

WHO SEES YOUR ADS?

DOCUMENTED, RESEARCHED PROVEN HARDWOOD PURCHASING AGENTS...

The total rotating circulation of National Hardwood Magazine is 12,395

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.....	9,382
2) Hardwood sawmills	2,592
3) Miscellaneous (woodworking and sawmill machinery manufacturers; dry kiln manufacturers)	421
TOTAL.....	12,395

**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) A **FREE** Online stock listing service in the Forest Products Stock Exchange where you list your lumber inventory (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.



“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.

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	10		
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



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

NATIONAL HARDWOOD MAGAZINE

GENERAL ADVERTISING RATES (per insertion)

Rate Card No. 40

(Rates Effective January 1, 2022)

* PAYABLE IN U.S. FUNDS

	<u>1 Time</u>	<u>6 Times</u>	<u>12 Times</u>
1 Page	\$2,595	\$2,075	\$1,825
1/2 Page	\$1,850	\$1,450	\$1,250
1/4 Page	\$1,325	\$1,150	\$ 900

ADVERTISING ADJACENT TO EDITORIAL MATTER

2/3 Page	\$2,300	\$1,925	\$1,625
1/2 Page (Island)	\$2,000	\$1,700	\$1,450
1/3 Page	\$1,850	\$1,450	\$1,250

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. If the client does not complete the schedule that was confirmed they will pay the 6-time rate for less than 12, and the 1-time rate for less than 6.

COVERS - Non-Cancelable

1st Cover	2nd Cover	3rd Cover	4th Cover
\$4,525*	\$2,275	\$2,150	\$2,450

* plus regular schedule of at least twelve 1/4's in other issues

SPECIAL POSITIONS

Special position, extra 20%	Front Spread \$3,025	Center Spread \$3,575	Back Spread \$3,025
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COLORS

AAAA standard red, orange, yellow, green, brown, or blue per page, or fraction, extra. (Other colors, rates on request)

\$250

4-color

\$750 extra

Tip-in charge

\$325 extra

INSERTS - Rates on request

BLEED - Per page, extra 8-3/8" x 11-1/4"

\$ 85

MECHANICAL REQUIREMENTS OF BLEED UNITS

	<u>Plate Size</u>		<u>Trim Size</u>	
	<u>Width</u>	<u>Depth</u>	<u>Width</u>	<u>Depth</u>
2 facing pages	16-3/4	11-1/4	16-1/2	11
1 page	8-3/8	11-1/4	8-1/4	11
1st cover	8-3/8	11-1/4	8-1/4	11

Type matter should be kept 3/8 inch inside the above dimensions, since publication is saddle stitched and center pages necessarily trim narrower than 8-1/4 inches. Publisher to control location of bleed units in magazine.

CLASSIFIED

Display Classified \$45.00 per inch.

Fee for blind box number \$10. Agency discount not allowed.

MECHANICAL REQUIREMENTS

	<u>Width</u>	<u>Depth</u>	<u>Width</u>	<u>Depth</u>
2 facing pages	15	10		
1 page	7	10		
2/3 page	7	7-3/8	4-9/16	10
1/2 page	7	4-7/8	3-3/8	10
1/2 page (Island)	4-9/16	7-1/2		
1/3 page	4-9/16	4-7/8	2-1/8	10
1/4 page	7	2-3/8	3-3/8	4-7/8

Where publisher is required to furnish artwork, photographs, or extra service, advertiser agrees to pay cost. Minimum artwork or typesetting charge, \$35.00 for corrections; \$100 for new layouts. Minimum Cover or Spread artwork, \$175.

PREFERRED MATERIAL

We require a high resolution **Adobe Acrobat Distilled PDF** file on CD (C,M,Y,K, embedded fonts & photos, crop marks, no security) with a color proof. CD should be Macintosh compatible - we primarily use Quark Xpress 8 and Adobe Photoshop.

NOTE: Anything other than Adobe Acrobat Distilled PDF file may incur a minimum \$100.00 (U.S.) conversion charge.

You may email the PDF file to: **nhm@millerwoodtradepub.com**, or send overnight to:
National Hardwood Magazine
5175 Elmore Road, Suite 23
Memphis, TN 38134

COMMISSIONS AND DISCOUNTS — Agency Commission: 15% of space amount when paid within 30 days of first billing.

CLOSING DATE — Published monthly except for bimonthly in December. Issued 1st of the month. Last forms close 35 days prior to month of publication.

