



2014 MEDIA KIT

A HATTON-BROWN PUBLICATION



SOUTHERN LOGGIN' TIMES

WWW.SOUTHERNLOGGINTIMES.COM

SOUTHERN LOGGIN' TIMES: THE SOUTHERN LOGGER'S BEST FRIEND



OUR HISTORY...

Southern Loggin' Times enters its 42nd year in 2014. *SLT* has never veered from its original objective to feature outstanding logging operations throughout the Southern U.S., with emphasis not only on logging business management and progressive machinery, but also spotlighting the family nature of the business as well. *SLT* has always been and continues to be "The Southern Logger's Best Friend."

OUR EDITORS...

SLT is known for its detailed, insightful articles on logging developments. Its editorial staff can claim more than 125 years of combined experience. *SLT* editors are constantly in the field, visiting logging operations and interviewing independent contractors, and in many cases striking up lifelong relationships with loggers and their families. *SLT* editors are often sought out as speakers at industry association meetings.



OUR NUMBERS...

SLT is delivered 12 times per year to more than 12,100* subscribers in the Southern U.S. Readership includes ownership and supervisory personnel of independent logging operations. Readership lists are updated daily and independently audited by Verified Audit Circulation.

**Verified Audit Circulation report, Dec. 2012*

YOUR OPPORTUNITIES...

The opposite page reveals a range of advertisement opportunities, which our sales representatives will happily discuss with you so that you reach the readership you want to reach in the most appropriate manner. In addition, we offer advertisement opportunities on the *Southern Loggin' Times* magazine web site, www.southernloggingtimes.com.

SOUTHERN LOGGIN' TIMES

CORPORATE HEADQUARTERS



**Hatton-Brown
Publishers, Inc.**

225 Hanrick Street (36104)
Post Office Box 2268
Montgomery, AL 36102-2268
(334) 834-1170
Fax: (334) 834-4525
www.hattonbrown.com

ADVERTISING REPRESENTATIVES

SOUTHERN UNITED STATES

KATHY STERNENBERG

T: (251) 928-4962
F: (334) 834-4525
ksternenberg@bellsouth.net

WESTERN U.S./ WESTERN CANADA

TIM SHADDICK

T: (604) 264-1158
F: (604) 264-1397
tootall1@shaw.ca

MIDWEST & N.E. U.S./ EASTERN CANADA

JOHN SIMMONS

T: (905) 666-0258
F: (905) 666-0778
jsimmons@idirect.com

INTERNATIONAL

MURRAY BRETT

T: +34 96 640 4165
F: +34 96 960 4022
murray.brett@abasol.net
murray.brett.aba@gmail.com

CLASSIFIEDS

BRIDGET DEVANE

T: (800) 669-5613
bdevane7@hotmail.com

REPRINTS

PATTI CAMPBELL

T: (800) 669-5613
patti@hattonbrown.com



SOUTHERN LOGGIN' TIMES™

"The Southern Logger's Best Friend"

Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Southern Loggin' Times* magazine. At Hatton-Brown, we are committed to building long lasting, successful relationships with everyone who is a part of our advertising family. We hope that you will find the information contained in the 2014 media kit helpful, informative and influential in your advertising decisions.

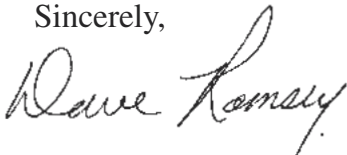
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Southern Loggin' Times* magazine readership is both loyal and select. Potential subscribers must qualify to receive our publication before they go on our mail list, which means that your ads will reach industry professionals and decision-makers. We make sure that your ads are seen by the people who matter.

When you advertise with *Southern Loggin' Times* magazine, you'll receive superior customer service and the support you need, when you need it. We do all the work to make your advertising efforts effective and targeted. From planning, to design, to scheduling, we're here to help you from beginning to end. We want your advertising experience with us to be the best you could ask for.

Let us assist you in implementing a successful magazine advertising campaign. Please contact us today for more information and to join the Hatton-Brown Publishers and *Southern Loggin' Times* magazine family of advertisers.

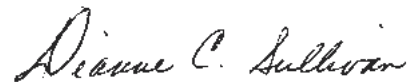
Sincerely,



David H. Ramsey
Co-Publisher



David (DK) Knight
Co-Publisher/Executive Editor



Dianne C. Sullivan
Chief Operating Officer

SOUTHERN LOGGIN' TIMES™

"The Southern Logger's Best Friend"

REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Southern Loggin' Times* magazine, your advertising efforts can cover both the print and online medias. Please reference the rates and information below to find out how you can advertise on www.southernloggintimes.com today!

