

# WHO SEES YOUR ADS?

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

**The total rotating circulation of National Hardwood Magazine is 13,132**

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.....	10,145
2 ) Hardwood sawmills .....	2,566
3 ) Miscellaneous (woodworking and sawmill machinery manufacturers; dry kiln manufacturers) .....	421
<b>TOTAL.....</b>	<b>13,132</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!”**

**www.nationalhardwoodmag.com**

**Phone : 8 0 0 • 8 4 4 • 1 2 8 0**

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



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

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

P h o n e : 8 0 0 • 8 4 4 • 1 2 8 0

# 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

**BLEED** - 8.375 W x 11.25 D \$85 extra

**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__

Pages	Total
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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 _____	Address _____
By _____	

## **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!”**

www.nationalhardwoodmag.com

Phone: 800 • 844 • 1280



# 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](http://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](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 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](http://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

*Front Cover	\$4,980	2/3 Page	\$2,200
Inside Front Cover	\$3,240	1/2 Page (Island)	\$1,870
Inside Back Cover	\$3,115	1/3 Page	\$1,595
Back Cover	\$3,445	1/6 Page	\$1,075
1 Page	\$2,280		
1/2 Page	\$1,595		
1/4 Page	\$1,265		

\*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 Ad.
- ☐ We want you to create our Ad.
- ☐ Use the same Ad no changes.
- ☐ Make the following copy changes.



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- ☐ 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:

	<b>Width</b>	<b>Depth</b>	
2 facing pages, no bleed	10" (including gutter)	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.

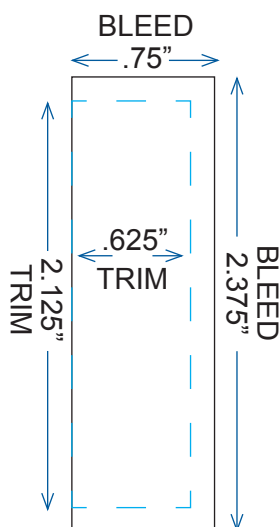
**Live Area is 4.5" width x 7.5" depth.** Customer assumes responsibility for any image/text outside the Live Area.

**Text paper:** 40# Text Lynx Opaque

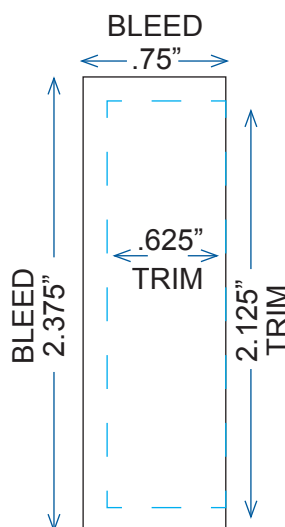
#### Inserts:

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

#### Inserts

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

Non-bleed sizes	Horizontal		Vertical	
Ad Size	Width	Depth	Width	Depth
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"		
			2.125"	10"
1/3 Page	4.5625"	4.875"	3.375"	4.875"
1/4 Page	7"	2.375"	2.1875"	4.875"
1/6 Page	4.5625"	2.375"		
<b>*Bleed size</b>				
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](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**  
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 e-mail 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](http://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](mailto:nefflum@aol.com), Website: [www.nefflumber.com](http://www.nefflumber.com).

## NATIONAL HARDWOOD MAGAZINE

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## 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."

Brian Gibson, 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

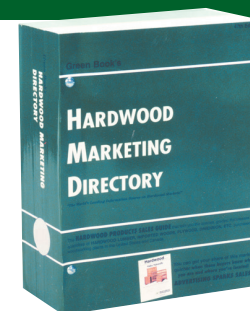
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- NEW BUYERS
- NEW QUANTITIES
- NEW SPECIES NEEDED



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WHEN IT COMES TO  
PROVIDING ROCK SOLID,  
RELIABLE HARDWOOD  
MARKETING OPPORTUNITIES,  
NO ONE STACKS UP  
BETTER THAN GREEN  
BOOK'S 70 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!*

