



LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS

TIMBER PROCESSING™

2014 MEDIA KIT

WWW.TIMBERPROCESSING.COM

a Hatton-Brown Publication



TIMBER PROCESSING—LUMBERMEN RELY ON US!



OUR HISTORY...

Founded in 1976, *Timber Processing* magazine has evolved with the sawmill industry itself, covering the amazing developments in softwood and hardwood lumber processing technologies—from chip-n-saw to curve-sawing systems to scanning and optimization to drying systems to automated grading. The magazine has never veered from its original objective—to cover new project installations in both corporate and independently owned sawmills, while providing a broader view of the industry by reporting on the latest news developments.

OUR EDITORS...

Timber Processing is known for its detailed, insightful articles on project and technology developments in the lumber industry. Its editorial staff can claim more than 125 years of combined experience. *Timber Processing* editors are constantly in the field, visiting mill operations and interviewing production personnel. Every year the editorial staff convenes to select the *Timber Processing* Man of the Year. The editorial staff is also instrumental in the organization of the Timber Processing & Energy Expo, which will be held October 15-17, 2014 at the Portland Expo Center in Portland, Oregon.



OUR NUMBERS...

Timber Processing is delivered 10 times per year to more than 13,100* subscribers, 3,000 of which are outside of North America. Readership includes corporate executives, mill ownership and mill management personnel, representing primary production 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 *Timber Processing* magazine web site, www.timberprocessing.com.



TIMBER PROCESSING AND ENERGY EXPO

October 15-17, 2014

Portland Expo Center • Portland, Oregon
www.timberprocessingenergyexpo.com



LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS
**TIMBER
PROCESSING™**

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 SALES REPRESENTATIVES:

Southern USA

Randy Reager

Tel: 904.393.7968

Fax: 904.393.7979

E-mail: reager@bellsouth.net

Midwest USA, Eastern Canada

John Simmons

Tel: 905.666.0258

Fax: 905.666.0778

E-mail: jsimmons@idirect.com

Western USA, Western Canada

Tim Shaddick

Tel: 778.822.1826

Fax: 604.264.1397

E-mail: tootall1@shaw.ca

International

Murray Brett

Aldea de las Cuevas 66,
Buzon 60, 03759 Benidoleig
(Alicante), Spain

Tel: +34 96 640 4165

Fax: +34 96 640 4022

E-mail: murray.brett@abasol.net

murray.brett.aba@gmail.com

Classified Advertising

Bridget DeVane

334.699.7837

800.669.5613

E-mail: bdevane7@hotmail.com

Wood Products Marketplace

Susan Windham

Tel: 334.271.4087

Fax: 334.834.4525

E-mail: susan@hattonbrown.com

Reprint Sales

Patti Campbell

800.669.5613

E-mail: patti@hattonbrown.com

LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS

TIMBER PROCESSING™

Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Timber Processing* 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.

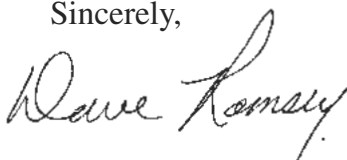
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Timber Processing* 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 *Timber Processing* 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 *Timber Processing* magazine family of advertisers.

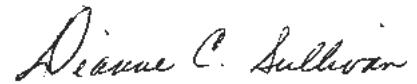
Sincerely,



David H. Ramsey
Co-Publisher



David (DK) Knight
Co-Publisher/Executive Editor



Dianne C. Sullivan
Chief Operating Officer



TIMBER PROCESSING AND ENERGY EXPO

***BACK BY
POPULAR
DEMAND!***

OCTOBER 15-17, 2014

**PORTLAND EXPO CENTER
PORTLAND, OREGON**

WWW.TIMBERPROCESSINGANDENERGYEXPO.COM





A SPECIAL ISSUE: THAT'S PROGRESS!

The January 2014 issue of *Timber Processing* marks the 400th issue of the magazine. In recognition of this accomplishment, which was made possible because of a faithful readership from throughout the lumber industry, the January issue is flying the theme of THAT'S PROGRESS! All companies who advertise in this issue are invited to submit a short article and a photo for inclusion in a special section. The article and photo should be representative of that company's progress in our highly competitive and progressive industry.

**For further information,
contact one of our
regional sales representatives**

SOUTHERN USA

Randy Reagor • 904.393.7968

E-mail: reagor@bellsouth.net

MIDWEST USA, EASTERN CANADA

John Simmons • 905.666.0258

E-mail: jsimmons@idirect.com

WESTERN USA, WESTERN CANADA

Tim Shaddick • Tel: 778.822.1826

E-mail: tfootall1@shaw.ca

INTERNATIONAL

Murray Brett • +34 96 640 4165

E-mail: murray.brett.aba@gmail.com

**Or call our home office
334.834.1170**

LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS

TIMBER PROCESSING™



wood products marketplace

Do you produce or buy lumber?

