

The **Softwood** Forest Products **Buyer**

www.softwoodbuyer.com

NAWLA Special Edition

www.millerwoodtradepub.com/publications/nawla-special-issue/



@www.millerwoodtradepub



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These are just a few companies that advertise in
The Softwood Forest Products Buyer NAWLA Special Edition
and other issues of the publication targeting your markets!



We have been very pleased with the phone calls and inquiries we have received as a result of our advertising in ***The Softwood Forest Products Buyer***. As a remanufacturer producing ornamental timbers and specialty products with an extensive milling facility we were amazed by the phone calls we received from our customers regarding the feature story you did accompanied by photographs.

Our company has a small sales staff and *The Softwood Buyer* provides Richardson Lumber and Manufacturing the ability to target our customers and potential customers and we definitely see the VALUE!

Jamie Hursh
Richardson Lumber and Manufacturing
Dallas, TX



...our Ads are in the right place. We know the people we do business with read *The Softwood Buyer* - both suppliers and buyers. To us it makes perfect sense for our Ads to be seen in a newspaper that was created to put suppliers and buyers together and that is regularly read by industry members.

Chad Findlay
West Bay Forest Products



...*The Softwood Buyer* has enabled us to keep our name, products and services in front of our customers and potential customers...we are continuing our Ad program.

Matt Duprey
Hancock Lumber Co.



We have received a lot of telephone calls as a result of our Ad in ***The Softwood Forest Products Buyer***. I believe it is a very worthwhile investment. Several of our customers have told me they enjoy reading your newspaper.

Alden Robbins
Robbins Lumber Inc.
Searsmont, ME

The
Softwood
Forest Products  **Buyer**

THE SOFTWOOD BUYER NAWLA Special Edition

Published once a year, *The Softwood Buyer NAWLA Special Edition* is the leading trade publication helping sawmills, plywood mills, engineered wood products manufacturers and remanufacturers target virtually ALL wholesale distributors and wholesalers across North America. The special edition is printed approximately one month prior to the NAWLA Traders Market® where buyer action is guaranteed and supplier contacts are priceless!

Special 2024 Wholesaler/ Distributor Buying Issue
See page 58 for Traders Market Exhibitor Booth Numbers

The Softwood Forest Products Buyer

www.softwoodbuyer.com

The Softwood Forest Products Buyer NAWLA - 2024 Special Edition
What to Expect at 2024 Traders Market

NAWLA Traders Market show floor.
Welcome to the 2024 Traders Market! With time on the show floor to speak with exhibitors, dedicated networking time, and an impactful keynote luncheon presentation, this year's conference is the fall event for more than 1,400 forest and building material industry professionals. Taking place November 13-15 in Phoenix, AZ, here is what's in store for this year's attendees.

Unparalleled Networking Opportunities
Over the three-day event, attendees will have eight hours of show floor time to connect and network with exhibitors and fellow attendees. This year's Traders Market provides ample time for networking including the Block Party Reception taking place on Wednesday, November 13, and

NAWLA members connect on the 2023 Traders Market show floor.
Birds of a Feather Networking on Thursday, November 14.

An Educational Keynote Session with Stefanie Couch
On Thursday, attendees will hear from the founder of Build Women and GFIIT Innovations, Stefanie Couch. A dynamic force, Stefanie champions the advancement of women and the next generation in construction and drives the evolution of marketing and revenue strategies in this sector and beyond. During her presentation, Stefanie will offer insights into topics that will drive the industry forward including entrepreneurship, Artificial Intelligence (AI), social media, brand building, sales, and leadership.

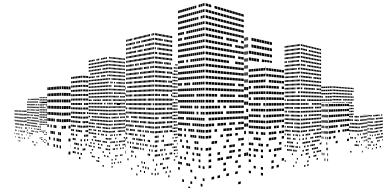
BENEFITS OF NAWLA TRADERS MARKET

Bob Uglov
Baillie Lumber Co.
Hamburg, NY
We've seen a huge value in being able to connect. Meeting with the wholesalers who bring C and Better, D4S and

Parm Binning
Jazz Forest Products
Abbotsford, BC
Presence and relationships. Those are the key things for us. We don't come here to sell. We come here to make relationships and those relationships turn into something greater. This is North America's biggest wood trade show, so this is the place to be for trading wood. Simple as that.

Jameson Craig
Fraserview Cedar Products Ltd.
Surrey, BC
There are so many great suppliers, customers, and everybody is under one roof and that's what I see the benefit as. We do a lot of traveling to different places throughout the year and it's just nice that you can meet all your suppliers and customers in one spot.

