

WHAT'S IN IT FOR YOU?

Listen:



Ray Wheeland
Wheeland Lumber Co., Inc.
Liberty, PA

“We are very pleased with the tremendous number of faxes we have received as a result of our Advertising in both the Import/Export Wood Purchasing News and the Forest Products Export Directory. I know we have picked up several new customers from our advertisement and obviously we plan to continue with this successful Advertising program.”



Val Minch, Export Director
W.M. Cramer International, Inc.
Hickory, North Carolina

“One of the main reasons we advertise in Import/Export Wood Purchasing News and the Export Directory is that we know our overseas customers are using these publications to find suppliers. Many incoming faxes from potential customers mention our Ads as the stimulus for their inquiries. Often when I travel overseas to visit our customers, I will see copies of your export publications on their desks. Many of these customers have made favorable comments about our advertisements. We feel we are getting a good return on our advertising investments in your publications, and we plan to continue using them to promote our new products and services in the future.”



John Hawkinson, President
Hawkeye Forest Products
Boise, ID/Tremealeau, WI

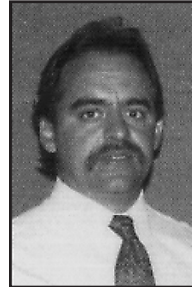
“I just wanted to take a few minutes to let you know what a positive and successful experience it has been working with you and establishing our Ad campaign in your Import/Export Wood Purchasing News as well as the Ad we placed in the Export Directory. The inquiries and feedback have truly surpassed our expectations!

This year celebrates our 20th anniversary as a company, and in those 20 years we never advertised until now. As a first time advertiser

we couldn't be happier with the results. The “extras” that come with the advertising package have been very beneficial and have gotten our name out there. The “featurette” and feature articles that were published were very informative as to who our company is and what we do at Hawkeye Forest Products. Almost everyday we receive a fax, email or phone call from a new company here in the U.S.A. or Canada who has seen our Ad or read our article in one of your publications.

New business as a result of advertising was our goal and we have certainly achieved that!

We look forward to continuing our advertising campaign with you in these publications.”



Claude Cadrin
C.A. Spencer Inc.
Laval, PQ

“Our Ad in the annual Forest Products Export Directory and in your newspaper, the Import/Export Wood Purchasing News, continuously provides us with new inquiries. Your ‘Export Directory’ is the Bible of overseas buyers. I see it in their offices when I travel abroad and often they bring it with them when they come to my offices in Canada. We receive inquiries from both publications from Europe and the Pacific Rim. We know we have made sales from these inquiries;

that's why we advertise in both the ‘Export Directory’ and ‘Wood Purchasing News’ year after year.”



John Malloy
Idaho Veneer Co.
Post Falls, ID

“Idaho Veneer Company has advertised in the Import/Export Wood Purchasing News for three years now and has obtained valuable customers as a result. Therefore, we decided to advertise in the Forest Products Export Directory with a full page four color position since it compliments the ‘Wood Purchasing News’. I can tell you that the ‘Export Directory’ generates inquiries. As a matter of fact, I am looking at one that just came from Germany today (July 24). Your ‘Export Directory’ is a valuable sales

tool and we plan to continue to use it in our marketing to reach our customers and potential customers.”



Darrell Sheets
GILCO Lumber, Inc.
South Charleston, WV

“GILCO Lumber, Inc. has advertised in Import/Export Wood Purchasing News since 1992. We know that your worldwide newspaper is doing a great job of keeping our company's name, products and services in front of our present overseas customers and folks we hope to do business with in the future. We've obtained new customers through our advertising in your newspaper and we

see it in many of our overseas customers' offices. So it's well worth the investment. Obviously, we are very pleased with our ad program in Import Export Wood Purchasing News.”



“It's everywhere you need to be to get more business overseas.”

WHO SEES YOUR ADS WORLDWIDE?

OFFSHORE CIRCULATION:

- Woodworking Plants (All types)
- Importers/Agents
- Forest Product distribution/concentration yards & warehouse operations
- Log yards, sawmills, veneer & plywood plants



DOMESTIC CIRCULATION:

- Woodworking plants (all types)
- Importer/exporters, wholesalers
- Forest product distribution/concentration yards and warehouse operations
- Retail chain stores (Lowe's, Scotty's, Lumbermen's, Payless Cashways, etc.)
- Buying Co-ops (Ace Hardware, ServiceStar, H.W.I., etc.)

WHERE - WORLDWIDE!

Europe, Africa, South Asia, the Middle East, Pacific Rim Countries, Atlantic/Caribbean Islands, Australia, South & Central America, Mexico, China, Canada and U.S.A.

Published six times per year
 Circulation: 7,500 Foreign
 4,500 U.S.A.
 12,000 per issue
 Total Rotating Circulation - over 39,247



WANTED

This is the only International wood trade newspaper published in the U.S.A. It has a special appeal to overseas buyers as the only source of news and information on North American forest products suppliers.

"It's everywhere you need to be to get more business overseas."

IMPACT

BEYOND WORDS

**THESE ARE SOME OF THE ORDERS PLACED
with Advertisers in the
EXPORT DIRECTORY**
Overseas Buyer surveys prove your Ad works for you
ALL YEAR LONG!



1323 CONTAINERS
LUMBER, DIMENSION
VENEER AND LOGS

ITALY
Comments: *It's good.*

755 CONTAINERS
LUMBER
AND VENEER

GERMANY
Comments: *Helped us very
much finding new suppliers.*

9,000 DWT
LUMBER
AND LOGS

PHILIPPINES
Comments:
Keep up the good work.

