



2014
MEDIA KIT

wood bioenergy™

a Hatton-Brown Publication

www.woodbioenergymag.com

WOOD BIOENERGY

WOOD PELLETS • BIOMASS POWER • BIOFUELS • FEEDSTOCK



Our History...

Wood Bioenergy magazine started up in 2009 as the only publication devoted exclusively to the new generation wood energy industry. Because of the popularity of the magazine, it has increased in frequency through the years from two issues per year to six issues per year. The magazine has been a natural addition to the family of wood products industry magazines published by Hatton-Brown Publishers, Inc.

Our Editors...

Wood Bioenergy is known for its detailed, insightful articles on project and technology developments in the new generation wood energy industry, encompassing wood pellets, biomass power, biofuels, feedstock management and timber harvesting. Wood Bioenergy editors have accumulated more than 125 years of combined experience covering the wood products industries. Wood Bioenergy editors are constantly in the field, visiting mill operations and interviewing production personnel. The editorial staff also organizes the content and speakers for the Bioenergy Fuels & Products Conference & Expo, which will be held March 18-19, 2014 at the Omni Hotel at CNN Center in Atlanta, Georgia, USA.



Our Numbers...

Wood Bioenergy is delivered six times per year to more than 17,400* subscribers worldwide. Readership includes corporate executives, operations ownership, management, production personnel, contractors and equity venture interests.

**Publishers Statement, May 2013*

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 Wood Bioenergy magazine web site, www.woodbioenergy.com.



wood
bioenergy

CORPORATE
HEADQUARTERS



Hatton-Brown
Publishers, Inc.

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

ADVERTISING SALES
REPRESENTATIVES:



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susan@hattonbrown.com



INTERNATIONAL

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Fax: +34 96 640 4022
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murray.brett.aba@gmail.com



CLASSIFIED SALES

Bridget DeVane
Tel: 800.669.5613
Fax: 334.834.4525
bdevane7@hotmail.com

wood bioenergy™

Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Wood Bioenergy* 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.

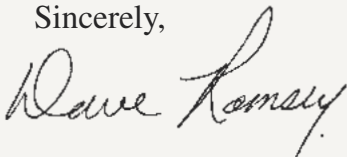
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Wood Bioenergy* 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 *Wood Bioenergy* 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 *Wood Bioenergy* magazine family of advertisers.

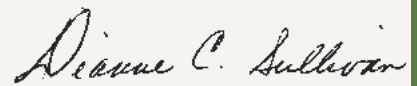
Sincerely,



David H. Ramsey
Co-Publisher



David (DK) Knight
Co-Publisher/Executive Editor



Dianne C. Sullivan
Chief Operating Officer

wood bioenergy™

REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Wood Bioenergy* 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.woodbioenergymag.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

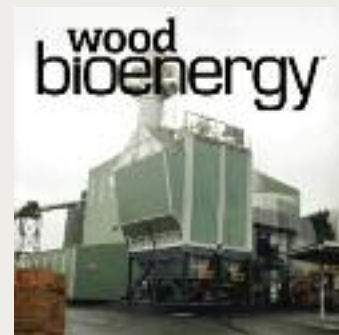


* Flash and shockwave files must have fonts embedded

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.**

North America
Susan Windham
(334) 834-1170
Fax: (334) 834-4525
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Europe & Scandinavia
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murray.brett@abasol.net



March 18-19, 2014
Omni Hotel at CNN Center
Atlanta, Georgia USA

**The Informational
Exchange for the
New Generation
Bioenergy Industry,
Including Wood
Pellets, Biomass
Power, Biofuels,
Wood Fiber
Procurement and
Harvesting**



wood
bioenergy

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TIMBER PROCESSING AND ENERGY EXPO

***BACK BY
POPULAR
DEMAND!***

OCTOBER 15-17, 2014

**PORTLAND EXPO CENTER
PORTLAND, OREGON**

WWW.TIMBERPROCESSINGANDENERGYEXPO.COM



ADVERTISING INFORMATION

ADVERTISING RATES ISSUED JANUARY 1, 2014

	1X	3X	6X	12X
Full page	\$3,425	\$3,235	\$3,095	\$2,995
2/3 page	2,925	2,755	2,645	2,545
1/2 island	2,595	2,450	2,345	2,245
1/2 page	2,265	2,125	2,045	1,945
1/3 page	1,915	1,795	1,715	1,625
1/4 page	1,405	1,325	1,265	1,215
1/6 page	1,165	1,095	1,040	995
1/12 page	730	615	605	565

SPACE RESERVATION CLOSING

20th of month two months preceding month of publication. Insertion orders cannot be canceled past the closing date.