Advertising Order

_____, 20____

Schedule

___Page Jan.	20___
___Page Feb.	20___
___Page Mar.	20___
___Page Apr.	20___
___Page May	20___
___Page June	20___
___Page July	20___
___Page Aug.	20___
___Page Sept.	20___
___Page Oct.	20___
___Page Nov.	20___
___Page Dec.	20___
___Page Dec.	20___
(Christmas Issue)	

___Pages	Total
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NATIONAL HARDWOOD MAGAZINE, INC.

P.O. BOX 34908

Memphis, Tenn. 38184-0908

(901) 372-8280

You are hereby authorized to insert the advertisement of the undersigned in the 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 at the rate of \$_____ per insertion, payable monthly. Total yearly amount of this contract, \$_____.

We are to have the privilege of changing copy as often as desired, but all copy submitted shall be subject to your approval. You may supply or repeat previous advertisements when no new 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 non-cancelable, except by mutual consent, 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

National Hardwood Magazine, Inc.

By _____

Name _____

Signed by _____

Address _____

		February 2022-2023			
		NATIONAL HARDWOOD MAGAZINE			
		DEADLINE SCHEDULE			
<u>ISSUE</u>		<u>Space Reservations</u>		<u>Ads Completed</u>	<u>Books Delivered</u>
February		12/3		12/30	2/1
March		1/14		1/28	3/1
April		2/15		2/25	4/1
May		3/15		3/29	5/2
June		4/15		4/28	6/1
July		5/16		5/27	6/30
August		6/15		6/28	8/1
September		7/15		7/29	9/1
October		8/15		8/29	9/30
November		9/15		9/28	11/1
December		10/7		10/28	11/30
Christmas		9/21		10/28	12/6
January (23)		11/2		11/28	1/3
February (23)		12/2		12/29	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 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 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 800-844-1280

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/Online 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
Book Mark	\$4,800

*Back Cover must be in 4-Color

**Includes online edition with Ad, listing and direct links.

ALL RATES PAYABLE IN U.S. FUNDS

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

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 copy 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**, an annual directory. 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

Advertising Schedule:

Standard Rates:

Front Cover	\$4,525
Inside Front Cover	\$2,275
Inside Back Cover	\$2,150
Back Cover	\$2,450
1 Page	\$2,075
1/2 Page	\$1,450
1/4 Page	\$1,150

Editorial Rates:

2/3 Page	\$1,925
1/2 Page (Island)	\$1,700
1/3 Page	\$1,450
2/9 Page	\$1,100
1/6 Page	\$ 960

Special Position, 20% extra

ALL RATES PAYABLE IN U.S. FUNDS

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

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 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

<u>Ad Size</u>	<u>Width</u>	<u>Depth</u>
2 Facing Pages	10"	7-3/4" (Live Area)
1 Page	4-3/4"	7-3/4" (Live Area)
1 Page, Bleed	5-3/4"	8-3/4" (Trim 1/8" All Sides)
1/2 Page	4-3/4"	3-7/8" (Live Area)

Inserts:

1 Page, Bleed	5-3/4"	8-3/4" (Trims 1/8" All Sides)
1 Page, Bleed w/ folded tab	5-3/8"	8-3/4" (Trims 1/8" All Sides, Except Tab Side)

Finished Trim Size: 5-1/2" width x 8-1/2" depth. All type matter for Bleed Ads must be within the Live Area only. **Live Area is 4-3/4" width x 7-3/4" depth.** Customer assumes responsibility for any image/type matter 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)

<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

NON-BLEED SIZES

<u>Ad Size</u>	<u>Horizontal</u>		<u>Vertical</u>	
	<u>Width</u>	<u>Depth</u>	<u>Width</u>	<u>Depth</u>
1 Page	7"	10"		
2/3 Page	7"	7-3/8"	4-9/16"	10"
1/2 Page	7"	4-7/8"	3-3/8"	10"
1/2 Page (Island)	4-9/16"	7-1/2"		
1/3 Page	4-9/16"	4-7/8"	2-3/16"	10"
1/4 Page	7"	2-3/8"	3-3/8"	4-7/8"
2/9 Page	4-9/16"	3-1/4"		
1/6 Page	4-9/16"	2-3/8"	2-3/16"	4-7/8"

BLEED SIZE

1 Page, Bleed	8-1/2"	11-1/4"
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Finished Trim Size: 8-1/4" wide x 11" depth. All type matter for Bleed Ads must be within the Live Area only. **Live Area is 7" wide x 9-7/8" depth.** Customer assumes responsibility for any image/type matter outside the Live Area.

