Width	Depth
2 facing pages	16.75	11.25	16.50	10.875
1 page	8.375	11.25	8.25	10.875
1st cover	8.375	11.25	8.25	10.875

Live area is 7.0 wide x 10.0 inches deep. Publication is saddle stitched and center pages necessarily trim narrower than 8-1/4 inches. Publisher to control location of bleed units in magazine.

MECHANICAL REQUIREMENTS OF NON-BLEED UNITS

	Horizontal Ads		Vertical Ads	
	Width	Depth	Width	Depth
	(inches)		(inches)	
2 facing pages	15	10		
1 page	7	10		
2/3 page	7	7.375	4.5625	10
1/2 page	7	4.875	3.375	10
1/2 page (Island)	4.5625	7.50		
1/3 page	4.5625	4.875	2.125	10
1/4 page	7	2.375	3.375	4.875



“it’s everywhere you need to be to get more business!”

NATIONAL HARDWOOD MAGAZINE

GENERAL ADVERTISING RATES (per insertion)

Rate Card No. 40

(Rates Effective January 1, 2021)

* PAYABLE IN U.S. FUNDS

	<u>1 Time</u>	<u>6 Times</u>	<u>12 Times</u>
1 Page	\$2,595	\$2,075	\$1,825
1/2 Page	\$1,850	\$1,450	\$1,250
1/4 Page	\$1,325	\$1,150	\$ 900

ADVERTISING ADJACENT TO EDITORIAL MATTER

2/3 Page	\$2,300	\$1,925	\$1,625
1/2 Page (Island)	\$2,000	\$1,700	\$1,450
1/3 Page	\$1,850	\$1,450	\$1,250

Advertiser is responsible for full payment of any advertising run in said publication in the event the ad agency does not pay for client's advertising within 60 days of first billing. Advertisers who run less than the original or renewed contracted space will be short rated. If the client does not complete the schedule that was confirmed they will pay the 6-time rate for less than 12, and the 1-time rate for less than 6.

COVERS - Non-Cancelable

1st Cover	2nd Cover	3rd Cover	4th Cover
\$4,525*	\$2,275	\$2,150	\$2,450

* plus regular schedule of at least twelve 1/4's in other issues

SPECIAL POSITIONS

Special position, extra 20%	Front Spread \$3,025	Center Spread \$3,575	Back Spread \$3,025
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COLORS

AAAA standard red, orange, yellow, green, brown, or blue per page, or fraction, extra. (Other colors, rates on request)

\$250

4-color

\$750 extra

Tip-in charge

\$325 extra

INSERTS - Rates on request

BLEED - Per page, extra 8-3/8" x 11-1/4"

\$ 85

MECHANICAL REQUIREMENTS OF BLEED UNITS

	<u>Plate Size</u>		<u>Trim Size</u>	
	<u>Width</u>	<u>Depth</u>	<u>Width</u>	<u>Depth</u>
2 facing pages	16-3/4	11-1/4	16-1/2	11
1 page	8-3/8	11-1/4	8-1/4	11
1st cover	8-3/8	11-1/4	8-1/4	11

Type matter should be kept 3/8 inch inside the above dimensions, since publication is saddle stitched and center pages necessarily trim narrower than 8-1/4 inches. Publisher to control location of bleed units in magazine.

CLASSIFIED

Display Classified \$45.00 per inch.

Fee for blind box number \$10. Agency discount not allowed.

MECHANICAL REQUIREMENTS

	<u>Width</u>	<u>Depth</u>	<u>Width</u>	<u>Depth</u>
2 facing pages	15	10		
1 page	7	10		
2/3 page	7	7-3/8	4-9/16	10
1/2 page	7	4-7/8	3-3/8	10
1/2 page (Island)	4-9/16	7-1/2		
1/3 page	4-9/16	4-7/8	2-1/8	10
1/4 page	7	2-3/8	3-3/8	4-7/8

Where publisher is required to furnish artwork, photographs, or extra service, advertiser agrees to pay cost. Minimum artwork or typesetting charge, \$35.00 for corrections; \$100 for new layouts. Minimum Cover or Spread artwork, \$175.