350 CONTAINERS
LUMBER
AND LOGS

ITALY
Comments: *Increased my pur-
chasing from U.S.A.*

265 CONTAINERS
LUMBER, DIMENSION
AND LOGS

THE NETHERLANDS
Comments: *We like the address-
es of the main exporters.*

150 CONTAINERS
LUMBER

ENGLAND
Comments:
Found new suppliers.

800 CONTAINERS
LUMBER
AND LOGS

GERMANY
Comments: *Well organized.*

130 CONTAINERS
LUMBER
AND SQUARES

TAIWAN
Comments: *Very good guide for
lumber supply sources..this is a
very good directory.*

322 CONTAINERS
LUMBER, SQUARES
AND LOGS

FRANCE
Comments: *Detailed regarding
companies with names of those
responsible.*

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THESE WORLD CLASS FREE "EXTRA" SERVICES MAKE YOUR MARKETING PROGRAM WORK...



with your 6-time Ad program:

- You are entitled to a feature article on your company, complete with photographs.*
- You may list 25 lines of forest product stocks in the "For Sale" or "Wanted" Stock Exchange in Import/Export Wood Purchasing News (updating them each issue).*
- You have the use of Green Book's Hardwood Marketing Directory at a 58% discount (\$500 instead of \$1,200 lease). You have immediate access to thousands of woodworking plants' lumber, plywood, veneers and board product needs. Tells you who does the buying and what is purchased regularly in all grades, species, thicknesses and quantities of imported woods, domestic hardwoods (or softwoods - separate directory).
- You have the use of a free monthly stock listing service in the CLASSIFIED EXCHANGE special section -- "Forest Products Stock Exchange" which reaches over 20,000 firms who buy a wide variety of imported and domestic forest products.**
- You receive a 10% discount on your Ad in the "Forest Products Export Directory."
- A Who's Who on a key sales person on your staff.

* These extra sales benefits available to firms engaged in exporting or importing forest products.

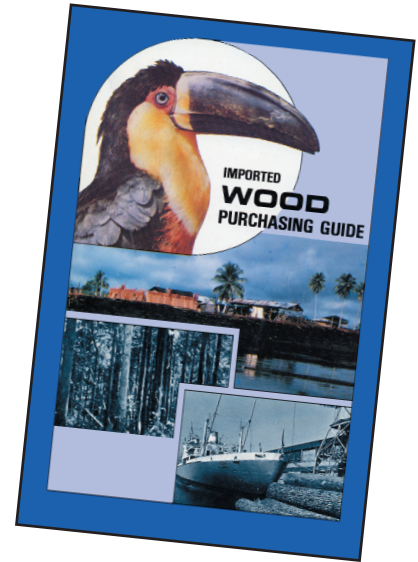
**The Classified Exchange benefits available only to 1/2 and Full Page Advertisers.

"It's everywhere you need to be to get more business overseas."

You Want Orders For Imported Forest Products? Here's Proof You'll Get 'Em!

THESE ARE SOME OF THE ORDERS
Placed with ADVERTISERS in the ➔

Buyer Surveys Prove Your Ad Produces Sales!



Published Annually
Circulation: 4,000 U.S.A. and Canada

5,000 TRUCKLOADS
LUMBER AND
DIMENSION

WHOLESALE/IMPORTER
Comments: Very well organized.

1,031 TRUCKLOADS
LUMBER, DIMENSION
AND SQUARES

WHOLESALE
Comments:
You are doing a good job.

500 TRUCKLOADS
VENEER

WHOLESALE/IMPORTER
Comments: Very useful.

400 TRUCKLOADS
LUMBER

MOULDING MANUFACTURER
Comments:
We like the details of what mills
produce.

250 TRUCKLOADS
LUMBER

WOODWORKING PLANT
Comments: We use the guide to
source exotics.

250 TRUCKLOADS
LUMBER

CASKET MANUFACTURER
Comments: We liked the ease of
use.

253 TRUCKLOADS
LUMBER, DIMENSION
AND VENEER

BOX MANUFACTURER
Comments: This directory is
hard to improve.

200 TRUCKLOADS
PLYWOOD

CABINET MANUFACTURER
Comments: We like the locations.

200 TRUCKLOADS
LUMBER

SAWMILL
Comments: Your guide helped
us purchase exotics.

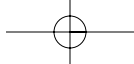
200 TRUCKLOADS
LUMBER

FURNITURE FRAME MANUFACTURER
Comments: We like the organiza-
tion and detail included with every
supplier.

150 TRUCKLOADS
DIMENSION

IMPORTER
Comments: Your directory helps
me track who is doing what,
where.

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DEADLINES FOR THE WOOD PURCHASING NEWS

FEBRUARY/MARCH ISSUE

January 2AD RESERVATION DEADLINE
 January 15Finished Ads in Office (Includes display and 2” complimentary)
 January 31Papers printed
 February 2Papers Mailed

APRIL/MAY ISSUE

March 1AD RESERVATION DEADLINE
 March 15Finished Ads in Office (Includes display and 2” complimentary)
 March 31Papers printed
 April 2Papers Mailed

JUNE/JULY ISSUE

May 1AD RESERVATION DEADLINE
 May 15Finished Ads in Office (Includes display and 2” complimentary)
 May 31Papers printed
 June 2Papers Mailed

AUGUST/SEPTEMBER ISSUE

July 1AD RESERVATION DEADLINE
 July 15Finished Ads in Office (Includes display and 2” complimentary)
 July 31Papers printed
 August 2Papers Mailed

OCTOBER/NOVEMBER ISSUE

September 1AD RESERVATION DEADLINE
 September 15Finished Ads in Office (Includes display and 2” complimentary)
 September 30Papers printed
 October 2Papers Mailed

DECEMBER /JANUARY ISSUE

November 1AD RESERVATION DEADLINE
 November 15Finished Ads in Office (Includes display and 2” complimentary)
 November 30Papers printed
 December 2Papers Mailed



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