Here's your #1 source for effectively promoting your hardwood or softwood service to your top prospective buyers.

**Low-Cost
Investment**




**Appears in
Every Issue**



**Geographically
displayed
by state &
international
region**

■ Indiana

HOLMES		& Co., INC.
<small>MANUFACTURERS AND WHOLESALERS</small>		<small>HARDWOOD LUMBER AND VENEER</small>

Since 1946 HOLMES & CO., INC. has been known as "The Extra Care Company". We produce some of the finest lumber in the industry. We specialize in heavy stock. We pre-dry all 6/4"-16/4" lumber. We are a Band Mill producing Ash, Basswood, Cherry, Hickory, Hard & Soft Maple, Poplar, Red & White Oak and Walnut. We also buy green stock. We carry approx. 5-6,000,000' of inventory, have 500,000' of kiln drying capacity and 1,500,000' of pre-drying capacity. We can surface, export prep and load containers. We are members of the Indiana Hardwood Lumbermen's Association, the National Hardwood Lumbermen's Association, the American Walnut Manufacturers Association and the Indiana Certified Forest Program.

P. O. BOX 370, Columbia City, IN 46725
For Inquiries Please Call (800) 222-5376
Mista Feist Ext. 240 Or
Ray Thompson Ext. 244
Our Fax Number Is (260) 244-5694

FRANK MILLER LUMBER COMPANY

**Buyers of large diameter
White Oak (all sp.) sawlogs**

Contact:
Log Procurement Department
800-345-2643 or 765-964-3196

FRANK MILLER
Quartermaster Hardwood
www.frankmiller.com

■ North Carolina

Cook Brothers Lumber Co., Inc.



*Manufacturer of Appalachian
Hardwood Lumber*

LEONARD COOK, Sales
(828) 524-4857 • cell: (828) 342-0997
residential: (828) 369-7740
P.O. Box 699 • Franklin, NC 28744



**NATIONAL HARDWOOD
LUMBER ASSOCIATION**


**KEPLEY-FRANK
HARDWOOD CO., INC.**
Buyers & Wholesalers

We produce quality 4/4 - 8/4
Appalachian hardwoods
• Red Oak, White Oak, Poplar •
Green Lumber: Air Dried, Kiln Dried
Timbers & Crossties
• Hickory, Sycamore, Beech, Gum & Elm •
Custom Cut Timbers: Long lengths and wide widths
Sales/Service: 336-746-5419
336-746-6177 (Fax) • www.kepleyfrank.com

For More Information, See Other Side...



LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS

TIMBER PROCESSING™

wood products marketplace

Timber Processing's Wood Products Marketplace is highly effective for those striving to distribute or buy logs or lumber products. Our strong domestic and international readership utilizes the marketplace as its key source for locating products and services worldwide. The **Wood Products Marketplace** is featured in each issue of *Timber Processing* and is geographically displayed by continent, country and region or state.

Don't miss out, there are only two opportunities to reserve space for the year in *Timber Processing's Wood Products Marketplace*—the January and July closings. Promote your products or service to your top prospective buyers, effectively and affordably...through *Timber Processing's Wood Products Marketplace!*

**Contact: Susan Windham at (334) 834-1170 • fax: (334) 834-4525
email: susan@hattonbrown.com**

QUALIFIED CIRCULATION

◆ Manufacturers of Hardwood and Softwood Lumber	10,403
◆ Manufacturers of Veneer/Plywood/Panel Products	157
◆ Manufacturers of Pallets/Poles/Timbers/Specialty Products/ Wood Treatments	658
◆ Others Allied To The Field	508
TOTAL POTENTIAL BUYERS/SELLERS	11,726

(VAC 2012 Annual Audit Statement)

BASE RATE 2 ¼" x 2" size

Invest only **\$330** for **6** issues; **\$600** for **10** issues.

ISSUE/CLOSING DATES

Issue

January/February, March, April, May and June issues
July/August, September, October, November and December issues

Actual Closing

January 6, 2014
July 7, 2014

MATERIALS

Please provide a good crisp digital logo in JPG, TIF, PDF or EPS format, 300 dots per inch or greater, whenever possible. Business cards, letterhead or printed envelopes can be scanned for logo. White background preferred. We will typeset. No late ads will be accepted. Material must arrive by actual closing date.

