

# FOREST PRODUCTS EXPORT DIRECTORY

## Information Sheet

The published copy and online edition ([WWW.FORESTPRODUCTSEXPORT.COM](http://WWW.FORESTPRODUCTSEXPORT.COM)) of the Export Directory is designed to help suppliers of North American Hardwoods/Softwoods market to BUYERS around the Globe such as:

- Importers/distribution yards
- Agents
- Trading companies
- Woodworking plants (furniture, cabinets, flooring, millwork & moulding, etc.)

This SOURCE is also targeting buyers of veneer, veneer logs and saw logs.

It's purpose is to make it easier for purchasing agents globally to source North American Hardwood/Softwood suppliers of LUMBER, LOGS, STRIPS, etc. Since 1975 the Export Directory is the most distinguished and comprehensive directory which provides GLOBAL BUYERS complete information about EXPORTERS in North America.

### As an advertiser you receive:

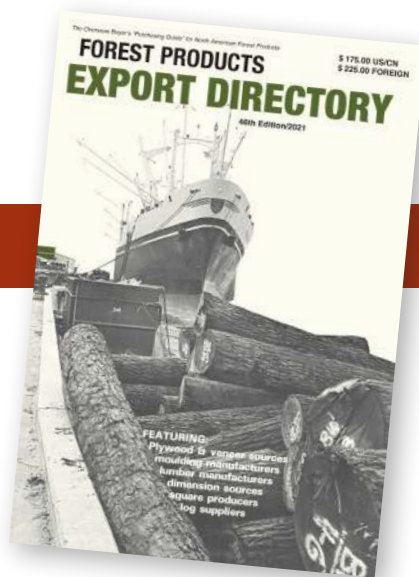
- **Bold Blue** print in the phone, fax, email and website section
- Your complete listing under the state you are headquartered will be boxed off
- Your Export Logo will be placed in the *Export Brands/Logo* section
- Your listing and Advertisement will be seen digitally 24/7 ([www.forestproductsexport.com](http://www.forestproductsexport.com)) with direct links to your email and website
- Your company will be listed under all the wood products you supply in the *Advertisers' Products Cross Index* (Hard Copy only)

**10,000 GLOBAL DISTRIBUTION PLUS**

**China alone receives 2,000 copies each year.**

### THE EXPORT DIRECTORY FEATURES:

- Lumber Manufacturers
- Log Suppliers
- Dimension Sources
- Strip Producers



**CALL NOW to reserve your Full Page or Half Page Ad Today!**

**Full Page Rate: \$2,800 Half Page Rate: \$2,350**

(\*color is additional charge)

**(800) 844-1280**

**Email: [exd@millerwoodtradepub.com](mailto:exd@millerwoodtradepub.com)**



# FOREST PRODUCTS EXPORT DIRECTORY

## Circulation

PO Box 34908, Memphis , TN 38134-0908 • 800-844-1280  
[www.forestproductsexport.com](http://www.forestproductsexport.com)

### **The 2021 Global Distribution of The Forest Products Export Directory is 10,000 plus digital**

The Forest Products Export Directory, now in its 46th year, is published once a year. It has a total worldwide circulation of 10,000 going to these types of firms: Importers/distribution yards, agents, trading companies, woodworking plants such as furniture, cabinets, flooring, millwork & moulding, etc. This source also targets buyers of veneer, veneer logs and saw logs.

Australia	57	Luxembourg	30
Austria	101	Malaysia	411
Belgium	197	Mexico	1021
Brazil	75	Netherlands	197
China	2030	Northern Ireland	37
Denmark	47	Pakistan	50
Egypt	110	Philippines	102
France	154	Poland	100
Germany	315	Saudi Arabia	102
Great Britain	618	Scotland	25
Hong Kong	406	Singapore	265
India	168	South Africa	82
Indonesia	302	Spain	163
Ireland	73	Sweden	51
Israel	52	Switzerland	25
Italy	216	Taiwan	465
Japan	305	Thailand	202
Jordan	14	Turkey	91
Korea	155	United Arab Emirates	92
Lebanon	17	Vietnam	907
Foreign	9,830		
Advertiser/Office Copies	170		
<b>Total</b>	<b>10,000</b>		

