

WHAT'S IN IT FOR YOU?

ADVERTISERS CAN TELL YOU:

“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!”

Tommy Stiles
A.W. Stiles General Contractors, Inc.
McMinnville, TN

“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

“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.”

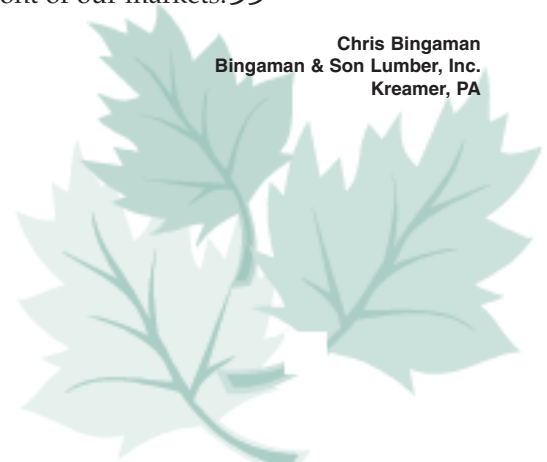
John Patterson
Begley Lumber Co., Inc.
Hyden, KY

“I 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
Owner/President
Hermitage Hardwood Lumber Sales, Inc.
Cookeville, TN

“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.”

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



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

www.nationalhardwoodmag.com Phone: 800 844 1280

WHO SEES YOUR ADS?

DOCUMENTED, RESEARCHED PROVEN HARDWOOD PURCHASING AGENTS...

The total 2010 rotating circulation of National Hardwood Magazine is 11,898
distributed throughout the United States, Canada and Mexico
(6,000 issues mailed per month)

1. Purchasing Executives for plants manufacturing: furniture, (home, office, church, hospital and laboratory furniture); furniture frames; seating, cabinets; flooring; trim; entertainment centers; case goods; restaurant, bar, bank and store fixtures; windows shades; stairs; doors; screen and door sashes; windows; mouldings; architectural millwork; Trade show exhibits; chalk and bulletin boards; boats; toys; novelties; sporting goods; gun stocks; caskets; paneling; musical instruments; picture frames; shoe trees; water skis; ladders; dimension; carvings; turnings; dowels; handles; wood specialties; recreational vehicles; mobile homes; airplanes; aircraft propellers; etc..... **6,429**
2. Manufacturers of Hardwood lumber, squares, etc **1,984**
3. Hardwood lumber distribution/concentration yards; wholesalers; importers; exporters of Hardwood lumber; dimension and various wood component parts; buyers of crossties and switchties and the major Hardwood flooring distributors **3,173**
4. Miscellaneous (woodworking and sawmill machinery manufacturers, dry kiln manufacturers) **312**
- TOTAL 11,898**

“*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 & Lumber Co.
Beachwood, OH

**THE CURRENT ISSUE IS ON-LINE
AND ALL ADVERTISEMENTS HAVE
LINKS TO ADVERTISER’S WEBSITE
OR E-MIAL 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)** A **FREE** Online stock listing service in the Forest Products Stock Exchange where you list your lumber inventory and receive (from your customers) e-mails and automatic text messages to the cell phone number you advertise with your listing. (www.forestproducts-stockexc.com)

3 **A)** The **Green Book's Hardwood Marketing Directory** contains over 7,100 listings of manufacturers of furniture, cabinet, flooring, pallets, millwork in truckload quantities. In addition, it also contains distribution/concentration yards.

3 **B)** The **Green Book's Hardwood Marketing Directory** On-line LIVE has over 7,350 listings where you can make a selection and search by state, individual city, species, company, zip-code or providence, by product (such as: furniture, cabinets, pallets/flooring, distribution/concentration yards, misc.), and by grades or thicknesses, or volume (such as: Red Oak, #1 Common, 4/4, or 1,000,000 board feet).

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.

“ 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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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 6.5 and Adobe Photoshop.

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

You may email the PDF file to: tammy@millerpublishing.com, or send overnight on CD to:
 Tammy Daugherty
 National Hardwood Magazine
 1235 Sycamore View
 Memphis, TN 38134

Should you have any questions, please call me at 901-372-8280 or 800-844-1280.

FINISHED TRIM SIZE: 8-1/4”w x 11”d

MECHANICAL REQUIREMENTS OF BLEED UNITS

	Plate Size		Trim Size	
	Width	Depth	Width	Depth
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.

MECHANICAL REQUIREMENTS OF NON-BLEED UNITS

	Horizontal		Vertical	
	Width	Depth	Width	Depth
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
2/9 page	4-9/16	3-1/4		
1/6 page	4-9/16	2-3/8	2-1/8	4-7/8
1/8 page	7	1-1/8	3-3/8	2-3/8



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