P.O. Box 2268 ◆ Montgomery, Alabama ◆ 36102-2268

LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS

TIMBER PROCESSING™

REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Timber Processing* 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.timberprocessing.com today!

LEADERBOARD AD 940 x 116 pixels • \$450

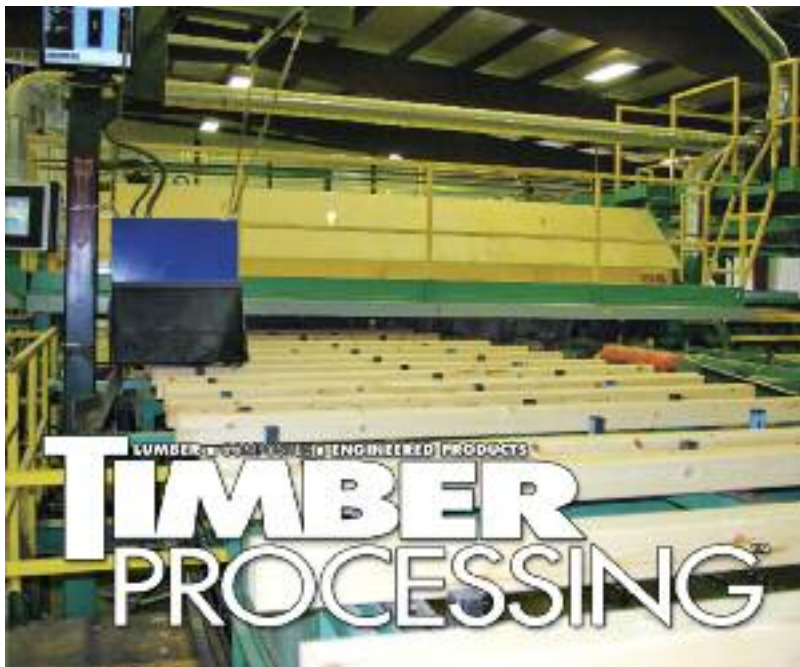


NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

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
Randy Reagor
(904) 393-7968
Fax: (904) 393-7979
reagor@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 RATES ISSUED JANUARY 1, 2014

	1X	3X	6X	10X	20X	30X
Full page	\$2,390	\$2,265	\$2,175	\$2,045	\$1,960	\$1,895
2/3 page	1,845	1,760	1,675	1,590	1,520	1,465
1/2 island	1,685	1,595	1,520	1,435	1,370	1,295
1/2 page	1,415	1,355	1,300	1,235	1,175	1,125
1/3 page	1,110	1,060	1,020	965	920	880
1/4 page	825	780	750	705	670	635
1/6 page	570	535	510	480	465	455
1/12 page	390	355	330	300	285	275

SPACE RESERVATION CLOSING

Insertion orders cannot be canceled past the closing date.

MATERIAL DEADLINE

Last insertion of same size and color is repeated if deadline is not met.

Provided certain conditions are met, front cover advertising space is available as a 3-1/4 x 2-1/8 inch "earlug" to supplement inside advertising programs.

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

WOOD PRODUCTS MARKETPLACE

Harness the pulling power of *Timber Processing* to help you sell more products or find those you may be looking for. Let WOOD PRODUCTS MARKETPLACE be your business ally to help you buy or sell logs, lumber, pallet stock, timbers, ties, chips or bark.

5 months – \$330 10 months – \$600

Call Susan Windham at 334.834.1170
susan@hattonbrown.com

REPRINTS WORK FOR YOU

(Print & Digital)

- Increase Sales
- Generate More Interest
- Use At Trade Shows
- Use For Special Mailings, Sales Meetings
- Receive PDFs of articles and pics for web

Call Patti Campbell at 334.834.1170
Email: patti@hattonbrown.com

MAIL LISTS

Timber Processing can customize subscribers by state, zip code, job title and more.

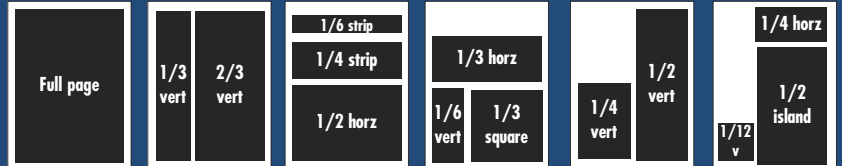
Call Tammy Duke at 334.834.1170
tammy@hattonbrown.com

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.

INSERTS

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, back-up and folding costs are added as necessary. Such related costs are not commissionable. Maximum size: 8 5/8 x 11 1/8 inches. Mock-up is required. Note trim/bleed specs.