LEADERBOARD AD 940 x 116 pixels • \$450



NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

BANNER AD 468 x 60 pixels • \$225/month



SQUARE AD 300 x 250 pixels • \$250



* Flash and shockwave files must have fonts embedded

SPECIFICATIONS—The following file types are accepted: PNG, GIF, JPG and *FLASH. Resolution: 72dpi

BUTTON AD

125 x 125 pixels • \$75



**FOR MORE INFORMATION,
CONTACT YOUR SALES REPRESENTATIVE.**

Southern USA
Kathy Sternberg
(251) 928-4962
Fax: (334) 834-4525
sternberg@bellsouth.net

West USA and West Canada
Tim Shaddick
(778) 822-1826
Fax: (604) 264-1397
tootall1@shaw.ca

MidWest/NE USA, E. Canada
John Simmons
(905) 666-0258
Fax: (905) 666-0778
jsimmons@idirect.com

Europe & Scandinavia
Murray Brett
+34 96 640 4165
Fax: +34 96 640 4022
abasol2@terra.es
murray.brett@abasol.net

ADVERTISING INFORMATION

Advertising Rates Issued January 1, 2014

	1X	3X	6X	12X	24X	36X
1 page	\$2,240	\$2,130	\$2,025	\$1,895	\$1,790	\$1,700
2/3 page	1,675	1,595	1,525	1,420	1,350	1,275
1/2 island	1,665	1,585	1,495	1,405	1,330	1,270
1/2 page	1,405	1,335	1,270	1,190	1,125	1,075
1/3 page	1,095	1,045	995	925	880	830
1/4 page	830	790	745	700	670	635
1/6 page	555	520	490	465	440	425

PROVIDED CERTAIN CONDITIONS ARE MET, FRONT COVER ADVERTISING SPACE IS AVAILABLE AS A 5 X 3-1/8 INCH "EARLUG" TO SUPPLEMENT INSIDE ADVERTISING PROGRAMS.

SPACE RESERVATION CLOSING

15th of month preceding month of publication. Insertion orders cannot be canceled past the closing date.

MATERIAL DEADLINE

17th of month preceding month of publication. We reserve the right to repeat previous advertising material if deadline is not met.

Magazine is mailed approximately 9th of month of issue.

COLOR CHARGES ...1-6X ..7-36X

standard 2-color:	\$320	\$300
PMS 2-color:	\$410	\$375
4-color process:	\$945	\$875
4-color spread:	\$1,850	\$1,715



COVERS, PREFERRED POSITIONS

2nd & 3rd covers –

additional 15% above page rate

4th cover –

additional 30% above earned page rate

Preferred positions –

additional 10% above earned page rate

INSERTS

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, backup and folding costs are added as necessary. Such related costs are not commissionable. Mock-up is required. Note trim/bleed specs.

CLASSIFIED ADVERTISING

**Call Bridget DeVane at
(800) 669-5613**

Base rate: \$50 per column inch

Color available for additional charge

MAIL LISTS

Southern Loggin' Times can customize subscribers by state, zip code, job title and more.

**Call Tammy Duke (334) 834-1170
tammy@hattonbrown.com**

REPRINTS WORK FOR YOU

(Print & Digital)

- Generate more interest for your company
- Use at trade shows
- Use for special mailings or sales meetings
- PDF of articles and picture for your web site

**Call Patti Campbell at (334) 834-1170
Email: patti@hattonbrown.com**

AD SIZE REQUIREMENTS

trim size	width		depth	
	10-1/4 in.	13-3/4 in.	260 mm	349 mm
full page, bleed	10-3/4 in.	14-1/4 in.	273 mm	362 mm
full page, non-bleed	9-1/2 in.	13 in.	241 mm	330 mm
2 page spread, trim	20-1/2 in.	13-3/4 in.	520 mm	349 mm
2 page spread, bleed	21-1/4 in.	14-1/4 in.	540 mm	362 mm
2 page spread, non-bleed	19-3/4 in.	13 in.	501 mm	330 mm
2/3 page	9-1/2 in.	9-1/2 in.	241 mm	241 mm
1/2 page (island)	7 in.	10 in.	178 mm	254 mm
1/2 page (horizontal)	9-1/2 in.	6-1/2 in.	241 mm	165 mm
1/2 page (vertical)	4-5/8 in.	13 in.	117 mm	330 mm
1/3 page (horizontal)	9-1/2 in.	4-3/8 in.	241 mm	111 mm
1/3 page (vertical)	4-5/8 in.	10 in.	117 mm	254 mm
1/3 page (square)	7 in.	5-5/8 in.	178 mm	143 mm
1/4 page (vertical)	4-5/8 in.	6-3/4 in.	117 mm	171 mm
1/4 page (horizontal)	7 in.	4-3/8 in.	178 mm	111 mm
1/4 page (vertical)	2-1/8 in.	13 in.	54 mm	330 mm
1/6 page (square)	4-5/8 in.	4-3/8 in.	117 mm	111 mm
1/6 page (vertical)	2-1/8 in.	10 in.	54 mm	254 mm