PREFERRED MATERIAL

We require a high resolution **Adobe Acrobat Distilled PDF** file on CD (C,M,Y,K, embedded fonts & photos, crop marks, no security) with a color proof. CD should be Macintosh compatible - we primarily use Quark Xpress 8 and Adobe Photoshop.

NOTE: Anything other than Adobe Acrobat Distilled PDF file may incur a minimum \$100.00 (U.S.) conversion charge.

You may email the PDF file to: **nhm@millerwoodtradepub.com**, or send overnight to:
National Hardwood Magazine
5175 Elmore Road, Suite 23
Memphis, TN 38134

COMMISSIONS AND DISCOUNTS — Agency Commission: 15% of space amount when paid within 30 days of first billing.

CLOSING DATE — Published monthly except for bimonthly in December. Issued 1st of the month. Last forms close 35 days prior to month of publication.

Advertising Order

_____, 20____

Schedule

___Page Jan.	20___
___Page Feb.	20___
___Page Mar.	20___
___Page Apr.	20___
___Page May	20___
___Page June	20___
___Page July	20___
___Page Aug.	20___
___Page Sept.	20___
___Page Oct.	20___
___Page Nov.	20___
___Page Dec.	20___
___Page Dec.	20___
(Christmas Issue)	

___Pages	Total
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NATIONAL HARDWOOD MAGAZINE, INC.

P.O. BOX 34908

Memphis, Tenn. 38184-0908

(901) 372-8280

You are hereby authorized to insert the advertisement of the undersigned in the National Hardwood Magazine, a monthly publication, to occupy such space as shown on schedule herein, for one year and thereafter until discontinued by either party on sixty days' **written** notice prior to deadline, for which we (I) agree to pay at the rate of \$_____ per insertion, payable monthly. Total yearly amount of this contract, \$_____.

We are to have the privilege of changing copy as often as desired, but all copy submitted shall be subject to your approval. You may supply or repeat previous advertisements when no new copy instructions are furnished. Artwork ordered or approved by us is to be paid for at regular rates. During the term of this agreement it shall be non-cancelable, except by mutual consent, in which case space used shall be paid for at the card rates in effect on date of cancellation. All provisions of this agreement are included herein.

Accepted for

National Hardwood Magazine, Inc.

By _____

Name _____

Signed by _____

Address _____

		February 2021-2022				
		<u>NATIONAL HARDWOOD MAGAZINE</u>				
		<u>DEADLINE SCHEDULE</u>				
<u>ISSUE</u>		<u>Space</u>		<u>Ads</u>		<u>Books</u>
		<u>Reservations</u>		<u>Completed</u>		<u>Delivered</u>
February		12/4		12/28		2/1
March		1/15		1/29		3/1
April		2/15		2/26		4/1
May		3/15		3/29		4/30
June		4/15		4/28		6/1
July		5/14		5/28		7/1
August		6/15		6/28		8/2
September		7/15		7/29		9/1
October		8/16		8/27		10/1
November		9/15		9/28		10/29
December		10/7		10/28		11/29
Christmas		9/21		10/29		12/6
January (22)		11/2		11/24		1/3
February (22)		12/3		12/28		2/1

Rates effective January 1, 2021

SERVICE PROGRAM

Since my company uses a qualifying Ad in the **Christmas Buyer's Guide Issue** of **National Hardwood Magazine**, we are entitled to the privilege of using an Ad in the **Hardwood Purchasing Handbook**. (Advertiser is responsible for full payment of any advertising run in said publication in the event the Ad agency does not pay for client's advertising within 60 days of first billing. 15% agency discount allowable on **space only** and must be paid net 30 days.)

