

# WHO SEES YOUR ADS?

**DOCUMENTED, RESEARCHED PROVEN HARDWOOD PURCHASING AGENTS...**

**The total rotating circulation of National Hardwood Magazine is 12,580**

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.....	9,855
2 ) Hardwood sawmills .....	2,507
3 ) Miscellaneous (woodworking and sawmill machinery manufacturers; dry kiln manufacturers) .....	218
<b>TOTAL.....</b>	<b>12,580</b>

**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) Discounted rates on our Hardwood Marketing Directories.
  - A) The **Green Book's Hardwood Marketing Directory**, printed edition, contains over 5,700 listings of manufacturers of furniture, cabinet, flooring, pallets, millwork in truckload quantities. In addition, it also contains distribution/concentration yards. Leases for \$1,400.
  - B) The **Green Book's Hardwood Marketing Directory**, Online LIVE edition, has over 5,700 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. Leases for \$2,100.
- 3) 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.
- 4) All advertisers have direct links to both their website and email. Go to [www.nationalhardwoodmag.com](http://www.nationalhardwoodmag.com).
- 5) Priority on ALL news items. For example, should you hire a new sales rep, install a dry kiln, planer, resaw, etc.



**“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](mailto: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	15.25	9.875		
1 page	7	9.875		
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

**ADVERTISING RATES** (per insertion)

Rate Card No. 41  
(Rates Effective January 1, 2023)

\* PAYABLE IN U.S. FUNDS

	<u>1 Time</u>	<u>6 Times</u>	<u>12 Times</u>
1 Page	\$2,865	\$2,280	\$2,010
1/2 Page	\$2,035	\$1,595	\$1,375
1/4 Page	\$1,460	\$1,265	\$1,000

**ADVERTISING ADJACENT TO EDITORIAL MATTER** (per insertion)

2/3 Page	\$2,530	\$2,200	\$1,790
1/2 Page (Island)	\$2,200	\$1,870	\$1,600
1/3 Page	\$2,035	\$1,595	\$1,375

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.

**COVERS - (rates include 4-color)**

Front Cover	Inside Front Cover	Inside Back Cover	Back Cover
\$4,980*	\$3,240	\$3,115	\$3,445

\*plus regular schedule of at least 6 1/2 pages or more

**SPECIAL POSITIONS**

Front Spread	Center Spread	Back Spread
\$3,300	\$3,935	\$3,300

**COLOR**

Standard colors - red, orange, yellow, green, brown or blue	\$250 extra
4-color	\$750 extra

<b>BLEED</b> - 8.375 W x 11.25 D	\$85 extra
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**MECHANICAL REQUIREMENTS OF BLEED UNITS (INCHES)**

	<b>Full Bleed Size</b>		<b>Finished Trim Size</b>	
	<b>Width</b>	<b>Depth</b>	<b>Width</b>	<b>Depth</b>
2 facing pages	16.75	11.25	16.50	10.875
1 page	8.375	11.25	8.25	10.875
Covers	8.375	11.25	8.25	10.875

Type matter should be kept 3/8 inch inside the above dimensions, since publication is saddle stitched and center pages necessarily trim narrower than 8.25. Publisher to control location of bleed units in magazine.

**CLASSIFIED ADS**

Display Classified \$45.00 per column inch.  
Fee for blind box number \$10. Agency discount not allowed.

**MECHANICAL REQUIREMENTS OF NON-BLEED UNITS (INCHES)**

	<b>Horizontal</b>		<b>Vertical</b>	
	<b>Width</b>	<b>Depth</b>	<b>Width</b>	<b>Depth</b>
2 facing pages	15.25	9.875		
1 page	7	9.875		
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

**REQUIRED MATERIAL**

We require a high resolution Adobe PDF (CMYK, embedded fonts and photos, no crop marks). We use Adobe Creative Suite.

You may email the PDF File to: [nhm@millerwoodtradepub.com](mailto:nhm@millerwoodtradepub.com)

**AGENCY COMMISSIONS**

Agency commission: 15% off gross amount (space only) when paid within 30 days from date of invoice

**CLOSING DATE**

Published monthly except for bi-monthly in December: issued first week of publication month. Last forms close 35 days prior to month of publication.



ADVERTISING ORDER

Schedule

Page January Issue	20
Page February Issue	20
Page March Issue	20
Page April Issue	20
Page May Issue	20
Page June Issue	20
Page July Issue	20
Page August Issue	20
Page September Issue	20
Page October Issue	20
Page November Issue	20
Page December Issue	20
Page Christmas Issue	20
<hr/>	
Pages	Total

ADVERTISING ORDER

Date: \_\_\_\_\_

National Hardwood Magazine, Inc.