Insertion orders cannot be canceled past the closing date.

DIGITAL SPECIFICATIONS

Press-quality PDF files are preferred. We also accept EPS, TIF, or JPG file types. Images should be no less than 300 dpi and all fonts should be embedded.

Ad material should be emailed to ads@hattonbrown.com.

For files too large for email please contact Patti Campbell at (334) 834-1170.

To download a complete list of our digital requirements, please visit hattonbrown.com/Content/MediaKit.aspx

TERMS OF PAYMENT

15% of gross billing allowed to recognized agencies on space, color and position. Production and other related costs are not commissionable. Invoices are dated the day each issue is mailed and due within 30 days from invoice date. All accounts are net 30 days. New accounts must provide credit information before advertising is published.

COMING IN THE MAY ISSUE:

THE SLT 500 CLUB!

Southern Loggin' Times will publish its 500th issue in May and to recognize this milestone, companies who advertise in the issue will be invited to submit a short article and a photo on the evolution of their company and their product offerings.

Advertise in May SLT and Join the 500 Club!

Bonus Distribution At Major Shows

■ Bioenergy Fuels & Products Conference & Expo

Omni Hotel at CNN Center,
March 18-19, Atlanta, Ga.

■ 34th East Coast Sawmill and Logging Equipment Exposition

Richmond Raceway Complex,
May 16-17, Richmond, Va.

■ Mid-South Forestry Equipment Show

Starr Memorial Forest,
September 19-20, Starkville, Miss.

■ American Loggers Council Annual Meeting

Island Resort & Casino,
September 25-27, Escanaba, Mich.

21st Century Advertising Solutions

Advertise online at
www.southernloggintimes.com
Contact your sales representative
today for more information.

The screenshot shows the Southern Loggin' Times website. At the top left is the logo "SOUTHERN LOGGIN' TIMES" with a small "Southern Loggin' Times" logo below it. To the right is a green box with white text: "YOU CAN ADVERTISE HERE! Contact Us At 800-481-4513 For More Information". Below the logo is a navigation menu with links for Home, Blog, Advertise, Link, About, and Subscribe. The main content area has a green background. On the left, it says "Subscribe Today!" and "Join the 500 Club". On the right, it says "August 2015" and "The Loggin' Times August 2015 issue is now available for download. This issue is a part of a complete year subscription. For more information on subscription rates, please visit our website at www.southernloggintimes.com". At the bottom, there are four small image thumbnails: a logging truck, a person working, a yellow diamond-shaped warning sign, and a person's hands.



HB MEDIA

A DIVISION OF HATTON-BROWN PUBLISHERS, INC.

“MAKING YOUR CREATIVITY A REALITY”

HB Media offers you the media services needed to effectively and properly present your company, brand, product or service. Let us help you bring your ideas to life!

HB MEDIA SERVICES...

- Design and layout of ads, flyers, brochures, pamphlets, business cards, books, signs and more
- Design of custom logos for your company or organization
- Design and hosting of your basic website with email and blog capabilities
- Design of internet banner and button ads
- Design, management and hosting of your custom database
- Print and digital reprint services
- Direct mail campaigns with optional mail list rental (presort available to reduce postage costs)
- Poll and survey creation and sponsorship with stat analysis
- Design of custom presentations and slideshows
- Design of custom media kits including annual reports
- Webinar hosting and sponsorship
- Email marketing campaigns and email newsletters

Contact us today and let us know how we can help you.