AD SIZE REQUIREMENTS

	width	depth	width	depth
trim size	8-1/8 in.	10-7/8 in.	206mm	276mm
full page, bleed	8-3/8 in.	11-1/8 in.	213mm	282mm
full page, non-bleed	7 in.	10 in.	178mm	254mm
2-pg. spread, trim	16-1/4 in.	10-7/8 in.	413mm	276mm
2-pg. spread, bleed	16-1/2 in.	11-1/8 in.	420mm	283mm
2-pg. spread, non-bleed	15-3/4 in.	10-3/8 in.	400mm	264mm
2/3 page	4-1/2 in.	10 in.	114mm	254mm
1/2 page (island)	4-1/2 in.	7-1/2 in.	114mm	191mm
1/2 page (horizontal)	7 in.	4-7/8 in.	178mm	124mm
1/2 page (vertical)	3-3/8 in.	10 in.	86mm	254mm
1/3 page (horizontal)	7 in.	3-1/3 in.	178mm	85mm
1/3 page (vertical)	2-3/16 in.	10 in.	55mm	254mm
1/3 page (square)	4-7/8 in.	4-7/8 in.	124mm	124mm
1/4 page (vertical)	3-3/8 in.	4-7/8 in.	86mm	124mm
1/4 page (horizontal)	4-1/2 in.	3-5/8 in.	114mm	92mm
1/6 page	2-3/16 in.	4-7/8 in.	55mm	124mm
1/12 page	2-1/4 in.	2-1/2 in.	57mm	64mm

Insertion orders cannot be canceled past the closing date.

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

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

CLASSIFIED ADVERTISING

Call Bridget DeVane at 334.834.1170

Base rate: \$60 per column inch

Color available for additional charge

2014 EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY 1ST OF MONTH OF ISSUE. COMBINED MONTHS ARE MAILED 1ST OF SECOND MONTH OF ISSUE.

JANUARY/FEBRUARY CLOSSES: JANUARY 6, 2014 ■ AD MATERIAL DUE: JANUARY 8, 2014

That's Progress: The 400th Issue Of Timber Processing! For this special occasion, this issue includes reports on the progression of the sawmill industry, and an exclusive section is devoted to equipment and technology suppliers who proudly tout their progress in this great industry.

26th Annual Man Of The Year. This coveted honor recognizes a sawmill owner or employee who has displayed leadership within his or her company, and who has demonstrated leadership with issues impacting industry at large.

■ **BONUS DISTRIBUTION:** FIMMA, *International Exhibition of Machinery and Woodworking Tools, Feria Valencia, February 11-14, Valencia Spain.*

■ **BONUS DISTRIBUTION:** WMF 2014 – *The 15th International Exhibition on Woodworking Machinery and Furniture Manufacturing Equipment, China International Exhibition Center, February 25-28, Beijing, China.*

MARCH CLOSSES: FEBRUARY 5, 2014 ■ AD MATERIAL DUE: FEBRUARY 7, 2014

Front End Technologies. Special section is devoted to log merchandising, debarkers, metal detectors and conveyor systems leading into the mill.

■ **BONUS DISTRIBUTION:** *Bioenergy Fuels & Products Conference & Expo, Omni Hotel at CNN Center, March 18-19, Atlanta, Ga.*

■ **BONUS DISTRIBUTION:** *Hardwood Manufacturers Association National Conference and Expo, March 12-14, Savannah, Ga.*

APRIL CLOSSES: MARCH 5, 2014 ■ AD MATERIAL DUE: MARCH 7, 2014

Safety In The Sawmill. Special report delves into how certain mills maintain excellent safety records, and addresses the major safety issues of the day such as wood dust.

■ **BONUS DISTRIBUTION:** *Xylexpo, Fieramilano Fairgrounds, May 13-17, Milan, Italy.*

■ **BONUS DISTRIBUTION:** *Northeastern Forest Products Equipment Expo, Champlain Valley Exposition Grounds, May 9-10, Essex Junction, Vermont.*

MAY CLOSSES: APRIL 7, 2014 ■ AD MATERIAL DUE: APRIL 9, 2014

Annual Sawmill Capital Expenditure Survey Report. One of the most highly read articles of the year because it details the specific capital machinery expenditure plans of softwood and hardwood sawmills throughout the U.S. for the next three years and provides an accurate depiction of the state of the softwood and hardwood lumber industries.

■ **BONUS DISTRIBUTION:** *34th East Coast Sawmill and Logging Equipment Exposition, Richmond Raceway Complex, May 16-17, Richmond, Va.*

JUNE CLOSSES: MAY 5, 2014 ■ AD MATERIAL DUE: MAY 7, 2014

Quality Control. Flexible domestic and export markets, new design values, certification issues, and new mill technologies all demand one thing: better quality control.