P.O. BOX 34908                      Memphis, TN 38184-0908                      (901) 372-8280    1-800-844-1280

You are hereby authorized to insert the advertisement of the undersigned in 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 the rate of \$\_\_\_\_\_ per insertion, payable within 30 days. Total yearly amount of this contract is \$\_\_\_\_\_. Payment in U.S. Dollars only.

We are to have the privilege of changing ads as often as desired, but all advertising submitted shall be subject to your approval. You may supply or repeat previous advertisements when no new ad 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 cancelable by written notice, 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                      Name \_\_\_\_\_

National Hardwood Magazine, Inc.

Signed by \_\_\_\_\_

By \_\_\_\_\_                      Address \_\_\_\_\_



	2026-2027				
	<u>NATIONAL HARDWOOD MAGAZINE</u>				
<u>ISSUE</u>	<u>Space</u>		<u>Ads</u>		<u>Books</u>
	<u>Reservations</u>		<u>Completed</u>		<u>Delivered</u>
February	12/5		12/30		2/2
March	1/9		1/23		3/2
April	2/10		2/24		4/1
May	3/10		3/24		5/1
June	4/10		4/24		6/2
July	5/11		5/22		7/1
August	6/10		6/24		7/31
September	7/10		7/24		8/31
October	8/11		8/24		10/1
November	9/10		9/24		11/2
December	10/9		10/23		12/1
Christmas	9/22		10/23		12/8
January (27)	11/5		11/24		1/4
February (27)	12/4		12/30		2/1



# HARDWOOD PURCHASING HANDBOOK

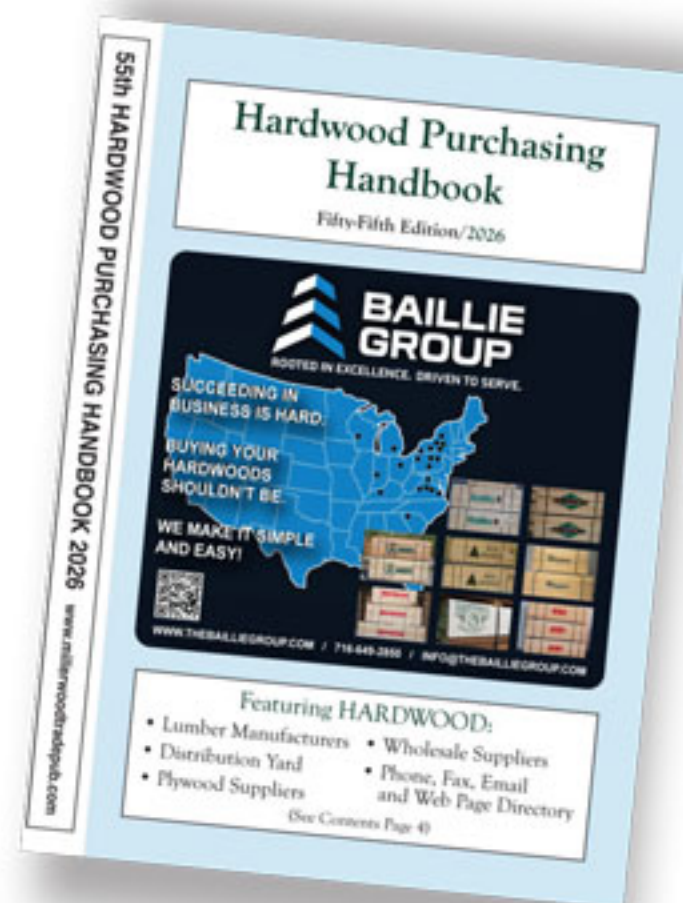
## Information Sheet

The **Hardwood Purchasing Handbook** is sent free to 4,000 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, etc.

It is recognized as the most comprehensive source published in North America for Hardwood lumber.

This annual Harwood suppliers guide contains complete listings of North American Hardwood lumber suppliers including sawmills, distribution/concentration yards, wholesalers and Hardwood plywood sources.

The “**Handbook**” gives detailed information on approximately 2,000 individual sources listed including name, address, phone, fax, email and web address, species supplied and specialties provided, with a brief description of operations including dry kilns (if available), band or circle mill, etc.



\* All advertisers and their listings are online with direct links to their company website and email.

**Hardwood Purchasing Handbook**  
**P. O. Box 34908, Memphis, TN 38184-0908**  
**Tel: (901) 372-8280 Toll Free: (800) 844-1280**  
**Website: [www.hardwoodpurchasinghdbk.com](http://www.hardwoodpurchasinghdbk.com) Email: [hph@millerwoodtradepub.com](mailto:hph@millerwoodtradepub.com)**



Your Ad in the **HARDWOOD PURCHASING HANDBOOK** gives you **INSTANT ACCESS** to New Customers all year long!