1. HARDWOOD PURCHASING HANDBOOK

Standard Advertising Rates:

**Printed/Online Edition

1 Page	\$2,150
1/2 Page	\$1,700
2 Page Spread	\$3,150
Front Spread	\$3,600
*Back Cover	\$3,750
Back Spread	\$3,150
Inside Back Cover	\$2,500
Book Mark	\$4,800

*Back Cover must be in 4-Color

**Includes online edition with Ad, listing and direct links.

ALL RATES PAYABLE IN U.S. FUNDS

Color: AAAA standard red, orange, yellow, green, blue or brown	
per page or fraction, extra	\$250
Bleed, per page	\$ 85
4-Color, extra	\$750
Tip-in Charge, extra	\$375

Check one of the following boxes:

- ☐ We will provide finished artwork.
- ☐ We want you to create our Ad.
- ☐ Use the same Ad no changes.
- ☐ Make the following copy changes.



Bill us for a _____ Ad at the rate of _____, on a non-cancelable basis, to be published in the next edition of the **Hardwood Purchasing Handbook**, an annual directory. Firm name and Ad page number will be in bold type in telephone listing and classification listing.

2. NATIONAL HARDWOOD MAGAZINE - CHRISTMAS BUYER'S GUIDE ISSUE

Advertising Schedule:

Standard Rates:

Front Cover	\$4,525
Inside Front Cover	\$2,275
Inside Back Cover	\$2,150
Back Cover	\$2,450
1 Page	\$2,075
1/2 Page	\$1,450
1/4 Page	\$1,150

Editorial Rates:

2/3 Page	\$1,925
1/2 Page (Island)	\$1,700
1/3 Page	\$1,450
2/9 Page	\$1,100
1/6 Page	\$ 960

Check one of the following boxes:

- ☐ We will provide finished artwork.
- ☐ We want you to create our Ad.
- ☐ Use the same Ad no changes.
- ☐ Make the following copy changes.

Accepted For:
National Hardwood Magazine, Inc.
P. O. Box 34908
Memphis, TN 38184-0908
Phone 901-372-8280 · Fax 901-373-6180

Special Position, 20% extra

ALL RATES PAYABLE IN U.S. FUNDS

Color: AAAA standard red, orange, yellow, green, blue or brown	
per page or fraction, extra	\$250
Bleed, per page	\$ 85
4-Color, extra	\$750
Tip-in Charge, extra	\$375

(Lower rates are available on Ads in the **Christmas Buyer's Guide Issue** when combined with a regular Ad program in **National Hardwood Magazine**.)

By _____

Firm name _____

Address _____

Signed By _____

See back side for mechanical requirements and Insert rates.

HARDWOOD PURCHASING HANDBOOK - MECHANICAL REQUIREMENTS

<u>Ad Size</u>	<u>Width</u>	<u>Depth</u>
2 Facing Pages	10"	7-3/4" (Live Area)
1 Page	4-3/4"	7-3/4" (Live Area)
1 Page, Bleed	5-3/4"	8-3/4" (Trim 1/8" All Sides)
1/2 Page	4-3/4"	3-7/8" (Live Area)

Inserts:

1 Page, Bleed	5-3/4"	8-3/4" (Trims 1/8" All Sides)
1 Page, Bleed w/ folded tab	5-3/8"	8-3/4" (Trims 1/8" All Sides, Except Tab Side)

Finished Trim Size: 5-1/2" width x 8-1/2" depth. All type matter for Bleed Ads must be within the Live Area only. **Live Area is 4-3/4" width x 7-3/4" depth.** Customer assumes responsibility for any image/type matter outside the Live Area.

Standard Insert Rates: (Artwork **not** included.) **Text Paper:** 40# Text Lynx Opaque
*Printing includes 4-Color, Tip-in and Bleed **Cover & Inserts:** 110# Text Matte (65# Cover)

<u>Inserts</u>	<u>Space</u>	<u>*Printing</u>	<u>Total</u>
1 Page	\$2,500	\$1,750	\$4,250
1 Page, with folded tab	\$2,500	\$1,975	\$4,475
2 Pages	\$4,300	\$2,500	\$6,800
2 Pages, with folded tab	\$4,300	\$2,750	\$7,050

