

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.

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.

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

As an advertiser you receive:

- **Bold Blue** print in the phone, fax, email, and website section
- Your company listing will be boxed off, in **bold** type and your Ad page number will be noted
- Plus your company has global visibility with your **“Handbook”** Ad and listing information on the web (www.hardwoodpurchasinghdbk.com) in our digital copy 24/7
- All advertisers have a direct link to their website and email



* 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 Email: 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 thicknesses
Comments: Pretty complete coverage of Hardwood Lumber and Dimension 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 800-844-1280

Service Program

Date: _____

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
*Bookmark	\$4,800

*Back Cover must be in 4-Color

*No discount on Bookmark

**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

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

	Standard Advertising Rates	Editorial Rates	
Front Cover	\$4,525	2/3 Page	\$1,925
Inside Front Cover	\$2,275	1/2 Page (Island)	\$1,700
Inside Back Cover	\$2,150	1/3 Page	\$1,450
Back Cover	\$2,450	2/9 Page	\$1,100
1 Page	\$2,075	1/6 Page	\$ 960
1/2 Page	\$1,450		
1/4 Page	\$1,150		

Special Position 20% Extra

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 Ad.

We want you to create our Ad.

Use the same Ad no changes.

Make the following copy changes.



Check one of the following boxes:

We will provide finished Ad.

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

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

Ad Size:

2 facing pages, no bleed	9"	7.50"	(Live Area)
2 facing pages, with bleed	11.5"	8.75"	(Trims .125" All Sides)

NOTE: Facing pages have a 1/2" gutter on either side of the center (binding)

1 Page	4.50"	7.50"	(Live Area)
1 Page, Bleed	5.75"	8.75"	(Trims .125" All Sides)
1/2 page	4.75"	3.875"	(Live Area)

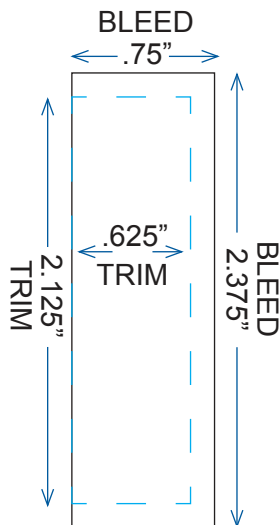
Finished trim size: 5.5" width x 8.5" depth. All text for Bleed Ads must be within the Live Area only.
Live Area is 4.5" width x 7.5" depth. Customer assumes responsibility for any image/text outside the Live Area.

Text paper: 40# Text Lynx Opaque

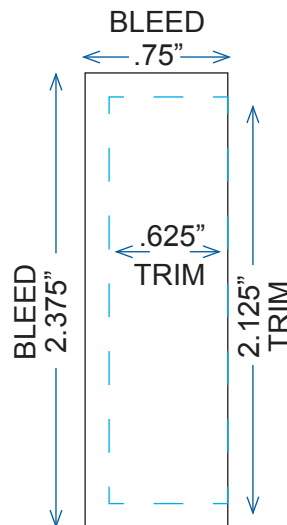
Inserts:

1 Page, Bleed	5.75"	8.75"	(Trims .125" All Sides)
1 Page, Bleed w/ folded tab			
For the page:	5.75"	8.75"	(Trims .125" All Sides, except Tab side)
For the page:	1.25"	3"	(Trims .125" All Sides, except Page side)

**VERTICAL TAB
RIGHT HAND PAGE**



**VERTICAL TAB
LEFT HAND PAGE**



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

Cover & Inserts: 110# Text Matte (65# Cover)

*Printing includes 4-Color, Tip-in and Bleed

<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

	Horizontal		Vertical	
Ad Size	Width	Depth	Width	Depth
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"
2/9 Page	4.5625"	3.25"		
1/6 Page	4.5625"	2.375"	2.1875"	4.875"
Bleed size				
1 Page	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" with 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, embedded fonts and photos, crop marks, no security). We work in Adobe Creative Suite (Mac iOS).

Email Christmas Ad to: nhm@millerwoodtradepub.com

Email Hardwood Purchasing Handbook Ad to: hph@millerwoodtradepub.com