HB MEDIA | PO BOX 2268 | MONTGOMERY, AL 36102 | TOLL FREE: 800-669-5613
PHONE: 334-834-1170 | FAX: 334-834-4525 | HBMEDIA@HATTONBROWN.COM

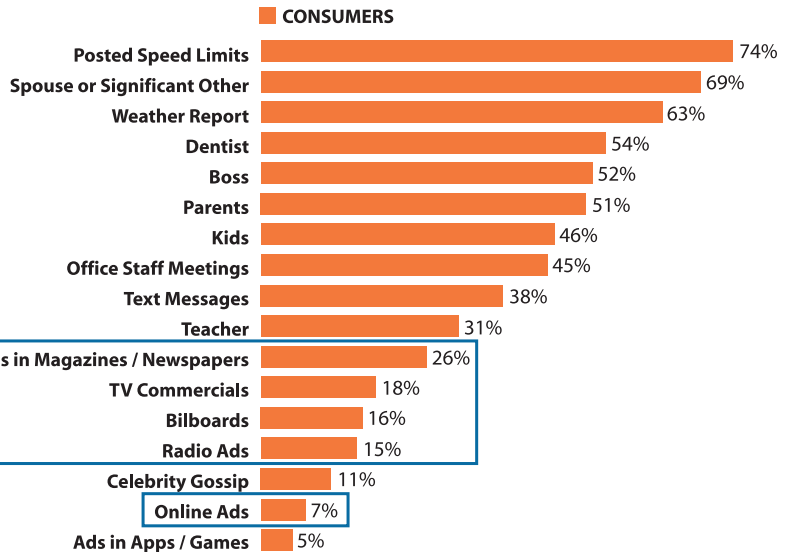
PRINT ADVERTISING: ALIVE AND WELL

A white paper provided by Hatton-Brown Publishers, Inc.

In the digital age that we live in, many businesses question whether or not print advertising is still effective, worthwhile and relevant. Hatton-Brown Publishers, Inc., a publisher of industry-leading trade magazines such as *Timber Harvesting & Wood Fiber Operations*, *Southern Loggin' Times*, *Timber Processing*, *Panel World*, *Wood Bioenergy*, *Power Equipment Trade* and *Iron-Works*, has released a report showing that the print media is still alive and well, and reveals why businesses can still place their confidence in print advertising. This informative white paper contains the findings of Hatton-Brown's research.

Paying Attention?

A recent Adobe poll of 1,250 U.S. consumers underlined the ongoing problem with online ads failing to capture people's attention, with print-based ads and TV commercials grabbing far more consumer mindshare. Here are their results:



Print, The Internet & Purchase Intent

- According to Roper Public Affairs, print publications were ranked as the #1 medium to provide buyers with ideas on how to get information about products online.
- A related study found that the average number of visitors nearly doubles on the days when a print ad appears. Additionally, website traffic is heaviest when a URL appears in the ad.
- A study entitled "Media Choices" found that four times as many buyers claim they trust and believe in print advertising as compared to online advertising.
- Print is the least impacted of all the major advertising media by negative perceptions buyers might have about advertising.
- Print advertising is responsible for two-thirds of a buyer's intent to make a purchase. The balance of one-third is attributed to all other advertising media.
- One study found that both print publications and word-of-mouth referrals are the #1 and #2 influences on a buyer's purchase intent.
- Print publications make the greatest impact during the important early stages of the buying process: establishing contact, creating brand awareness and delivering product information and details.
- Buyers claim they look to print publications first when looking for information on products. Additionally, nine out of ten buyers agree that print publications provide opportunities to discover information that they wouldn't necessarily search for.
- Print is the leading new business driver in the advertising marketplace and a key to greater sales.

The Advantages Of Print Advertising

Permanence - Unlike television and Internet ads, which flash before the eye and then disappear, print ads stay on the page. Every time readers look at the page where the advertisement appears, they see the same thing. In addition, as long as the publication remains in circulation, the ad also remains in circulation. A single ad in a single magazine may promote a product or service for months or even years before someone places the magazine in the trash. No other advertising method provides that much potential longevity from a single investment.

Credibility - Print publications that consistently deliver high-quality, reliable content develop credibility with their readers. Publishers often capitalize on something called the "halo effect" to use the reputation of their publications to establish credibility among their readers. In the case of print publications, the readers take the credibility generated by the quality of content and apply it to the advertisements, making the readers more likely to purchase a product or service.

continued

Performance - Print advertisements, specifically magazine ads, generate the best results across four of the five components of the purchase funnel—the process customers go through from initial brand contact to buying decision. The purchase funnel consists of brand awareness, ad awareness, message association, brand favorability and purchase intent. Magazine ads perform equally in message association to ads in other media, but provide the best results in the area of intent to purchase. For a small business seeking to maximize the ROI for advertising, print advertising also outperforms both television and on-line advertising.