CHRISTMAS BUYER'S GUIDE ISSUE - MECHANICAL REQUIREMENTS

<u>NON-BLEED SIZES</u>				
<u>Ad Size</u>	<u>Horizontal</u>		<u>Vertical</u>	
	<u>Width</u>	<u>Depth</u>	<u>Width</u>	<u>Depth</u>
1 Page	7"	10"		
2/3 Page	7"	7-3/8"	4-9/16"	10"
1/2 Page	7"	4-7/8"	3-3/8"	10"
1/2 Page (Island)	4-9/16"	7-1/2"		
1/3 Page	4-9/16"	4-7/8"	2-3/16"	10"
1/4 Page	7"	2-3/8"	3-3/8"	4-7/8"
2/9 Page	4-9/16"	3-1/4"		
1/6 Page	4-9/16"	2-3/8"	2-3/16"	4-7/8"

<u>BLEED SIZE</u>		
1 Page, Bleed	8-1/2"	11-1/4"

Finished Trim Size: 8-1/4" wide x 11" depth. All type matter for Bleed Ads must be within the Live Area only. **Live Area is 7" wide x 9-7/8" depth.** Customer assumes responsibility for any image/type matter outside the Live Area.

Preferred Material: We require a high resolution **Adobe Acrobat Distilled PDF** file (C,M,Y,K embedded fonts & photos, crop marks, no security). If sent on CD, it should be Macintosh compatible – we primarily use InDesign and Adobe Photoshop (CS5). **Note:** Customer assumes responsibility for artwork not Distilled through Adobe Acrobat. Email Christmas Ads to: tammy@millerwoodtradepub.com & Handbook Ads to: grayce@millerwoodtradepub.com

WHAT'S IN IT FOR YOU?

ADVERTISERS CAN TELL YOU:

"I recently got a call from someone looking for a specialty Walnut product for a flooring job they were doing. He said he got our name from the Ad we ran in **National Hardwood Magazine**. He said he always uses the magazine to learn about the industry and to find quality suppliers. He said 'Your Ad says you specialize in Walnut. I'm going to give you a chance to prove it.' We had just what he was looking for and now have a new Walnut customer."

"Missouri-Pacific Lumber Co., Inc., has been partnering with the Millers now for 4 generations with helping us gain market presence. Their variety of very industry focused publications work well for us at getting our message out to the clients we are focusing our advertising to. Simply printing a stock list cannot convey to the customers our quality. Our advertising in **National Hardwood Magazine** helps us tell the whole story about our products."

"The way we see it, there is no better place to advertise to the Hardwood industry than with **Miller Wood Trade Publications**."

Bucky Pescaglia
Missouri-Pacific Lumber Co., Inc.
Fayette, MO

"I think the Advertising in **National Hardwood Magazine** reaches the people who are actually doing the purchasing. I've received a lot of calls from my Ad program. I have heard from new people that I wasn't doing business with in the past. They saw my Advertisements in the magazine, and that led us to being able to do business together. Without the exposure in your magazine, I would not have met these people."

Roy Cummings
Cummings Lumber Co., Inc.
Troy, PA

"W.M. Cramer Lumber Company is and has been advertising in **National Hardwood Magazine**, the Christmas/Product Index Issue and Hardwood Purchasing Handbook on a consistent basis for a number of years. Obviously, we continue to do this because we feel it is worthwhile."

"I suppose every firm has its own reasons for advertising. I do so for three main reasons:

- It continually keeps my company's name in front of customers and potential customers.
- I know that each year a lot of lumber buyers seem to move into a completely different location or field, and my Ads keep me in constant contact with this everchanging market.
- From experience I know that my salesmen or phone calls will not always be there at the exact time the buyer decides to purchase lumber. But through my Ads in your publications, my company is always there when the buyer is looking for a source of supply."

Wendell Cramer
W.M. Cramer Lumber Co.
Hickory, NC

"A.W. Stiles has been providing after market services for over 20 years to all companies who own dry kilns and pre-dryers. **National Hardwood Magazine** is the perfect publication targeting our markets being the high-end furniture manufacturers, flooring manufacturers, sawmills and distribution/concentration yards who have their own kilns and pre-dryers."