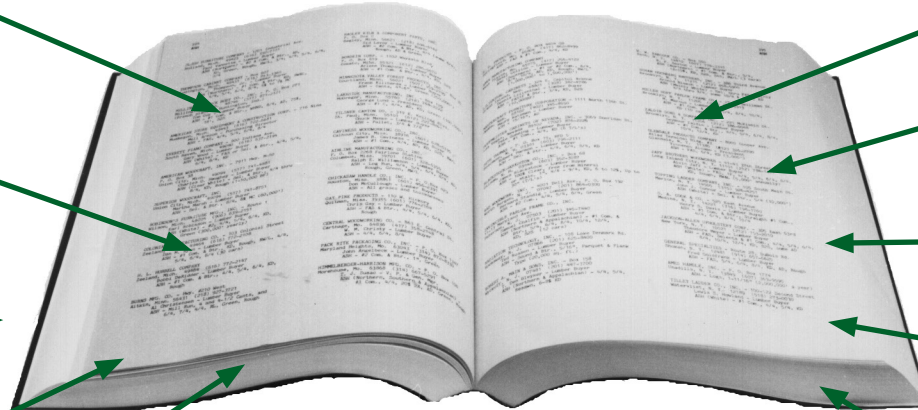
In both the printed and online edition, you'll have **over 6,000** woodworking plants lumber purchasing needs profiled here.

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.



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

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

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!

## Buyers for everything you have for sale:

678 Alder Buyers  
786 Ash Buyers  
164 Aspen Buyers  
250 Basswood Buyers  
220 Beech Buyers  
706 Birch Buyers  
1647 Cherry Buyers  
12 Chestnut Buyers

39 Cottonwood Buyers  
69 Elm Buyers  
11 Sap Gum Buyers  
37 Gum Buyers  
10 Hackberry Buyers  
781 Hickory Buyers  
3 Magnolia Buyers  
1,776 Hard Maple Buyers

1,392 Soft Maple Buyers  
292 Maple (Misc.) Buyers  
29 Red & White Oak (Mixed) Buyers  
2,506 Red Oak Buyers  
1,647 White Oak Buyers  
183 Oak (Misc.) Buyers  
40 Pecan Buyers  
1,632 Poplar Buyers

41 Sycamore Buyers  
8 Tupelo Buyers  
1,157 Walnut Buyers  
7 Willow Buyers  
651 Mixed Hardwood Buyers  
603 Hardwood (Misc.) Buyers  
1,424 Imported Wood Buyers  
743 Mahogany Buyers

**LEASE RATE:**  
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## 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:**  
**\$2,100.00**

**Changes are made in Real Time!**  
**Can be used simultaneously by everyone on your sales team!**

**ACT IMMEDIATELY FOR INCREASED SALES...CALL JENNIFER TODAY AT 800-844-1280!**



# 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](http://www.granitevalley.com)

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# 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).

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# 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](http://www.simonlussier.com).

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[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).

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# One Success Story After Another

“We started our advertising program in 2017 and I am very pleased and impressed with the phone calls and emails we’ve received from our advertising. We also feel your publications target the markets we’re interested in selling to here in North America and from an export perspective globally. I like the additional exposure we receive from the photos you take of us at industry meetings and the feedback from the feature stories in **National Hardwood Magazine** and **Import/Export Wood Purchasing News**. As a result, we feel the value we receive is a good investment for Snowbelt Hardwoods Inc. and are continuing to advertise in **National Hardwood Magazine**, **Import/Export Wood Purchasing News** and the **Forest Products Export Directory**.”



Brady Francois  
Snowbelt Hardwoods  
Hurley, WI

Snowbelt Hardwoods has a kiln drying capacity of 700,000 board feet in their 10 Hildebrand dry kilns averaging annual KD production of 15-18MM board feet of High Quality Northern Hardwoods available in 4/4 to 16/4 thickness. You can count on Snowbelt Hardwoods to exceed your expectations for quality, consistency, and customer service. Snowbelt Hardwoods' domestic customer basis ranges from California to New York and also exports lumber to Canada and Mexico, as well as Asian and European countries. Snowbelt Hardwoods' specialties include Basswood, White Ash, Aspen, Maple, Birch, Red Oak and Cherry. They can be reached at: 345 Ringle Drive, Hurley, WI 54534, Phone: (715) 561-2200, Website: [www.snowentities.com](http://www.snowentities.com); Email: Brady Francois-Bfrancois@snowbelthardwoods.com.

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