Change Service Requested
Circulation Service Requested
The Softwood Forest Products Buyer
NAWLA - 2024 Special Edition
November 13-15, 2024
Phoenix, AZ
PUBLISHED BY
11555 N. 19TH AVE.
SUITE 100
DENVER, CO 80233



Distributed to 11,000 firms, plus the digital copy may be seen online year round.



CIRCULATION TOTAL - 11,000

US..... 8,300

CANADA 1,550

The balance is distributed to our advertisers and various meetings throughout the year.



All companies that advertise receive editorial support.

Manufacturers and Suppliers of: Mill Equipment, Dry Kilns & Software providers

This special issue, along with six additional issues of *The Softwood Forest Products Buyer*, targets the mill/plant manager, as well as the owners/CEOs who make the decisions and sign the checks for Mill equipment.



Strong online presence via social media as well as an informative and user-friendly company website.

High Temperature Pine Kilns **nyle**
any kiln

Indirect High Temperature Gas Burners:

- Designed for Timber and Pines.
- Operates at up to 520°F.
- Top quality results with fast drying times.
- Continuous recirculation and stainless steel coils providing an extra long life.
- Precision control systems with remote access from anywhere in the world.
- In-house installation team available.
- Complimentary customer support from the experts that built your kiln.

The by-products of combustion transfer inside of the kiln exchange resulting in a faster process at a lower cost.

Indirect vs. Direct

www.nyle.com | kilnsales@nyle.com | 800-777-6952

**Full Page
(With Bleed)**
10.5" x 14.75"

**Full Page
(No Bleed)**
9.25" x 13.25"

**Ponders Hollow Custom Wood Flooring & Millwork:
Ushering in A Renaissance in American Manufacturing**

**WE'RE HOME BUILDERS HERE
AND HERE.**

Collins Softwood

As a wood flooring and millwork, the company offers a wide range of species, ensuring that every customer can achieve the look they desire. The company's commitment to quality and service is reflected in its products and the highest level of service to its customers.

"We understand the importance of quality and service, and we strive to deliver premium, finely-crafted products and to always provide the highest level of service to our customers."

—Gerrit Lindemann, President and General Manager, Collins Softwood

Collins Softwood is a wood flooring and millwork company that has been in business for over 100 years. The company is known for its high-quality products and excellent customer service. The company's commitment to quality and service is reflected in its products and the highest level of service to its customers.

**1/2 Page Island
7" x 9"**

RESERVE

Two Coat Exterior Prime

Our two coat primer is formulated with an ultra-violet light stabilizer, protecting your exterior paint from fading and discoloration. The primer is formulated to penetrate deep into the wood grain, creating a strong bond between the primer and the wood. The primer is formulated to penetrate deep into the wood grain, creating a strong bond between the primer and the wood.

Superior Wood

Superior Wood is a wood flooring and millwork company that has been in business for over 100 years. The company is known for its high-quality products and excellent customer service. The company's commitment to quality and service is reflected in its products and the highest level of service to its customers.

TRADE TALK

Softwood Buyer

Softwood Buyer is a wood flooring and millwork company that has been in business for over 100 years. The company is known for its high-quality products and excellent customer service. The company's commitment to quality and service is reflected in its products and the highest level of service to its customers.

**1/2 Vertical
4.5" x 13.25"**

Delivering amazing results with Real Cedar

Real Cedar

Real Cedar is a wood flooring and millwork company that has been in business for over 100 years. The company is known for its high-quality products and excellent customer service. The company's commitment to quality and service is reflected in its products and the highest level of service to its customers.

**1/2 Page Horizontal
9.35" x 6.4"**

STRONGER TOGETHER

LEADERS IN SUSTAINABLE WOOD SOLUTIONS

Quality Western Cedar Products

KELLER MILLER LUMBER CO.

Keller Miller Lumber Co. is a wood flooring and millwork company that has been in business for over 100 years. The company is known for its high-quality products and excellent customer service. The company's commitment to quality and service is reflected in its products and the highest level of service to its customers.

**1/4 Page
4.65" x 6.3"**

Contents

Features

Departments

Softwood Buyer

National Lumber Sales

Board Lumber

Dimensional Lumber

Softwood Buyer

Softwood Buyer is a wood flooring and millwork company that has been in business for over 100 years. The company is known for its high-quality products and excellent customer service. The company's commitment to quality and service is reflected in its products and the highest level of service to its customers.

**3/4 Page
7" x 13.25"**

NOW AVAILABLE: Center Spread (with Bleed) 20.75" wide x 14.75 deep; Finished Trim 20.5 x 14.5; Live area 19.5" x 13.5". Please keep photos and text in the Live area.