JULY/AUGUST CLOSSES: JULY 7, 2014 ■ AD MATERIAL DUE: JULY 9, 2014

36th Lumbermen's Buying Guide. A comprehensive listing of worldwide equipment manufacturers, products and services.

■ **BONUS DISTRIBUTION:** *IWF Atlanta, Georgia World Congress Center, August 20-23, Atlanta, Ga.*

SEPTEMBER CLOSSES: AUGUST 5, 2014 ■ AD MATERIAL DUE: AUGUST 7, 2014

TP&E SHOW ISSUE SHOWCASE: The latest in machinery and supplies available to the lumber industry will be on display at the Timber Processing & Energy Expo.

■ **BONUS DISTRIBUTION:** *Timber Processing & Energy Expo, Portland Exposition Center, October 15-17, Portland, Ore.*

■ **BONUS DISTRIBUTION:** *Lesdrevmash, 15th International Exhibition, Expocentre Fairgrounds, October 20-23, Moscow, Russia.*

OCTOBER CLOSSES: SEPTEMBER 5, 2014 ■ AD MATERIAL DUE: SEPTEMBER 9, 2014

Planer Mill Technologies. A look at the technologies and grading systems in planer mills and the benefits gained.

■ **BONUS DISTRIBUTION:** *Timber Processing & Energy Expo, Portland Exposition Center, October 15-17, Portland, Ore.*

NOVEMBER CLOSSES: OCTOBER 6, 2014 ■ AD MATERIAL DUE: OCTOBER 8, 2014

Dry Kiln Technologies. Advancements in drying technologies and accessories are happening on a global scale.

DECEMBER CLOSSES: NOVEMBER 5, 2014 ■ AD MATERIAL DUE: NOVEMBER 7, 2014

Cutting Tools Issue. An annual focus on the latest developments in sawing and filing room technologies.

36TH ANNUAL LUMBERMEN'S BUYING GUIDE

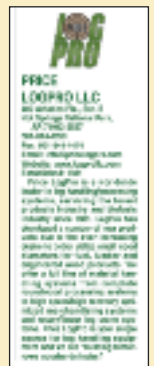
Be a part of the most utilized issue of the year. The 36th Annual Lumbermen's Buying Guide includes machinery manufacturers, suppliers, products, services and much more.

Boldface listings are available with optional 4/c company logo to ensure your company stands out. Boldface listings also appear on *Timber Processing's* web site.

CLOSING DATE: MAY 27, 2014

Call or email Rhonda Thomas to make sure your company is listed in this annual directory.

rhonda@hattonbrown.com
334.834.1170



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

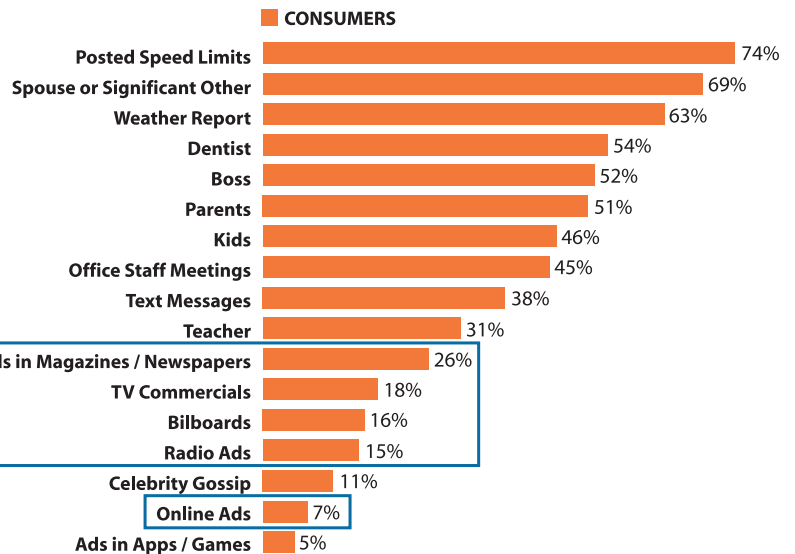
PRINT ADVERTISING: ALIVE AND WELL

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.

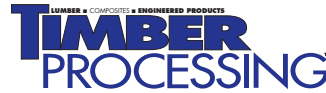
225 Harrick St. ■ P.O. Box 2268 ■ Montgomery, AL 36102-2268 ■ Phone (334) 834-1170 ■ Fax (334) 834-4525



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