## Here's **WHAT YOUR CUSTOMERS** and **PROSPECTS SAY:**

### OHIO

#### SUPPLIER

**Purchased:** Red Oak,  
Poplar and Maple  
**Comments:** Very good.

### RHODE ISLAND

#### MILLWORK

#### MANUFACTURER

**Purchased:** Red Oak,  
Cherry, Mahogany and  
Poplar  
**Comments:** Very handy  
purchasing handbook.

### UTAH

#### ARCHITECTURAL

#### MILLWORK

#### MANUFACTURER

**Comments:** Very helpful in  
finding a grouping of mills to  
pull from.

### CALIFORNIA

#### FURNITURE

#### MANUFACTURER

**Purchased:** Alder, Northern  
Red Oak, Maple and Walnut  
**Comments:** Very complete.

### CONNECTICUT

#### MANUFACTURER

**Purchased:** Soft Maple in  
4/4, 5/4, 8/4 & 12/4 thick-  
nesses  
**Comments:** Pretty com-  
plete coverage of Hard-  
wood Lumber and Dimen-  
sion stock producers.

### WISCONSIN

#### FLOORING

#### MANUFACTURER

**Purchased:** Oak, Ash,  
Cherry and Maple  
**Comments:** Great book.

### VIRGINIA

#### FURNITURE

#### MANUFACTURER

**Purchased:** Red Oak,  
Maple, Mahogany, Cherry  
and Plywood  
**Comments:** Good source  
of information - easy to use.

### IDAHO

#### MOULDING

#### MANUFACTURER

**Purchased:** Red Oak,  
Poplar, Cherry, Maple,  
White Oak Lumber  
**Comments:** I like the listing  
of locations and species of  
wood offered.

### MICHIGAN

#### MILLWORK

#### MANUFACTURER

**Purchased:** Rift &  
Quartered White Oak  
**Comments:** The  
geographical listing of  
sources which helps us  
ultimately reduce our freight  
expenses.

### CANADA

#### FLOORING

#### MANUFACTURER

**Purchased:** Red Oak,  
White Oak, Beech, Hard  
Maple and Ash  
**Comments:** Fingertip  
reference to mills saves  
time for us.

### ALABAMA

#### CABINET

#### MANUFACTURER

**Purchased:** Hard Maple,  
Red Oak and White Oak  
**Comments:** Easy to find  
manufacturers.

### INDIANA

#### MANUFACTURER

**Purchased:** Red Oak,  
White Oak, Hard Maple,  
Elm, Aspen, Dimension and  
Edge-Glued Panels  
**Comments:** Easy to find  
anything.

### ILLINOIS

#### PICTURE FRAME

#### MANUFACTURER

**Purchased:** Poplar, Ash  
and Oak  
**Comments:** Good source  
for Lumber.

### KANSAS

#### MANUFACTURER

**Purchased:** Hard Maple,  
Soft Maple and Edging  
**Comments:** Has good  
layout and information.

### NEW YORK

#### FURNITURE

#### MANUFACTURER

**Purchased:** Cherry, Oak,  
Maple, Lumber and Squares  
**Comments:** Very well  
organized...Don't change it!

### TENNESSEE

#### MANUFACTURER

**Purchased:** Soft Maple,  
Northern Birch and Cherry  
**Comments:** Easy to use.

### PENNSYLVANIA

#### WOOD SPECIALTIES

#### MANUFACTURER

**Comments:** We bought  
most common species of  
Appalachian Hardwoods  
from your directory.

“Hermitage Hardwood  
Lumber Sales, Inc.  
has advertised in the  
Christmas Issue of  
**National Hardwood**  
**Magazine** and the  
**Hardwood Purchasing**  
**Handbook** since 1992.

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 us a  
growing concern in the  
Hardwood concentration  
yard business.”

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

AD SPACE IS AVAILABLE ONLY TO  
ADVERTISERS in the CHRISTMAS  
FORECAST ISSUE of NATIONAL  
HARDWOOD MAGAZINE due to postal  
regulations and limited Ad space!