"We have definitely seen a return on our investment as a result of our advertising in **National Hardwood Magazine**. As a matter of fact, we have upgraded our Ad program from six 1/6 page positions to six 1/2 page positions because of the results we have seen!"

Lee Stiles
A.W. Stiles Contractors, Inc.
McMinnville, TN



"Over the years our company has consistently received phone calls, emails, and/or faxes from customers and potential customers mentioning that they've seen our Ads running in **National Hardwood Magazine** and/or your other publications that we advertise in such as **Import/Export Wood Purchasing News** and the **Hardwood Purchasing Handbook**. Also when our sales people visit our customers and potential customers they often see your wood trade publications in their offices. So, we feel like **Miller Wood Trade Publications** is doing a good job of keeping our company's name and products in front of the companies we are, or want to do business with. Furthermore, our Ads in your publications helps buyers more easily think of our company when they need to order more lumber. I would recommend that any Hardwood lumber company that wants to consistently keep their name and products in front of North American purchasing agents at companies that buy Hardwood lumber advertise in **National Hardwood Magazine**, and/or in some of your other wood trade publications."

Hal Mitchell, President
Atlanta Hardwood Corporation
Mableton, GA

"I know the value of keeping a presence in a market that is constantly changing and that is why we advertise on a regular basis in **National Hardwood Magazine**. Your publications are targeting the markets we are serving coast to coast. Therefore, I feel it is a small investment to make to stay in front of those customers and potential customers who have helped make Hermitage Hardwood Lumber Sales, Inc. a growing concern in the Hardwood concentration yard business."

Parker Boles
Hermitage Hardwood Lumber Sales, Inc.
Cookeville, TN

"My Ad program in **National Hardwood Magazine** is doing a good job in that new buyers have called my firm because they saw my Ads. I know for a fact that I've obtained new customers and increased sales of Hardwood lumber through my Ad program. Some of these new accounts I obtained through your magazine have become repeat customers in that they've followed up their initial orders with additional orders later on. Needless to say, I'm very pleased with my Ad program in **National Hardwood Magazine**. I would recommend advertising in your fine publication to any Hardwood lumber company that wants to increase sales!"

Jimmy Kepley
Kepley-Frank Hardwood Co., Inc.
Lexington, NC

"Meridien Hardwoods has advertised in **National Hardwood Magazine** for over 25 years and will continue to advertise because it's a good business decision. It's good to keep our company and our representatives in front of our customers and in front of other companies we want to do business with. I know we've gotten new business, and good business that came from advertising in **National Hardwood Magazine** because I asked or they told me that's why they called or they sent us an email referencing our advertising in the magazine. . . I feel it's a good investment for us."

Dan Ferman
Meridien Hardwoods of PA, Inc.
Pittsfield, PA



"it's everywhere you need to be to get more business!"

www.nationalhardwoodmag.com

Phone: 800 • 844 • 1280

One Success Story *After Another*

Our company has advertised in **National Hardwood Magazine** for over 30 years. We're very pleased with the results of our Ad program, because it helps keep our company's name and products in front of our present customers and it also generates new inquiries from Hardwood lumber buyers that purchase lumber in volume. When new purchasing agents call us, in the beginning of the conversation they often tell us that they saw our Ad in your magazine and that's how they found out about our firm.



So the investment in advertising in your magazine is worthwhile because over the years we've obtained new accounts, and through our advertising in your publication we're reminding our present customers that we're always willing to try to do what we can to serve their needs.