***The Overseas Buyer's "Purchasing Guide" for North American Forest Products***

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

Service Program

**FOREST PRODUCTS EXPORT DIRECTORY**

**Standard Advertising Rates** (artwork and color not included):

**\*\*Printed/Internet Edition**

1 Page	\$2,800
1/2 Page	\$2,350
2 Page Spread	\$4,000
Front Spread	\$4,650
*Back Cover	\$3,995
Inside Back Cover	\$3,400
*Book Mark	\$5,300
Binder	\$3,325

\*Back Cover must be in 4-Color

\*No discount on Bookmark

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

Check one of the following boxes:

We will provide finished Ad.

We want you to create our Ad.

Use the same Ad no changes.

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

**Color:** AAAA standard red, orange, yellow, green, brown  
or blue per page or fraction, extra \$250

Matched color per page or fraction, extra \$375

**Bleed:** per page \$ 85

4-Color \$750

Tip-in Charge \$375

Bill us for a \_\_\_\_\_ at the rate of \_\_\_\_\_, on a non-cancelable basis, to be published in the \_\_\_\_\_ Edition of the **Forest Products Export Directory**. Artwork is to be paid for at regular rates. Firm name and Ad page number will be in bold type in telephone listing and classification listing.

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.

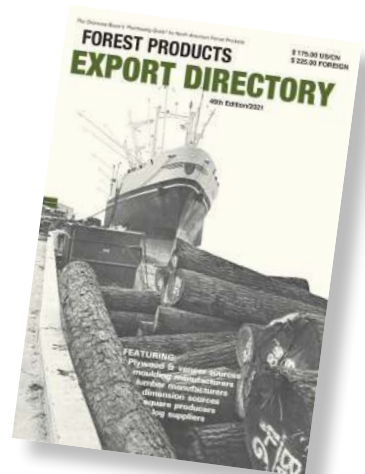
Accepted for:  
**INTERNATIONAL WOOD TRADE PUBLICATIONS, INC.**  
P. O. Box 34908  
Memphis, Tennessee 38184-0908  
Phone: 901-372-8280 • Fax: 901-388-9058

Salesman \_\_\_\_\_

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

Address \_\_\_\_\_

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



**Standard Insert Rates:** (Artwork **not** included)

Inserts	Space	Printing	Total
1 Page	\$3,325	\$2,750	\$6,075
1 Page, with folded tab	\$3,400	\$3,350	\$6,750
2 Pages	\$5,825	\$3,375	\$9,200
2 Pages, with folded tab	\$5,900	\$3,975	\$9,875

**Inserts:** Printing includes 4-Color, tip-in and bleed  
 Cover and Inserts: 110# Text Matte (65# Cover)  
 Text Paper: 40# Text Lynx Opaque

