

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.”



Chris Swanson
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

“We have received a lot of telephone calls as a result of our Ad in The Softwood Forest Products Buyer. I believe it is a very worthwhile investment. Several of our customers have told me they enjoy reading your newspaper.”

Alden Robbins
Robbins Lumber Inc.
Searsmont, ME



“Tri-Pro Forest 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 Forest 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!”

P.O. Box 34908 • Memphis, TN 38184-0908 • Phone (901) 372-8280 • FAX (901) 373-6180

One Success Story After Another...

**"WE HAVE ADVERTISED SINCE 1985 AND
ARE CONTINUING OUR AD PROGRAM."**



P.O. Box 299 • Casco, Maine 04015

The Softwood Forest Products Buyer
P.O. Box 34908
Memphis, Tennessee 38184-0908

Dear Terry,

"We believe in keeping our name, products & services in front of our customers and potential customers.

The 'Softwood Buyer' has enabled us to do that. We have had inquiries from other parts of the country that in the past, we were not selling. We have advertised since 1985 and are continuing our Ad program."

Sincerely,

Matt DuPrey, Sales
Hancock Lumber Company
Casco, Maine

CALL TODAY 901-372-8280

OR EMAIL US AT SFWD@MILLERWOODTRADEPUB.COM

For Ad rates and marketing support services unavailable elsewhere.



The
Softwood
Forest Products **Buyer**

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

Hancock Lumber Company P.O. Box 299 Casco, Maine 04015, producing 62.5 million board feet of Eastern White Pine annually with 3 sawmill locations, is currently using five 1/2 pages and 1 full page in the Softwood Forest Products Buyer, and 1 full page in NAWLA Special Issue.

One Success Story After Another...

“We Advertise in ‘The Softwood Buyer’ because we know the Market reads it...”



The Softwood Forest Products Buyer
P.O. Box 34908
Memphis, Tennessee 38184-0908

Dear Wayne,

“West Bay has been advertising its Cedar products continuously in The Softwood Forest Products Buyer since 1991 when we started our first annual Ad program with black and white quarter pages. Today we use two quarter pages and one half page horizontal in the special NAWLA Traders Market® edition in four-color. Our advertising commitment has grown over the years along with our company.

Recently, our Cedar sales team was pictured on the Front Cover of your paper. In a very short time, we got at least 40 phone calls from people we do business with who noticed the photograph. This is proof to us that our Ads are in the right place. We know the people we do business with read ‘The Softwood Buyer’- both suppliers and buyers. To us it makes perfect sense for our Ads to be seen in a newspaper that was created to put suppliers and buyers together and that is regularly read by industry members.”

Sincerely,



Chad Findlay

Chad Findlay, Sales Manager
West Bay Forest Products
& Manufacturing Ltd.
Langley, B.C., Canada V1M 2X7

The
Softwood
Forest
Products **Buyer**

CALL TODAY 901-372-8280

OR EMAIL US AT SFWD@MILLERWOODTRADEPUB.COM

For Ad rates and marketing support services unavailable elsewhere.

West Bay Forest Products & Manufacturing Ltd., established in 1988, is a wholesale distributor of Western Red Cedar products. Their products include: fascia, rough dimensions, decking, timbers, fencing and pattern stock. Company offices, yard and milling facilities are located in Langley, B.C., on the outskirts of Vancouver. Chad Findlay, sales manager, says, “The success of our company is due to the success of our customers. We work hard to build strong relationships with them and to understand and service their needs.”

You can reach West Bay Forest Products & Manufacturing Ltd. at 9770-199A Street, Langley, B.C., Canada, V1M 2X7, Web Address: www.westbaygroup.com, Phone: 604-881-2850, Fax: 604-881-0259, E-Mail: sales@westbaygroup.com

“We have advertised since 1985, the inception of The Softwood Forest Products Buyer.”

“We have advertised since 1985, the inception of The Softwood Forest Products Buyer. We believe in keeping our name, products and services before the markets we serve, being the wholesalers and wholesale distributors. Several of our customers have told us they enjoy reading your paper! As a result, we feel that it is a very worthwhile investment.”

**Alden Robbins
Robbins Lumber, Inc.
Searsmont, Maine**

CALL TODAY 901-372-8280

FAX US AT 901-373-6180 OR

EMAIL US AT: sfwd@millerwoodtradepub.com

**For Ad rates and marketing support services
unavailable elsewhere.**



Alden Robbins

The Softwood Forest Products Buyer

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

ROBBINS LUMBER INC., Searsmont, Maine, produce 28mm of 4/4 and 5/4 Eastern White Pine lumber. They have a drying operation to accommodate lumber production, their own paint/priming plant called Penobscot Bay Coatings, and a cut-up shop that produces clothes drying racks and wooden buckets. They may be reached at Tel.: 207-342-5221; Fax: 207-342-5201 or at www.rlco.com. They are currently using six 1/2 island Ad pages in four-color and the Inside Back Cover in four-color in the special NAWLA issue of The Softwood Forest Products Buyer.

The Softwood Buyer gives us the ability to target our customers and potential customers... we definitely see the VALUE!



"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 Timbers • Dallas, TX

Richardson Timbers is a remanufacturer providing profiling and mill capabilities on large timbers and lumber. They supply Fir timbers as large as 20'x20'x40', Cedar 16'x16'x32' and Oak 12'x12'x20'. They keep a large inventory of timbers on their four-acre yard that is completely paved. Their milling facility consists of rip saws, gang rip saws, resaws, Weinig moulder, surfacers, band saws and an extensive file room. Tel: (214) 358-2314 - Fax: (214) 358-2383.

**CALL TODAY FOR
RATES AND DEADLINES!
1-800-844-1280**

The
Softwood
Forest
Products **Buyer**

P.O. Box 34908 • Memphis, TN 38184-0908 • Phone: 901-372-8280 • Fax: 901-373-6180