Marijo Wood
Neff Lumber Mills, Inc.
Broadway, VA

Neff Lumber Mills, Inc. is a family Hardwood manufacturing business that was founded in 1931 by Blair A. Neff. Through the years the company has constantly updated their facilities to produce quality Appalachian Hardwood lumber and by-products. Today, the firm has a modern bandmill operation with dry kilns that produce high grade Hardwood lumber that is prepared exactly to customer specifications. They manufacture Appalachian species of lumber like Red Oak, White Oak, Ash, Poplar, and Steamed Black Walnut, which is their specialty. Every portion of each Hardwood log is utilized. For example Hardwood lumber is sold to: distribution/concentration lumber yards; many types of woodworking plants; and wholesalers and exporters. Wood chips are sold to major paper companies; frame lumber and fencing boards are bought by farmers; survey stakes are marketed to surveyors and construction engineers; bark is further ground for mulch and sold to nurseries and homeowners; sawdust is marketed to dairy farmers and horse breeders for bedding; and their low grade lumber is made into pallets and skids.

Contact Marijo Wood at Neff Lumber Mills, Inc. at (540) 896-7031 for fine Appalachian Hardwood lumber. Their mailing address is P.O. Box 457, Broadway, VA 22815, Email: nefflum@aol.com, Website: www.nefflumber.com.

NATIONAL HARDWOOD MAGAZINE

P.O. Box 34908 • Memphis, TN 38184-0908 • Toll Free: 800-844-1280

Website: www.millerwoodtradepub.com

Email address: tammy@millerwoodtradepub.com

www.nationalhardwoodmag.com

One Success Story *After Another*

I know our advertising in **National Hardwood Magazine** helps keep Granite Valley Forest Products and our sales representatives in front of our customers, potential customers and our suppliers which is all very important to us as a Concentration/Distribution yard. We also know advertising in your magazine is effective from the phone calls and emails we've received. So, I feel our advertising in **National Hardwood Magazine** is a good investment.



Gus Welter
Owner/President
Granite Valley Forest Products
New London, WI

Granite Valley Forest Products is a Hardwood concentration yard with facilities located in Marathon City, WI, and in New London, WI. Established in 2002, the company procures approximately 40 million board feet annually. Species available include Alder, Ash, Aspen, Basswood, Beech, Birch, Butternut, Bitternut, Cherry, Elm, Hard and Soft Maple, Hickory, Red and White Oak, Poplar, Walnut, cedar and pine. They can be reached at:

Granite Valley Forest Products
P.O. Box 506
Marathon City, WI 54448
P: (715) 443-3317

Granite Valley Forest Products
500 County Highway S
New London, WI 54961
P: (920) 982-2542

www.granitevalley.com

NATIONAL HARDWOOD MAGAZINE

P.O. Box 34908 • Memphis, TN 38184-0908 • Toll Free: 800-844-1280

Website: www.millerwoodtradepub.com

Email address: tammy@millerwoodtradepub.com

www.nationalhardwoodmag.com

One Success Story After Another

National Hardwood Magazine is the only publication available that can represent those of us in the mill, distribution/concentration yard and wholesale businesses, with a high quality, 4-color publication backed by superior marketing services – second to none! We know our customers read the publication because they comment on photos taken at various meetings attended by our sales representatives, or the feature story that was written about our company. Your magazine targets our customers, who are appearance grade manufacturers that purchase truckloads of North American Hardwoods. By advertising in **National Hardwood Magazine**, we benefit from the marketing program that showcases who we are, and the products and services we have to offer. We've made a big investment for our customers and our future customers, so it was an easy decision for us to commit to the best publication serving our industry!



Bruce Dahn
Sales Manager
HHP, Inc.
Henniker, NH

HHP, Inc. is an integrated forest products company that includes a Hardwood lumber mill producing 12.5 million bd ft per year of kiln-dried and green lumber, a pallet manufacturing facility that produces custom and standard-size pallets, and a roundwood chip plant that produces paper-quality Hardwood and softwood chips. To ensure the steady supply of raw materials, HHP operates three cut to length harvesting crews. HHP's operations, including the 50,000 sq. ft. sawmill, are located on 50 acres in Henniker, New Hampshire. The company utilizes the latest technological advances in lumber handling, milling, chipping, harvesting, and pallet construction to increase productivity and eliminate waste. By taking an integrated approach to our three product lines, HHP is able to offer our customers superior quality, custom products and knowledgeable services. Contact HHP, Inc. today at (603) 428-3298, or www.hhp-inc.com.