MECHANICAL REQUIREMENTS

	Width	Depth
Full Page (WITH BLEED)	10.5	14.75
Full Page (NO BLEED)	9.25	13.25
3/4 Page	7	13.25
1/2 Page (Island)	7	9
1/2 Page (Horizontal)	9.35	6.4
1/2 Vertical	4.5	13.25
1/4 Page	4.65	6.3

REQUIRED MATERIAL

We require a high resolution Adobe PDF, preferably generated from Acrobat Distiller (CMYK COLORS ONLY, embedded fonts and photos, no crop marks). We primarily use Indesign and Photoshop. Recommended screen 100. Resolution 1200 dpi. NO FOUR COLOR BLACK. Ads and photos can be submitted via email to sfwd@millerwoodtradepub.com

CLOSING DATE

Published bi-monthly: issued first week of publication month.

The **Softwood** Forest Products **Buyer**



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

P.O. Box 34908 • Memphis, TN 38184 • Phone 800-844-1280

sfwd@millerwoodtradepub.com

www.millerwoodtradepub.com

**Special
NAWLA
Edition**

(These rates in The Softwood Forest Products Buyer
apply only for one Ad in the NAWLA Special Issue)

- ☐ **FULL PAGE** **\$3,150**
- ☐ **1/2 ISLAND** **\$2,800**
- ☐ **1/2 HORIZONTAL** **\$2,315**
- ☐ **1/4 PAGE** **\$1,825**
- ☐ **CENTER SPREAD** **\$4,750** (includes four color)

** Four color is \$750*

WHAT'S IN IT FOR YOU:

**NOW, for the first time your AD will give you instant access to 11,000
Wholesalers, Stocking Distributors, Remans and Mills**

**PLUS, you'll be in touch with everybody at
NAWLA's 2025 Traders Market
Kansas City, Missouri
November 5 - 7
where....**

Buyer Action is Guaranteed and Supplier Contacts are Priceless!

- You'll have more sales opportunities than you ever dreamed of!
- You'll reach more buyers at the right time when they're looking for suppliers.
- You'll discover new markets...new buyers and you'll contact new suppliers.
- You'll develop new accounts...and repeat business!
- You'll be in front of the movers and shakers...the Heavy Hitters with tremendous "Buying Power."
- You'll have editorial support to give you, your personnel, facilities, products and services maximum visibility in the special NAWLA issue.
- With your 1/2 page Island, Horizontal, or Full Page Ad, you receive a FREE article (information and 3 photos supplied by YOU, editorial not to exceed 600 words).
- With a 1/4 page Ad you will receive a "Who's Who" on a key marketing person in your company (head & shoulders photo, editorial not to exceed 200 words).
- Your firm name will be in bold type and in color in exhibitor information.

Accepted for:

SOFTWOOD TRADE PUBLICATIONS
PO Box 34908 Memphis, TN 38184-0908
Ph: 800-844-1280 • 901-372-8280
millerwoodtradepub.com

Firm Name _____

Signed By _____

Address _____

By _____

THE SOFTWOOD FOREST PRODUCTS BUYER AD SPECS

No discounts for preferred premium Ad locations:

Inside Front Cover Page 2, Page 3, Pages 4, 5, 7 and 1/2 Island Pages 8 & 9

Right hand positions opposite photograph pages

Inside Back Cover and Back Cover

Preferred Material:

We require a high resolution Adobe PDF, preferably generated from Acrobat Distiller (CMYK, embedded fonts and photos, no crop marks). We primarily use Indesign and Photoshop.

Recommended screen 100. Resolution 1200 dpi. **NO FOUR COLOR BLACK.**

Ads and photos can be submitted via email to Amanda Boutwell at:

amanda@millerwoodtradepub.com

Or send a CD to:

Amanda Boutwell

The Softwood Forest Products Buyer

PO Box 34908

Memphis, TN 38184-0908

Should you have any questions, please call us at 800-844-1280.

Sizes:	Width	Depth
FULL PAGE:	9.25"	13.0"
FULL PAGE w/BLEED:	10.5"	14.75"
Finished Trim:	10.25"	14.5"
Live Area:	9.25"	13.5"
CENTER SPREAD (BLEED ONLY)	20.75"	14.75"
Finished Trim:	20.5"	14.5"
Live Area:	19.5"	13.5"

NOTE: Please keep any text, logos, or photos that you do not want trimmed off **INSIDE THE LIVE AREA**

	Width	Depth
1/2 Island	7"	9"
1/2 Horizontal	9.35"	6.4"
1/4 Page	4.65"	6.3"
1/2 Vertical	4.65	13.25

COLOR CHARGES:

FOUR-COLOR - \$750.00 PER INSERTION

ONE COLOR - \$250.00 PER INSERTION

PMS COLORS - \$375.00 PER COLOR/INSERTION