

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 2023 Wholesaler/ Distributor Buying Issue

See pages 64 and 65 for Traders Market Exhibitor Booth Numbers and Schedule of Events

The Softwood Buyer

Forest Products Buyer

www.softwoodbuyer.com

The Softwood Forest Products Buyer NAWLA - 2023 Special Edition

What to Expect at 2023 Traders Market

The NAWLA Editor



Traders Market main stage.

With time on the show floor to speak with exhibitors to dedicated networking and an impactful keynote luncheon presentation, this year's conference is the can't-miss event of the fall for over 1,000 forest product and building material industry professionals. Taking place Nov. 8-10 in Columbus, Ohio, here is what is in store for this year's attendees.

Unmatched Networking

Over the three-day event, attendees will have eight hours of show floor time to buy, sell and network with exhibitors and fellow attendees. New this year, there will be meeting rooms on the show floor providing attendees the opportunity to conduct business with current and new business partners without leaving the exhibit hall.



Traders Market show floor.

Additionally, this year's Traders Market includes a welcome reception on Wednesday night and Birds of a Feather networking time, which will allow attendees to gather and discuss common topics, and a networking reception on Thursday.

A Motivational Luncheon Keynote

NAWLA is thrilled to have National Football League (NFL) journalist and sports media trailblazer Ashley Fox as the keynote luncheon speaker. Fox's career has spanned more than 20 years, seven of which have been as a lead NFL reporter and analyst for ESPN. During her presentation, she will share stories from her experience

Ashley Fox

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BENEFITS OF NAWLA TRADERS MARKET

Hal Mitchell
Atlanta Hardwood Corporation
Mableton, GA

So, for us we have put a lot of extra capacity in a new plant in Tennessee, and we typically go to conventions and association meetings that mainly consist of our peer group.

Alan Fitzpatrick
Delta Cedar Specialties Ltd.
Delta, BC

The NAWLA Traders Market is a great show. The attendance last year was over 1600. Delta Cedar comes every year. We are a chartered member and we have been coming for a long time. Everybody that attends says, "When you first come to NAWLA, you start out as a customer, and then you build relationships that turn into friendships." Over time it has just worked out very well for Delta Cedar. We have grown our business. We enjoy coming and meeting everyone at the same place and as we continue to prosper.

Jordan Lynch
DMSI Software
Omaha, NE

The Traders Market really gives DMSI a great opportunity to get some Face Time with our customer base, as well as the opportunity to meet new folks in the organization that potentially would be interested in learning more about what we do at DMSI and our software.

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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**
Dry Kilns

Indirect High Temperature Gas Burners

- Designed for Timber and Pines
- Operates at up to 240°F
- Top quality results with fast drying times
- Corrosion resistant aluminum and stainless steel coils providing an ultra long life
- Precise control system with remote access from anywhere in the world
- In-house installation team available
- Complimentary customer support from the experts that built your life.

The by products of combustion provide heat for the process and reduce the cost of the process.

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

At Collins Softwood, we are committed to providing the highest quality products and services to our 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.

Collins Softwood is a leading manufacturer of custom wood flooring and millwork. We are proud to be a part of the American manufacturing renaissance.

1/2 Page Island
7" x 9"

RESERVE

Two Coat Exterior Pine

Our two coat process starts with an ultra water to black latex pigment, followed by a high performance acrylic primer. The result: RESERVE quality, look and feel.

Superior Wood

Mill of quality, long lasting, premium wood products. At Reserve, these products are naturally designed for superior look and quality for lasting exterior beauty.

Surfacing • Sizes • Lengths

RESERVE products come in a wide range of sizes, lengths and finishes. Whether the project calls for 1/2" or 1", we have lengths ranging from 16' to 20'. Reserve stock is also available.

The Finest Stock. The Best Coating.

Our Superior Pine Products RESERVE line is specially manufactured and treated to ensure the highest quality product available. Using state of the art application and curing equipment, our premium Western Red Cedar and Redwood stock is made to last for many generations. We are proud to offer a beautiful, durable product that is ready for installation and prepping the moment it reaches the customer.

TRADE TALK

Millery Resumes Role as Reserving Products President

Reserving, after 18 years, has been promoted to President, Reserving, after 18 years, has been promoted to President, Reserving, after 18 years, has been promoted to President.

1/2 Vertical
4.5" x 13.25"

Delivering amazing results with Real Cedar

Real Cedar

Real Cedar is a leading manufacturer of high-quality cedar products. We are proud to be a part of the American manufacturing renaissance.

1/2 Page Horizontal
9.35" x 6.4"

STRONGER TOGETHER

LEADERS IN SUSTAINABLE WOOD SOLUTIONS

HOEDIC **LANDRIENNE**

Quality Western Cedar Products

KELLER

Softwood Calendar

August

September

1/4 Page
4.65" x 6.3"

Contents

Mr. Customer Appetite for Too Large

Softwood Buyer

National Lumber Sales

Empire

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
Full Page (WITH BLEED)	10.5
Full Page (NO BLEED)	9.25
3/4 Page	7
1/2 Page (Island)	7
1/2 Page (Horizontal)	9.35
1/2 Vertical	4.5
1/4 Page	4.65

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 2023 Traders Market
Columbus, OH
November 8-10
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 700 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
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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 Apryll Cosby at:

apryll@millerwoodtradepub.com

Or send a CD to:

Apryll Cosby

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