Engagement - Watching television and listening to the radio are passive processes, in which devices provide images and sounds that may or may not compel attention. The person who picks up a newspaper or opens a magazine makes a conscious decision to engage the words and images on the page. The reader must physically turn pages, look at all the material and make choices about what to read. In the case of magazines, 79% of readers respond in some way to the advertisements they see, such as visiting websites or making purchases.

Circulation – An advantage of print advertising over other forms of the media has always been pass-along readership. Readers will often pass their magazines or newspapers along to other people, either to point out an article, ad, photo, etc. While the official circulation of a print magazine or newspaper may be 20,000, pass-along readership may increase this number to 50,000. Online content and ads don't offer the level of pass-along readership that is currently seen in print. The 'viral' effect, most often associated with online content, is something that was created by and is still widely seen in the print media.

Hatton-Brown's Own Research

The following is taken from a recent survey of almost 300 readers of Hatton-Brown Publishers, Inc. magazines:

- When asked if they would prefer to get their information from our print magazines or from online sources, 80% of respondents said they preferred our print magazines.
- When asked if they notice and take the time to read the ads in our print magazines, 65% of respondents said that they do.
- When asked if they have ever contacted an advertiser as a direct result of seeing their ad in one of our print magazines, 55% of respondents said that they have.
- When asked if it makes them more confident when making a purchase decision when they've seen the product or service advertised in one of our print magazines, 75% of respondents said that it does.

Want More Information?

Hatton-Brown Publishers, Inc. recommends the website www.printinthemix.com for further information. *Print In The Mix* is a clearinghouse of research on the effectiveness of advertising media including print, mobile and other direct forms of marketing communication. Their mission is to advocate and educate for the value of print as a viable and effective ROI in the marketing strategy media mix.

Sources: "Online Ad Survey", Tech Crunch, 2012; "Print & The Internet: 10 Myths About Print & Online Advertising", Talking Points c/o Bank Marketing Magazine, 2012; "The Advantages Of Print Advertisements", Chron, 2011; Hatton-Brown Publishers, Inc. Fall 2011 Reader Survey



Hatton-Brown Publishers, Inc.

225 Harrick St. ■ P.O. Box 2268 ■ Montgomery, AL 36102-2268 ■ Phone (334) 834-1170 ■ Fax (334) 834-4525



Hatton-Brown Publishers, Inc.

MAIL ADDRESS – P.O. BOX 2268 • MONTGOMERY, AL 36102-2268
COURIER/STREET ADDRESS – 225 HANRICK STREET • MONTGOMERY, AL 36104
800-669-5613 • 334-834-1170 • FAX: 334-834-4525

AD MATERIAL INSTRUCTIONS FOR ANY OF THE FOLLOWING MAGAZINES



Acceptable file formats for Hatton-Brown publications include PDF, EPS, TIFF and all native files associated with QuarkXpress 8.0 or earlier.

Hatton-Brown Publishers has the complete Adobe CS3 Design Suite and Adobe Font Collection at its disposal. All Adobe native formats are accepted.

Please ensure that materials provided are press quality, no less than 300 dpi and sized according to the desired ad space.

Corel, Publisher and Pagemaker are not accepted.

Ad material may be sent to ads@hattonbrown.com or uploaded to our ftp site. See instructions below.

Feel free to email patti@hattonbrown.com or your sales representative with additional questions.

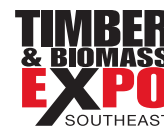
FILE UPLOAD INSTRUCTIONS

- 1) CONNECT TO:** www.hattonbrown.net
- 2) CLICK ON:** "CLIENT UPLOADS" located under the Corporate heading in lower left corner.
- 3) FILL OUT:** Contact information, making sure to indicate magazine, issue, and any special instructions, colors or pertinent information we need to know about your ad submission.
- 4) CLICK ON:** "SUBMIT" This is just contact and ad information. Once you click submit, it will direct you to the page to attach your file(s).
- 5) CLICK ON:** "SELECT FILES" This will allow you to search your harddrive for the file(s) you wish to upload. Files work best if they are compressed in .zip format.
- 6) LOCATE:** File(s) you wish to upload. (Hold down the Control (PC)/Command (Mac) button to attach more than one file. Hit "OPEN"
- 7) CLICK ON:** "START UPLOADING FILES"

Do not close browser window until status bar says complete.

If you have any questions, please call/email Patti Campbell or Cindy Sparks:
patti@hattonbrown.com • cindy@hattonbrown.com

800-669-5613



REVISED 04/26/2013