

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 the **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 the **National Hardwood Magazine** and the **Hardwood Purchasing Handbook** help 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
Missouri-Pacific Lumber Co., Inc.
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."

Roy 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!"

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



"Northland Corporation has been advertising in **National Hardwood Magazine** for over 30 consecutive years. We get phone calls and/or emails from volume buyers of many different species of Hardwood lumber who tell us that they called our company because they saw our Ads appearing in your magazine. Some of those calls have resulted in obtaining new Hardwood lumber customers and increased sales. We've also had present customers comment on seeing our Ads in your magazine which is very important to us as well. We have experienced excellent results in targeting Hardwood users by advertising in your publications and are extremely satisfied with the results."

"Over the years, your publishing operation has done an excellent job of keeping our company's name and products visible in the marketplace with feature stories, Trade Talk items and photos of our sales representatives attending various lumber association meetings."

"Needless to say, we are pleased with our Ad response and the service you provide. We would recommend advertising in **National Hardwood Magazine** to any company that wants a good return on their investment."

Tim Girardi
Northland Corporation
LaGrange, 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
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 e-mail 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...

"When new purchasing agents call us, they often tell us that they saw our Ad in your magazine..."

"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 (either by phone or fax) 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

Current Ad program:
Three 1/4 pages

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 or fax her at (540) 896-7034 for fine Appalachian Hardwood lumber. Their mailing address is P.O. Box 457, Broadway, VA 22815. E-mail: nef-flum@aol.com

NATIONAL HARDWOOD MAGAZINE

P.O. BOX 34908 • Memphis, TN 38184-0908 • Toll Free: 800-844-1280 • FAX (901) 373-6180

Web site: www.millerwoodtradepub.com

E-mail address: tammy@millerwoodtradepub.com

One Success Story After Another...

“We are very pleased with the number of inquiries we received from our Ad program in your publications, and we are continuing our Ad program. We would recommend to any Hardwood lumber company that wants to increase their buyer contacts, through advertising, should contact you folks! ”

“My partner, Doug Morris, and I decided to carry an Ad program in National Hardwood Magazine, Import/Export Wood Purchasing News and the Forest Products Export Directory in 2012. We are both very pleased with the number of inquiries we received from our Ad program, and we are continuing it. We like our company's name, products and services to be in front of our customers, potential customers, and lumber suppliers on a regular basis, so they'll think to contact us when they are ready to do business, and, your publications are doing a good job of achieving that for us.

Our Full Page Ad in your Forest Products Export Directory fulfilled our goal of being contacted by many overseas buyers of different species of Appalachian Hardwood lumber. We've gotten numerous inquiries from foreign buyers that want to buy lumber from us that we've never heard of before through our Ad in your 'Export Directory.'

I would recommend to any Hardwood lumber company that wants to expand their buyer contacts, through advertising, should contact you folks!”

**Stacey Treat
Treat Hardwood Lumber Company
Lenoir, NC**



Treat Hardwood Lumber, that is owned by Stacey Treat, specializes in 4/4 and 5/4 kiln dried Poplar lumber that is flat, bright and white in appearance; and, is processed at their Hardwood concentration yard in Wilkesboro, N.C. Their lumber handling equipment and dry kilns are modern.

Treat Hardwood Lumber's second concentration yard in Lenoir, N.C. also has modern lumber handling equipment and dry kilns. The Lenoir location processes 4/4, 6/4 and 8/4 kiln dried Poplar, along with 4/4 kiln dried White Oak and Hickory.

The firm wholesales most Appalachian species in all grades and can offer either green or kiln dried lumber.

Those in need of Appalachian species of Hardwood lumber can contact Stacey Treat, Monty Minton, David Dixon or Sheldon White at 336-984-0032; or at streat@treathardwoodlumber.com. The company's website is: www.treathardwoodlumber.com.

Treat Hardwood Lumber Company's owners Stacey Treat and Douglas Morris.

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Web site: www.nationalhardwoodmag.com E-mail address: tammy@millerwoodtradepub.com

One Success Story After Another



Gus Welter
Owner/President
Granite Valley Forest Products
New London, WI

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 e-mails we've received. So, I feel our advertising in National Hardwood Magazine is a good investment.

Granite Valley Forest Products currently utilizes one Full Page, 4-Color ad, two 2/3 Pages in 4-Color, two 1/3 Pages in 4-Color and one Inside back Cover in 4-Color in National Hardwood Magazine.

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,
F: (715) 443-3581

Granite Valley Forest Products,
500 County Highway S,
New London, WI 54961,
P: (920) 982-2542,
F: (920) 982-4591

www.granitevalley.com

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