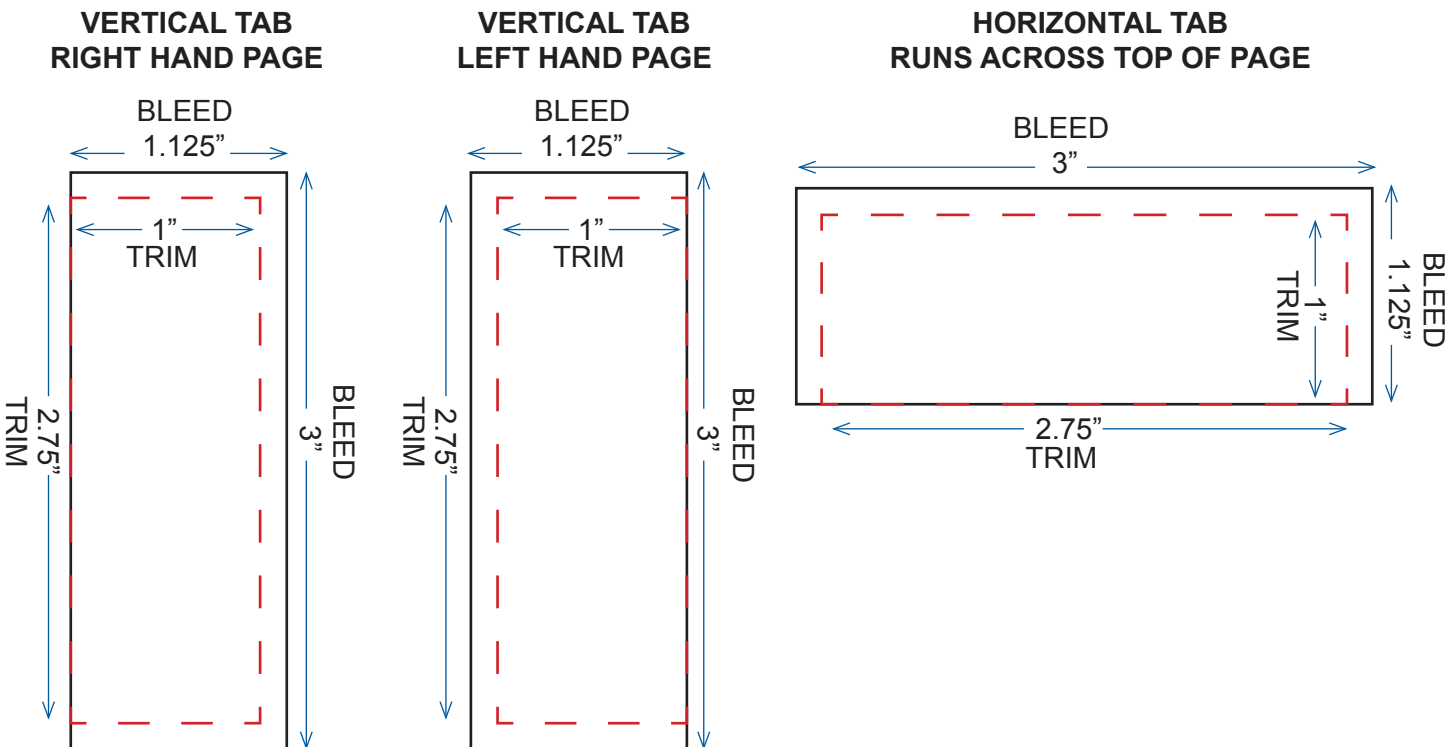
**Finished Size: 7.5" width x 11" depth.**

**Live Area (Safe Area): 6" width x 10" depth. Please keep all text within the Live Area.**

**NOTE: When outputting files, please use the DOCUMENT BLEED SETTINGS**

Ad Size	Width	Depth	
2 Facing Pages	13"	10"	(Image Area - allow 1/2" on either side of gutter)
2 Facing Pages, bleed	15.5"	11.25"	(Trims .125" All Sides- allow 1/2" on either side of gutter)
1 Page	6.5"	10"	(Image Area)
1 Page, bleed	7.75"	11.25"	(Trims .125" All Sides)
1/2 Page	6.5"	4.75"	(Image Area)

Inserts	Width	Depth	
1 Page, bleed	7.75"	11.25"	(Trims .125" All Sides)
1 Page, bleed with folded tab			
For the page:	7.75"	11.25"	(Trims .125" All Sides)
For the tab:	1.125"	3"	(Trims .125" on three sides)



**TEMPLATES FOR INSERTS WITH TABS ARE AVAILABLE UPON REQUEST**

Bookmark size is optional while ideal size is approximately 3.75" width x 7.25" height. Must have .125" trim on all four sides for Bleed and the Live Area must be .25" from the trim line. Hole for string will be placed approximately .25" from top trim line.

All text for Bleed Ads must be within the Live Area only. **Live Area is 6" x 10". Customer assumes responsibility for any image/text outside the Live Area.**

**Preferred Material:** We require a high resolution (300 dpi) Adobe PDF file. (Please embed fonts & photos. Crop marks required, no security.)

**All images, colors and the document color mode must be CMYK.**

We primarily use Adobe InDesign and Photoshop.

Send PDF file to: [exd@millerwoodtradepub.com](mailto:exd@millerwoodtradepub.com) or send to:

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