

WHAT'S IN IT FOR YOU?

ADVERTISERS CAN TELL YOU:

“We have found National Hardwood Magazine very beneficial in presenting Mann and Parker to our suppliers and customers and informative on all news concerning the Hardwood industry. We began with small ads some twenty years ago and expanded with the growth of our business. We now use larger ads, special spreads and front covers; we are very happy with the return on our investment.”

Bob Bushman
The Mann and Parker Lumber Co.
New Freedom, PA

“Our company has advertised in National Hardwood Magazine for over six years. A lot of the new inquiries we have received (either by phone or fax) from Hardwood lumber buyers have come as a result of them seeing our Ads in your magazine. Often when a new company calls us, they mention in the beginning of the conversation that they saw our Ad in your publication. I know we've obtained some good customers from the Ad program we carry with you.

“We've even had buyers mention that our Ads caught their eye. They liked the way our Ads were designed.

“We're pleased with the service your company has provided us with over the years, and we know it's worthwhile to keep our name in front of customers and potential customers through your magazine.”

John Patterson
Begley Lumber Co., Inc.
Hyden, KY

“I've received calls from people I did not know of, or had not done any business with before. I've sold some of these accounts and I'm working on business from the others. So advertising in the magazine has been a good move for us.”

Mike Tarbell
Ram Forest Products
Shinglehouse, PA

“We were hesitant to make the investment in advertising in National Hardwood Magazine. We had never really spent much on advertising in the past. When we finally did begin a program in 2001, we actually made new customers through our advertising when they contacted us after seeing our Ads in the magazine. We have had current customers tell us they have noticed our Ads, and when we made cold calls on firms we had never contacted before, the firms we contacted said they had seen our Ads. We were not strangers to them.

The bottom line is that we feel our advertising dollars in National Hardwood Magazine has been money well spent. It has made the market more aware of Wolverine Hardwoods and what we have to offer. We are accomplishing the goal we hoped we would.”

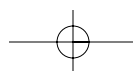
Javan Mallery
Wolverine Hardwoods, Inc.
Grandville, MI

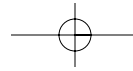
“My feeling is that we need to keep our name in front of buyers and that's why we advertise in National Hardwood Magazine. We feel that everyone in the industry gets your publication. We've had people call us as a result of our Ads in National Hardwood Magazine. They've told us they saw our Ads. Even though we sell most of our products to the same regular customers over and over again, we feel it's important to keep our name in front of the industry--before potential customers and suppliers. The reason we've stayed with your publication for so many years is that we feel it is a worthwhile investment and that it accomplishes our goal of keeping our company and products in front of our markets.”

Max Bingaman
Bingaman & Son Lumber, Inc.
Kreamer, PA

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

national hardwood magazine 1235 sycamore view memphis, tn 38134 901•372•8280 fax 901•373•6180





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WHO SEES YOUR ADS?

DOCUMENTED, RESEARCHED PROVEN HARDWOOD PURCHASING AGENTS...

The total 2003 rotating circulation of National Hardwood Magazine is 12,855
distributed throughout the United States, Canada and Mexico
(6,000 issues mailed per month)

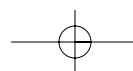
1. Purchasing Executives for plants manufacturing furniture, seating, cabinets (television, radio, stereo, sewing machine, kitchen), office, hospital and laboratory furniture; case goods; studio couches and box springs; restaurant, bar, bank and store fixtures; stairs, doors, mouldings, flooring, architectural millwork, boats, toys, novelties, sporting goods, gun stocks, caskets, paneling, musical instruments, picture frames, shoe trees, water skis, dimension, carvings, turnings, dowels, handles, wood specialties, aircraft propellers, etc **.6,875**
 2. Manufacturers of Hardwood lumber, squares, etc **.2,067**
 3. Hardwood lumber distribution/concentration yards; wholesalers, importers and exporters of Hardwood lumber and dimension and various wood component parts **.3,094**
 4. Miscellaneous (woodworking and sawmill machinery manufacturers, dry kiln manufacturers) **.819**
- TOTAL.....12,855**