Preferred Material: We require a high resolution **Adobe Acrobat Distilled PDF** file (C,M,Y,K embedded fonts & photos, crop marks, no security). If sent on CD, it should be Macintosh compatible – we primarily use InDesign and Adobe Photoshop (CS5). **Note: Customer assumes responsibility for artwork not Distilled through Adobe Acrobat.** Email Christmas Ads to: **tammy@millerwoodtradepub.com** & Handbook Ads to: **grayce@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

"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 email 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

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, Website: www.nefflumber.com.

NATIONAL HARDWOOD MAGAZINE

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Website: www.millerwoodtradepub.com

Email address: tammy@millerwoodtradepub.com

www.nationalhardwoodmag.com

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

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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.

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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.

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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.

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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; Email: Brady Francois-Bfrancois@snowbelthardwoods.com.

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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. ★

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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)

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Jordan Dery, Tropical Forest Products, Mississauga, ON

"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."

Dave Bramlage, 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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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**...
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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.



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

Buyers for everything you have for sale:

661 Alder Buyers
786 Ash Buyers
162 Aspen Buyers
241 Basswood Buyers
218 Beech Buyers
682 Birch Buyers
1,621 Cherry Buyers
12 Chestnut Buyers

40 Cottonwood Buyers
66 Elm Buyers
13 Sap Gum Buyers
39 Gum Buyers
11 Hackberry Buyers
748 Hickory Buyers
3 Magnolia Buyers
1,732 Hard Maple Buyers

1,354 Soft Maple Buyers
298 Maple (Misc.) Buyers
29 Red & White Oak (Mixed) Buyers
2,490 Red Oak Buyers
1,583 White Oak Buyers
189 Oak (Misc.) Buyers
39 Pecan Buyers
1,605 Poplar Buyers

39 Sycamore Buyers
8 Tupelo Buyers
1,118 Walnut Buyers
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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;
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HARDWOOD PURCHASING HANDBOOK - 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.

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\$175 - North America;
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THE SOFTWOOD FOREST PRODUCTS BUYER - 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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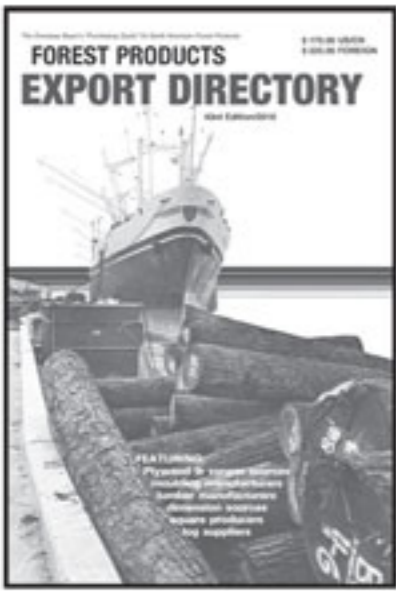
THE SOFTWOOD BUYER NAWLA Special Edition - www.softwoodbuyer.com
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You'll discover it's easy to keep up with "what's happening" in the import/export international forest products industry by reading this tabloid newspaper published every other month. 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.

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U.S. \$75 - 1 year; \$90 - 2 years; \$100 - 3 years;
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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.

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IMPORTED WOOD PURCHASING GUIDE - www.importedwoodpurchasing.com

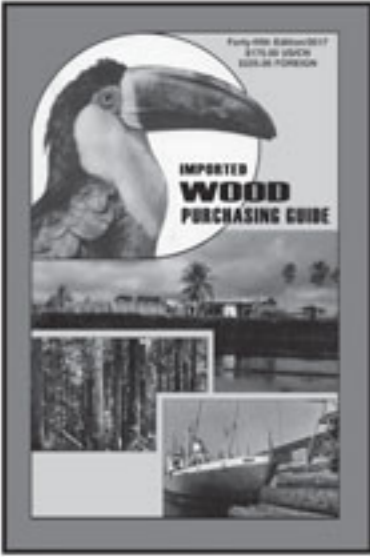
This comprehensive directory tells you where to find anything you need in the U.S. or Canada in imported forest products... gives you a wide variety of imported suppliers of lumber, mouldings, veneers, wall paneling, furniture components, flooring, plywood, hardboard, doorskins, millwork, etc. Each supplier 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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Green Book's Hardwood Marketing Directory is also available **ONLINE** and is available to everyone on your sales team!

Printed Edition leases for \$1,200.00 per year to North American firms. Online Access is \$1,900.00 per year. Visa and MasterCard accepted.

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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!

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