

WHAT'S IN IT FOR YOU?

ADVERTISERS CAN TELL YOU:

“Three years ago when we decided to expand our marketing efforts to include print Ads our first choice was to go with “The Softwood Buyer”. With photo coverage of all major industry events, along with insightful articles and profiles, it is a publication that enjoys wide readership. Later, Superior Lumber acquired Sun Studs, merged with Swanson-Superior Forest Products and formed a new marketing name “Swanson Group”. “The Softwood Buyer” was the perfect vehicle for us to get this information out as quickly as possible to the key people in the industry. From the responses we get to our Ads and the photos you run, we know that “The Softwood Buyer” is hitting our targeted markets and our name is out in front of the right people. We have been very pleased with the results and feedback we’ve received from our Ads. And let me add that you have a great staff. We’ve enjoyed working with them over the years and they’ve been very helpful and supportive of our efforts.”



Bob Maurer
Swanson Group Inc.
Glendale, OR

“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

“George Weaver and Alden Robbins, our sales representatives, tell me they are receiving a lot of telephone calls as a result of our Ad in The Softwood Forest Products Buyer. They believe it is a very worthwhile investment. Several of our customers have told us they really enjoy reading your paper.”

Jim Robbins
Robbins Lumber Inc.
Searsport, ME



“Tri-Pro Cedar Products has been a regular advertiser with The Softwood Forest Products Buyer since May 1996, your newspaper has been our only consistent source of advertising in that length of time. With each issue, whether it be our Ads, the photos at the Inland Lumber Producers outing, the NAWLA Trader’s Market® or one of several WRCLA meetings, your representatives are always there to give us the exposure we need.

I am confident our investment in “The Softwood Buyer” is very worthwhile. Not only do we get calls from potential new accounts, more importantly, it keeps our sales team in better contact with our existing customers. The Ads and photos give us something to talk about and your articles keep our customers informed as to changes we are making, whether it be with plant improvements, or product changes. Keep up the good work!”



Terry Baker
Tri-Pro Cedar Products
Oldtown, ID

“Having advertised in your publication for several years, we have seen the benefits and results it has provided for our company. With your knowledge of the market and wide distribution within the industry, the ‘Softwood Buyer’ was our first choice to expand our market exposure. Not long after an issue is published, we always receive calls from what may be new customers. I consider your publication almost ‘required reading’ within the industry.

As our business continues to grow and change, I look forward to a continued working relationship with you. From a cost/benefit analysis, the ‘Softwood Buyer’ has been a very good investment for our marketing program.”



B. Manning - General Manager
Durgin & Crowell Lumber Co.
New London, N.H.

“Since we began advertising in your paper in 1991, we have been hearing from potential buyers that we never talked with before. We asked them how they came to call us and they mentioned seeing our Ads in your newspaper. We get a lot of feedback from news items and photographs, too, from industry meetings and writeups done on our sales team.

As far as we are concerned, advertising in The Softwood Forest Products Buyer is paying off and we recommend your paper to other firms.

Prior to beginning our program in your paper, we had never really done any repetitive advertising. This is a new experience for us and we are convinced it is a good investment from the inquiries and phone calls we continue to receive.”



Carlos Furtado
Sawarne Lumber Co., Ltd.
Richmond, B.C., Canada

“We advertise in two or three publications, but we get the highest response in terms of number of calls and quality of inquiries from The Softwood Forest Products Buyer. Your newspaper has worked better than any other advertising we have used. Our Ads, news items and photos appear regularly and they result in buyers contacting us. Then we call them back two or three times and finally we start doing business with them. It may take six months from the initial contact, but we have made customers from our use of your newspaper. As a result, we have just doubled our advertising space to half page sizes and we have gone from black and white to the use of color.

Even with current customers we see positive results. They will call us and say they saw our picture or an article about our company in your paper and it generates conversation and a chance to get to know one another a little better. Anytime we can get information out to customers or potential customers and have them respond, that’s helpful to our business.”



Mike Webster
Siskiyou Forest Products
Anderson, CA

The Softwood Forest Products Buyer

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

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