“it's everywhere you need to be to get more business!”  
[www.hardwoodpurchasinghdbk.com](http://www.hardwoodpurchasinghdbk.com) 800-844-1280



## 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/Internet 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

\*Back Cover must be in 4-Color

\*\*Includes Internet Edition with Ad, Listing and Direct Links

**ALL RATES PAYABLE IN U.S. FUNDS**

Color: AAAA standard red, orange, yellow, green, brown or blue 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 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**. 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

#### Standard Advertising Rates

*Front Cover	\$4,980
Inside Front Cover	\$3,240
Inside Back Cover	\$3,115
Back Cover	\$3,445
1 Page	\$2,280
1/2 Page	\$1,595
1/4 Page	\$1,265

#### Editorial Rates

1/2 Page (Island)	\$1,870
1/3 Page	\$1,595
1/6 Page	\$1,075

\*plus regular schedule of at least 6 1/2 pages or more

**ALL RATES PAYABLE IN U.S. FUNDS**

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

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 changes.

Accepted For:

**National Hardwood Magazine, Inc.**

PO Box 34908

Memphis, TN 38184-0908

Phone: 901-372-8280 Fax: 901-373-6180

By \_\_\_\_\_

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

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

Signed By \_\_\_\_\_

See back side for mechanical requirements and Insert rates



**HARDWOOD PURCHASING HANDBOOK - MECHANICAL REQUIREMENTS**

<b><u>Ad Size:</u></b>	<b><u>Width</u></b> <b><u>(inches)</u></b>	<b><u>Depth</u></b> <b><u>(inches)</u></b>
2 facing pages	10	7.5 (Live Area)
1 Page	4.75	7.5 (Live Area)
1 Page, Bleed	5.75	8.75 (Trims .125 All Sides)
1/2 page	4.75	3.875 (Live Area)

<b><u>Inserts:</u></b>		
1 Page, Bleed	5.75	8.75 (Trims .125 All Sides)
1 Page, Bleed w/ folded tab	5.375	8.75 (Trims .125 All Sides)

**Finished trim size: 5.5 width x 8.5 depth.** All text for Bleed Ads must be within the Live Area only. **Live Area is 4.5 width x 7.5 depth.** Customer assumes responsibility for any image/text 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)

<b><u>Inserts</u></b>	<b><u>Space</u></b>	<b><u>*Printing</u></b>	<b><u>Total</u></b>
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**

<b>Ad Size</b>	<b><u>Horizontal (inches)</u></b>		<b><u>Vertical (inches)</u></b>	
	<b>Width</b>	<b>Depth</b>	<b>Width</b>	<b>Depth</b>
1 Page	7	9.875		
1/2 page	7	4.875	3.375	9.875
1/2 page (Island)	4.5625	7.5		
1/3 Page	4.5625	4.875		
1/4 Page			3.375	4.875
1/6 Page	4.5625	2.375	2.25	4.9375

<b><u>FULL BLEED SIZE</u></b>		
1 Page, Bleed	8.375	11.25

**Finished trim size: 8.25 width x 10.875 depth.** All text for Bleed Ads must be within the Live Area only. Live Area is 7 width x 9.875 depth. Customer assumes responsibility for any image/text outside the Live Area.

**Preferred material:** We require a high resolution (300 dpi) PDF file. CMYK (no processed black), embedded fonts and photos, crop marks, no security. We work in Adobe Creative Suite, InDesign (Mac iOS).

Email Christmas Ad to: [nhm@millerwoodtradepub.com](mailto:nhm@millerwoodtradepub.com)

Email Hardwood Purchasing Handbook Ad to: [hph@millerwoodtradepub.com](mailto:hph@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**  
**MO PAC Lumber Company**  
**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."



**Scott Cummings**  
**Cummings Lumber Co., Inc.**  
**Troy, PA**

"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 upgraded our Ad program because of the results we have seen!"

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

"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.**  
**Blaineville, QC**

"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**

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

**www.nationalhardwoodmag.com**

**Phone: 800-844-1280**



# 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](http://www.hhp-inc.com).

## NATIONAL HARDWOOD MAGAZINE

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

Website: [www.millerwoodtradepub.com](http://www.millerwoodtradepub.com)

Email address: [tammy@millerwoodtradepub.com](mailto:tammy@millerwoodtradepub.com)

[www.nationalhardwoodmag.com](http://www.nationalhardwoodmag.com)



# One Success Story *After Another*

Lumber Resources has been advertising in **National Hardwood Magazine** for many years. I am very pleased with the feature story you did on our company, and the number of responses and emails I received from the mills I buy from, and the buyers we sell to all over the world!

Lumber Resources is consistently reminding their partners (both mills and end users) the products and services that we offer, and your publications provide the perfect platform to accomplish these goals.

We know **National Hardwood Magazine** produces results because it is being read by our customers and potential customers, and furthermore, provides Lumber Resources the ability to continually build our brand around the globe!