NATIONAL HARDWOOD MAGAZINE

P.O. Box 34908 • Memphis, TN 38184-0908 • Toll Free: 800-844-1280

Website: www.millerwoodtradepub.com

Email address: tammy@millerwoodtradepub.com

www.nationalhardwoodmag.com

One Success Story *After Another*

Simon Lussier Ltd. is very pleased with the investment we make in both **National Hardwood Magazine** and the **Import/Export Wood Purchasing News** in regards to advertising! Your publications give us tremendous exposure to the appearance grade buyers both in North America and overseas. The editorial support you provide, along with the photos you take of our salespeople at various meetings, generate phone calls and inquiries which many times have led to orders.

We know the value of keeping our name, products and services before the Hardwood buyers around the world, and your publications provide the means to target and penetrate these important markets!



Mario Lussier
General Manager
Simon Lussier Ltd.
Blainville, QC

Founded in 1938, Simon Lussier Ltd. is a family-owned business with facilities that cover a million square-feet and handling large volumes of lumber. Their concentration yard includes warehouses, a planing mill, dry kilns and a kiln-dried inventory of 4,000,000 BF. They handle air-dried and kiln-dried Hardwood lumber in species such as Aspen, Ash, Basswood, White and Yellow Birch, Hard and Soft Maple, Mahogany, Red and White Oak, and Cherry. Contact them at: 16 De La Seigneurie Blvd., Blainville, QC J7C 3V5, Tel: (450) 435-6591, Website: www.simonlussier.com.

NATIONAL HARDWOOD MAGAZINE

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Philippe LeBlanc
President
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Snowbelt Hardwoods
Hurley, WI

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Products – Doors
MAHOGANY (South American) – FAS, 4/4, 5/4, 6/4, 8/4,
KD, Rough & S2S (300,000+ BF)

LARK INDUSTRIES – P. O. Box 3344
Hudson, IN 46747

Phone: (260) 587-2200 Fax: (260) 587-1744
James Patterson – Lumber Buyer, Ext. 239
Products – Juvenile Furniture
ASH - #2 Com. & Btr., 4/4 thru 8/4, Green, Rough (2,000,000')
HARD MAPLE - #2 Com. & Btr., 4/4 thru 8/4, Green, Rough (2,000,000')

PARKWOOD INTERIORS

1333 S. Long View Ave.
Ontario, CA 91761
Phone: (909) 840-0035 Fax: (909) 840-0435
E-Mail: prado@parkwoodinteriors.com
Website: www.parkwoodinteriors.com

Ferdinand Prado – Lumber Buyer
Products – Bedroom Furniture
ALDER – Sel. & #1 Com., 4/4, 5/4, KD, S2S (200,000')
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★ Names and addresses are fictitious. ★

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Sample Hard Maple listings:

HEARTWOOD CABINET, INC.
14669 Hwy. 22 – P. O. Box 187
Ashland, AL 36251

Phone: (256) 534-0744 Fax: (256) 534-2939
Allen Hendrick – Lumber Buyer
HARD MAPLE – Unselected, 4/4, KD, Rough (12,000,000')

JBN CABINETS – 2094 E. 2nd Street
Lamar, MO 64759

Phone: (417) 862-4459 Fax: (417) 862-0741
Derek Clay – Lumber Buyer
HARD MAPLE (Northern) – 1C, 4/4, KD, S4S H/M 15/16
(4,500,000 BF); 2C, 4/4, KD, S2S H/M (3,000,000 BF)

Sample Cherry listings:

JAMESTOWN OPERATIONS, INC.
P. O. Box 893

Old Fort, NC 28762
Phone: (828) 886-5372 Fax: (828) 886-4479
E-Mail: bill@jamestownoperations.com
Bill Jones – Lumber Buyer
CHERRY - #1 Com., 4/4-8/4, Green, Rough (3,000,000 BF)

GENTRY'S CORP. – 1325 Sampson Road
P. O. Box 8487
Mount Jackson, VA 22842
Phone: (540) 479-2214 Fax: (540) 478-1753
CHERRY - #1 Com., 4/4, Green, Rough (10,000,000 BF)

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"It's the best tool we've found for prospecting new customers. The information regarding species used and volumes is helpful in sizing up new prospects. The quick link to Google Maps is a great feature to help us determine the size of the facility and location of the prospective customer. The Green Book online is a useful tool for anyone in the Hardwood lumber industry."