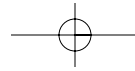
“*National Hardwood Magazine is the most visible Hardwood lumber magazine in the industry. It gives you great exposure as far as selling lumber is concerned. If you're not in National Hardwood Magazine then you're not in the industry!*”

Michael Drusinsky
Industrial Timber & Land Co.
Beachwood, OH



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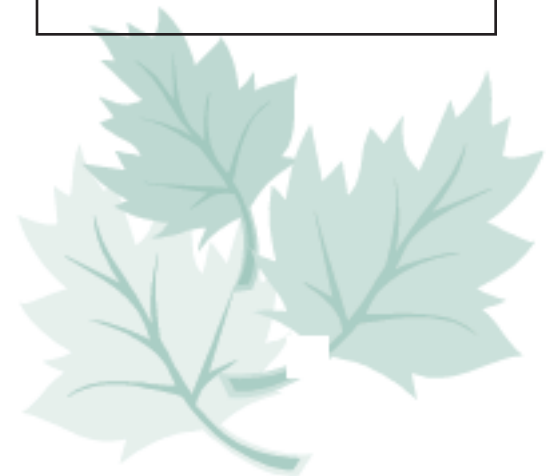
These FREE Support Services Make Your Marketing Program Work!

SUCCESS IS BUILT INTO YOUR AD PROGRAM WITH 12 1/4 PAGES OR MORE

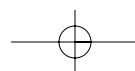
- 1) A FREE, fully illustrated feature story about your company, its services, products and people.
- 2) A FREE stock Listing Service/Ad in the Classified Exchange (Forest Products Stock Exchange) now reaching 20,000 firms every month! (An \$8,400 value!)
- 3) The use of Green Book's Hardwood Marketing Directory at over a 58% discount.
- 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 plan that fits your specific needs.

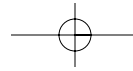
“ In my opinion the Green Book is by far the best source for finding new customers. The amount of detail given helps us to direct our efforts to those areas in which we need to move our product. It's one source book that the sales people use effectively...”

Tim Girardi
Northland Corp.
LaGrange, KY

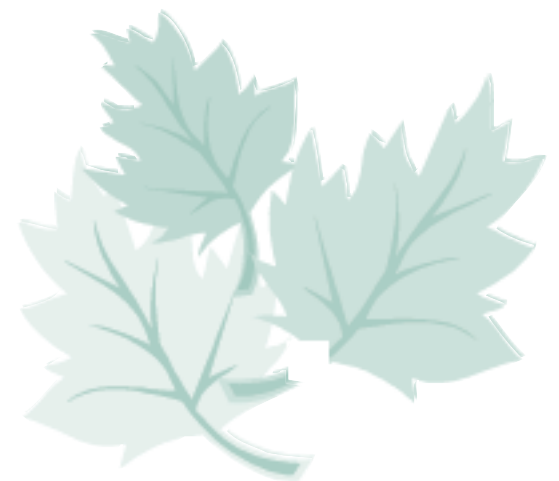


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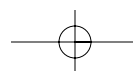


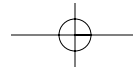
ISSUE	AD RESERVATION DEADLINES	NEW AD DEADLINES	MAGAZINE MAILED
February	12/14	1/15	1/31
March	1/15	2/15	2/28
April	2/15	3/15	3/31
May	3/15	4/15	4/30
June	4/15	5/15	5/31
July	5/15	6/15	6/30
August	6/15	7/15	7/31
September	7/15	8/15	8/31
October	8/15	9/15	9/30
November	9/15	10/15	10/31
December	10/15	11/15	11/30
Christmas	9/17	11/15	12/3
January	11/9	12/15	1/3



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YOUR GUARANTEE

NO ONE, NO OTHER PUBLICATION, NO OTHER ORGANIZATION, NO GOVERNMENT AGENCY CAN OFFER YOU THIS MARKETING BONANZA!

National Hardwood Magazine operates its own Hardwood market research company (Green Book Inc.) which has updated and maintained an enormous Hardwood Buyer Market data base for over 40 years.

That's why National Hardwood Magazine guarantees your Advertising reaches:

- (1) more proven Hardwood lumber buyers of both high and low grades.
- (2) and guarantees you coverage of every segment of your marketplace.

“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



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