Philippe LeBlanc  
President  
Lumber Resources

Lumber Resources is a concentration lumber facility with a warehouse capacity of 1,500,000 BF. They handle Birdseye Maple, Birch, Walnut, Hard and Soft Maple, as well as other species. Since 2003, Lumber Resources has developed global industry expertise, allowing it to offer its customers the best industrial lumber, pallet components, Hardwood lumber and flooring. Lumber Resources operates in the forest products industry as a wholesaler and distributor, serving Canada, USA, Mexico, Asia and China. They can be reached at: 1627 Boul. Bastien, Quebec, QC G2K 1H1, Tel: (418) 624-0404, Website: [www.rlumber.ca](http://www.rlumber.ca).

## NATIONAL HARDWOOD MAGAZINE

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Website: [www.millerwoodtradepub.com](http://www.millerwoodtradepub.com)

Email address: [tammy@millerwoodtradepub.com](mailto:tammy@millerwoodtradepub.com)

[www.nationalhardwoodmag.com](http://www.nationalhardwoodmag.com)



# One Success Story *After Another*

“ I have received a number of phone calls and inquiries as a direct result of our advertising in the **Christmas Buyer's Guide Issue** of **National Hardwood Magazine** and the **Hardwood Purchasing Handbook**. Some of those inquiries have turned into orders and customers. So, I feel like our advertising in these two publications have been well worth the investment.



Benuel Stoltzfus  
Stoltzfus Forest Products  
675 Nottingham Road  
Peach Bottom, PA 17563  
Phone: (717) 548-2668  
Fax: (717) 548-2013  
[www.stoltzfusforestproducts.com](http://www.stoltzfusforestproducts.com)

Stoltzfus Forest Products is a family owned and operated forest management service and sawmill located in Lancaster County, Pennsylvania. Our local roots anchor our deep commitment to the local community and economy. We provide forestry services throughout York, Lancaster, Berks, and Chester Counties as well as Cecil, Harford, and Baltimore Counties, Maryland.

We purchase local standing timber for use in our mills. In 2021 we installed new SII kilns to dry and condition hardwood lumber at our mill. We continue to expand our capabilities to supply premium hardwoods directly to local craftsmen. We also provide undried lumber, mulch, firewood, and sawdust. If you have questions about the products or services we offer, contact us!

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[www.nationalhardwoodmag.com](http://www.nationalhardwoodmag.com)



## IDENTIFY GOOD BUYERS by STATE!

### Sample listings in state order:

NATIONAL WOOD PRODUCTS DIV.  
8740 Gorge Canyon Road, Suite G  
San Diego, CA 92120  
Phone: (619) 875-4439 Fax: (619) 874-2231

Jim Hatcher – Lumber Buyer  
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')  
RED OAK – Sel. & #1 Com., 4/4, 5/4, KD, S2S (4,000,000')

★ Names and addresses are fictitious. ★

## DISCOVER NEW MARKETS by SPECIES!

### 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)

★ Names and addresses are fictitious. ★

## Increase your sales with *Green Book's* HARDWOOD MARKETING DIRECTORY... just as these people are doing!

"The Green Book is a great resource for our industry. It provides user friendly data that is accurate, timely and a true asset to not only our sales team but to our entire company."

Ray White, Harold White Lumber Inc., Morehead, KY

\*\*\*\*\*

"The Green Book Online is an extremely valuable tool that is used by our sales people on a daily basis. Whether they are in the office, at home, or on the road, the information they require is always at their fingertips. It contains great information whether you are looking for new customers or need current information on existing customers."

Sarah Cole, Sales Manager, Cole Hardwood, Inc., Logansport, IN

\*\*\*\*\*

"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.

\*\*\*\*\*

"I think the Green Book is very user friendly. I like the format of the information it provides. It has brought us new business when cold calling."

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

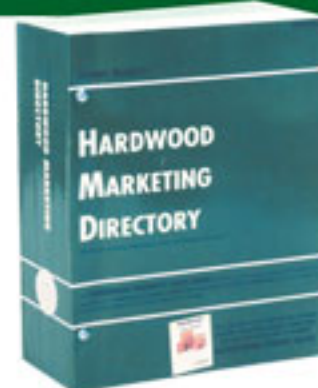
## GREEN BOOK, INC.

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www.millerwoodtradepub.com

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- NEW BUYERS
- NEW QUANTITIES
- NEW SPECIES NEEDED



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RELIABLE HARDWOOD  
MARKETING OPPORTUNITIES,  
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BETTER THAN GREEN  
BOOK'S 73 YEARS OF  
DEPENDABLE RESEARCH.



Jennifer Trentman  
Business Manager/  
Research Director



# Here are all the documented up-to-the-minute purchasing facts you need to INCREASE SALES!

Now, you can be in the **RIGHT PLACE** at the **RIGHT TIME...**  
where there is a high potential for business!