Ryan Mulligan, Sales Manager, Pike Lumber Company Inc.

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Wayne Carlisle, Mars Hill, Inc., Waynesboro, MS

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Jennifer Trentman
Business Manager/
Research Director

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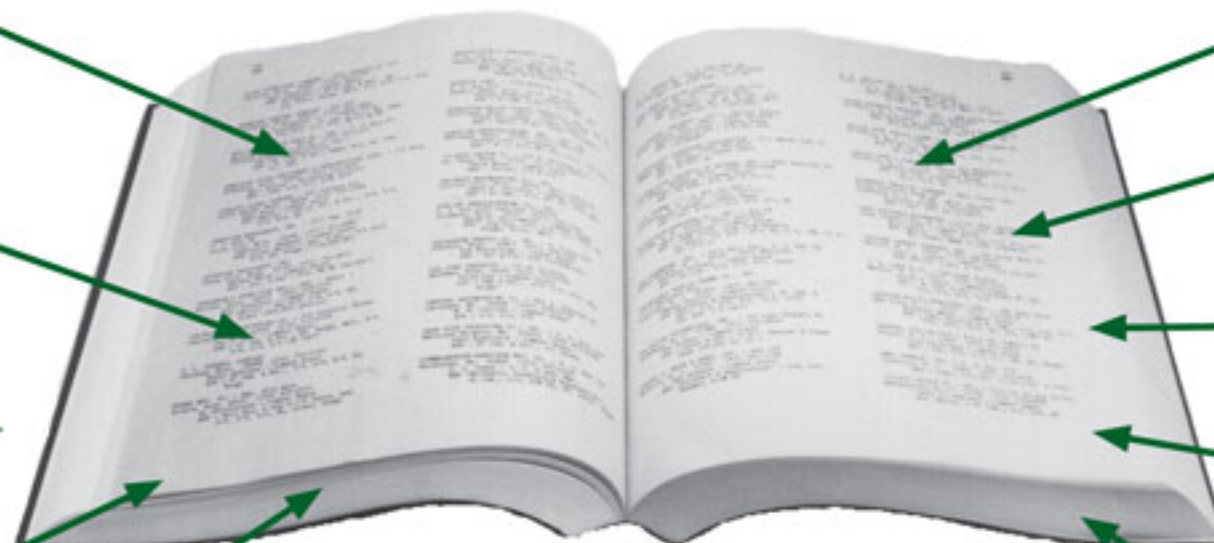
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You'll know, in many cases, how many BF or truckloads are purchased annually.



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66 Elm Buyers
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39 Gum Buyers
12 Hackberry Buyers
762 Hickory Buyers
3 Magnolia Buyers
1,736 Hard Maple Buyers

1,353 Soft Maple Buyers
309 Maple (Misc.) Buyers
32 Red & White Oak (Mixed) Buyers
2,519 Red Oak Buyers
1,581 White Oak Buyers
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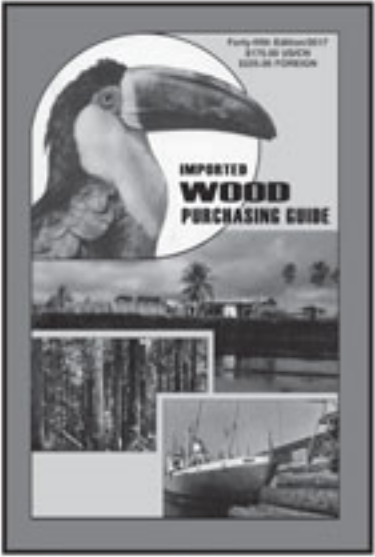
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