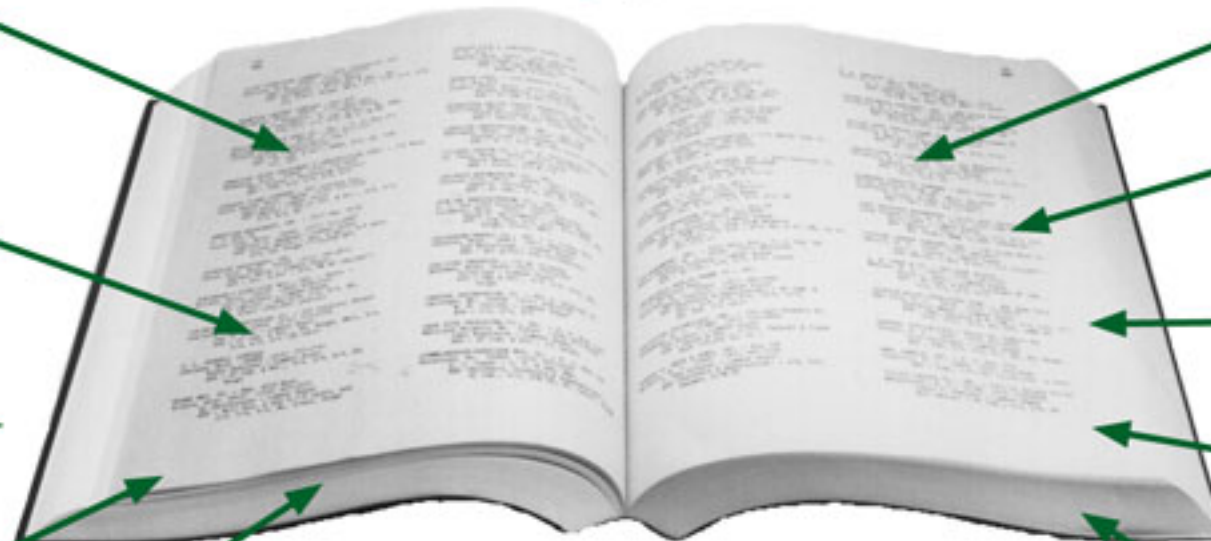
In both the printed and online edition, you'll have **over 5,700** woodworking plants lumber purchasing needs profiled here.

You'll have the firm name, complete address, telephone number, website, email, the buyer's name and the products manufactured.

You'll know the species, grades, thicknesses and in most cases the quantities purchased on an annual basis.

You'll know whether the lumber is purchased green, air dried or kiln dried.

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



You'll even know whether the lumber is shipped rough, S2S or S4S.

You'll find buyers listed by state and then cross-indexed by species to save time.

You'll see new sales opportunities in both the U.S.A. and Canada.

You'll discover buyers for particleboard, plywood, hardboard, fiberboard, veneers, squares and dimension.

You'll find your present customers are buying items you didn't even know they used!

Every firm listed was given the opportunity to update and verify all information.  
Every listing was proofread for accuracy.

There's a mammoth treasury of **SALES OPPORTUNITIES**  
that can easily be worth a fortune to your company!

## Buyers for everything you have for sale:

683 Alder Buyers  
738 Ash Buyers  
162 Aspen Buyers  
247 Basswood Buyers  
210 Beech Buyers  
687 Birch Buyers  
1585 Cherry Buyers  
9 Chestnut Buyers

37 Cottonwood Buyers  
68 Elm Buyers  
11 Sap Gum Buyers  
32 Gum Buyers  
11 Hackberry Buyers  
823 Hickory Buyers  
3 Magnolia Buyers  
1749 Hard Maple Buyers

1415 Soft Maple Buyers  
282 Maple (Misc.) Buyers  
25 Red & White Oak (Mixed) Buyers  
2419 Red Oak Buyers  
1686 White Oak Buyers  
162 Oak (Misc.) Buyers  
36 Pecan Buyers  
1578 Poplar Buyers

41 Sycamore Buyers  
7 Tupelo Buyers  
1187 Walnut Buyers  
7 Willow Buyers  
613 Mixed Hardwood Buyers  
558 Hardwood (Misc.) Buyers  
1418 Imported Wood Buyers  
710 Mahogany Buyers

## LEASE RATE:

Printed Edition.....\$1,400.00

## ONLINE Edition:

### SELECTION MAY BE MADE:

- \* by state and province
- \* by individual city
- \* by Species
- \* by companies alphabetically

- \* by zip code
- \* by grades such as FAS, Select, 1C and more
- \* by thicknesses

## ONLINE ACCESS RATE:

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Buyers read National Hardwood Magazine to keep up with the latest developments in the Hardwood Industry...both on the supplier side and in the marketplace. You know what's happening through news and articles about sawmills, plant expansions, start-ups, buyer profiles, and market trends in the major Hardwood purchasing areas. Special plant tour features give you Hardwood purchasing needs and production methods. You will have exclusive reports on all the major Hardwood association activities and meetings...both national and regional, plus special presentations on problems, and new technology being developed and utilized in the Hardwood Industry. Published monthly with a circulation of 5,000 it is sent to buyers using #2 Common & Btr. purchasing 100,000 bd. ft. annually.

**Annual subscription rates - 13 issues**  
**U.S. \$55 - 1 year; \$70 - 2 years; \$85 - 3 years;**  
**CANADIAN & FOREIGN ORDERS MUST BE PAID BY CHECK DRAWN ON U.S. BANK OR CREDIT CARD**  
**Canada \$65 (U.S. dollars) - 1 year; \$80 - 2 years; \$100 - 3 years;**  
**Foreign (airmail) \$160 - 1 year; \$300 - 2 years (U.S. dollars)**

**HARDWOOD PURCHASING HANDBOOK - [www.hardwoodpurchasinghdbk.com](http://www.hardwoodpurchasinghdbk.com)**  
This directory gives BUYERS up-to-date sections describing Hardwood sawmills, wholesalers, distribution/concentration yards, etc. Complete e-mail addresses, websites, mailing addresses, phone and fax numbers, names of sales contacts, main Hardwood species handled, specialty items listed and information on production facilities and shipping methods are given. It's a buyer's dream! Published annually with a circulation of 4,000 it is sent to buyers using 100,000 bd. ft. annually.

**Annual paperback digest -**  
**\$175 - North America;**  
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**THE SOFTWOOD FOREST PRODUCTS BUYER - [www.softwoodbuyer.com](http://www.softwoodbuyer.com)**  
Now, for the first time, you have ongoing access to what is happening in the Softwood forest products industry...both on the supply side and in the marketplace. This exciting newspaper provides you with interesting feature articles on purchasing, inventory control, marketing, production, utilization and distribution of Softwood forest products such as lumber, plywood, moulding, etc. Buyer and supplier profiles appear in each issue. Reports on market trends and association activities are included. This dynamic publication promoting Softwood forest products has been hailed as "needed" and "an excellent idea" by industry leaders. Published bi-monthly with a circulation of 20,000. Special Edition (below) published yearly with a circulation of 10,000.

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**Foreign (airmail) \$140 - 1 year; \$235 - 2 years (U.S. dollars)**

**THE SOFTWOOD BUYER NAWLA Special Edition - [www.softwoodbuyer.com](http://www.softwoodbuyer.com)**  
Published once a year, The Softwood Buyer NAWLA Special Edition is the leading trade publication helping sawmills, engineered wood products manufacturers and remanufacturers target virtually ALL wholesale distributors and wholesalers across North America. It is distributed to 10,000 firms, plus the digital copy may be seen online year round. All companies that advertise receive editorial support. The special edition is printed approximately one month prior to the NAWLA Traders Market® where buyer action is guaranteed and supplier contacts are priceless!



**IMPORT/EXPORT WOOD PURCHASING NEWS - [www.woodpurchasingnews.com](http://www.woodpurchasingnews.com)**  
You'll discover it's easy to keep up with "what's happening" in the import/export international forest products industry by reading this tabloid newspaper published every other month. You'll read features about overseas buyers, U.S. factories buying imported forest products and North American exporters. The Wood Purchasing News carries forest products business trends on the domestic and international markets. You'll have current import and export forest products stock listings offering a wide variety of forest products for sale, technical articles on importing and exporting of forest products from different countries, the latest news on personnel and firms in international wood trade, plus exclusive reports on the major import and export forest product association activities, conventions and exhibits. This is the only newspaper available editorially serving your interests in importing or exporting. This paper is distributed to buyers and suppliers of forest products throughout North America, Central and South America, Asia, Europe, Africa, Pacific Rim and the Middle East. Published bi-monthly with a circulation of 12,000.

**Annual subscription rates - 6 bi-monthly issues**  
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**CANADIAN & FOREIGN ORDERS MUST BE PAID BY CHECK DRAWN ON U.S. BANK OR CREDIT CARD**  
**Canada \$90 (U.S. dollars) - 1 year; \$105 - 2 years; \$130 - 3 years;**  
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SEE OTHER SIDE FOR MORE SALES OPPORTUNITIES AND NEW SUPPLY SOURCES!





**FOREST PRODUCTS EXPORT DIRECTORY - [www.forestproductsexport.com](http://www.forestproductsexport.com)**

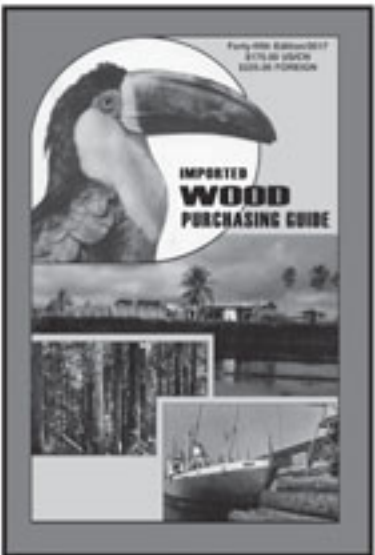
This comprehensive annual directory has a circulation of 10,000 and distributed WORLDWIDE to BUYERS of NORTH AMERICAN HARDWOODS/SOFTWOODS such as: kitchen cabinet, furniture, flooring, millwork, secondary mfrs., importers/distribution yards, traders, agents, etc. It lists all the major exporters of North American forest products. This directory helps the overseas buyer find suppliers for Hardwood and Softwood forest products available in North America. Each listing includes firm name/address, web and e-mail addresses, phone number, fax number, person to contact, description of facilities and products exported.

Annual paperback digest -  
\$175 - North America;  
CANADIAN & FOREIGN ORDERS MUST BE PAID BY CHECK DRAWN ON U.S. BANK OR CREDIT CARD  
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**IMPORTED WOOD PURCHASING GUIDE - [www.importedwoodpurchasing.com](http://www.importedwoodpurchasing.com)**

This comprehensive directory tells you where to find anything you need in the U.S. or Canada in imported forest products... gives you a wide variety of imported suppliers of lumber, mouldings, veneers, wall paneling, furniture components, flooring, plywood, hardboard, doorskins, millwork, etc. Each supplier listing gives you the company name, address, telephone number, fax number, web and e-mail address, person's name to contact, description of production or service facilities, products handled, etc. Ideally suited for purchasing! A "must" for overseas suppliers who want more sales opportunities in the U.S. and Canada. Published annually with a circulation of 4,000.

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CANADIAN & FOREIGN ORDERS MUST BE PAID BY CHECK DRAWN ON U.S. BANK OR CREDIT CARD  
\$225 (U.S. dollars) - Foreign



**GREEN BOOK'S HARDWOOD MARKETING DIRECTORY - [www.millerwoodtradepub.com](http://www.millerwoodtradepub.com)**

This valuable directory lists over 6,000 woodworking plants such as: kitchen cabinets, furniture, flooring, millwork, secondary mfrs., distribution/concentration yards buying 100,000 bd. ft. annually of Hardwood lumber and other Hardwood forest products purchasing needs. It gives complete, up-to-date, documented facts on species, grades, thicknesses and quantities purchased by each plant annually in the U.S. and Canada. Complete mailing addresses, phone numbers, fax numbers, e-mail addresses and individual purchasing agents' names are listed.

*Green Book's* Hardwood Marketing Directory is also available **ONLINE** and is available to everyone on your sales team!

Printed Edition leases for \$1,400.00 per year to North American firms. Online Access is \$2,100.00 per year. Visa and MasterCard accepted.  
Special discounts available to advertisers with a qualifying Ad program in: National Hardwood Magazine  
• Softwood Buyer • Wood Purchasing News

**GREEN BOOK'S SOFTWOOD MARKETING DIRECTORY - [www.millerwoodtradepub.com](http://www.millerwoodtradepub.com)**

You'll have instant access to over 4,000 woodworking and industrial plants' Softwood lumber purchasing needs with complete, up-to-date, documented facts on species, grades, thicknesses and quantities of Softwood lumber and other Softwood forest products bought regularly. It tells you who does the buying, complete plant name, addresses, telephone numbers, fax numbers, e-mail addresses and products manufactured. It lists buyers of Cedar, Fir, Hemlock, White Pine, Yellow Pine, Ponderosa Pine, Pine (Misc.), Redwood, Spruce and mixed & misc. Softwoods. *Green Book's* Softwood Marketing Directory is available **ONLINE** and is available to everyone on your sales team!



Online Access is \$1,200.00 per year. Visa and MasterCard accepted.  
Special discounts available to advertisers with a qualifying Ad program in: National Hardwood Magazine • Softwood Buyer • Wood Purchasing News

# Miller Wood Trade Publications

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- ☐ *Green Book's* Hardwood Marketing Directory
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