MATERIAL DEADLINE

22nd of month two months preceding month of publication. We reserve the right to repeat previous advertising material if deadline is not met.

Magazine is mailed approximately 25th of month prior to issue.

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

COLOR CHARGES

standard 2-color:	\$300
PMS 2-color:	\$375
4-color process:	\$875
4-color spread:	\$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

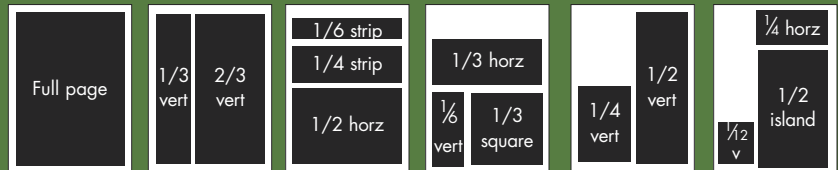
MAIL LISTS

Wood Bioenergy 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

	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.

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.

EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY THE 25TH OF MONTH PRIOR TO MONTH OF ISSUE

FEBRUARY Closes Dec. 20, 2013 – Ad Material Due Dec. 22, 2013

Wood Bio Guide. The only year-long reference devoted exclusively to equipment manufacturers and suppliers, their products and services for the wood-to-energy industries, including pellets, biomass power, biofuels and biomass feedstock harvesting.

Special Bioenergy Show Preview: Highlights and agenda for the Bioenergy Fuels & Products Conference & Expo to be held in Atlanta, Ga.

– **Bonus Distribution:** *Bioenergy Fuels & Products Conference & Expo, Omni Hotel at CNN Center, March 18-19, Atlanta, Ga.*

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

APRIL Closes Feb. 20, 2014 – Ad Material Due Feb. 22, 2014

Dryer & Boiler Technologies. Numerous worldwide manufacturers offer varying dryer island technologies that continue to increase the efficiencies of bioenergy plants.

– **Bonus Distribution:** *AEBIOM European Bioenergy Conference 2014, May 12-14, Brussels, Belgium.*

– **Bonus Distribution:** *Xylexpo, Fieramilano Fairgrounds, May 13-17, Milan.*

– **Bonus Distribution:** *34th East Coast Sawmill and Logging Equipment Exposition, Richmond Raceway Complex, May 16-17, Richmond, Va.*

JUNE Closes April 21, 2014 – Ad Material Due April 23, 2014

Raw Materials Preparation: Magnets, Screens, Hogs and Chippers. Taking care of business at the front end of the plant eases the process flow thereafter.

– **Bonus Distribution:** *EU BC&E 2014, 22nd European Biomass Conference and Exhibition, CCH-Congress Center Hamburg, June 23-26, Hamburg, Germany*

– **Bonus Distribution:** *World Bioenergy 2014, Conference & Exhibition on Biomass for Energy (ELMIA), June 3-5, Jönköping, Sweden*

AUGUST Closes June 20, 2014 – Ad Material Due June 22, 2014

Wood Pelletizers. A growing number of worldwide manufacturers are competing to put their pellet production machines into the world's ever growing number of pellet mills.

– **Bonus Distribution:** *IWF Atlanta, Georgia World Congress Center, August 20-23, Atlanta, Ga.*

OCTOBER Closes Aug. 20, 2014 – Ad Material Due Aug. 22, 2014

In-Woods Chipping & Grinding. More logging and recycling operations are turning to chippers and grinders to expand their operations and provide production for wood pellet and biomass power markets.

– **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.*

– **Bonus Distribution:** *Expobioenergia 2014, Feria de Valladolid, October 22-24, Valladolid, Spain.*

DECEMBER Closes Oct. 20, 2014 – Ad Material Due Oct. 22, 2014

Bagging Systems. The back end of the pellet mill is where the producer puts his "signature" on his line of products and there's no margin for error.

334.834.1170 • FAX: 334.834.4525 • www.woodbioenergymag.com



2015 WOOD BIO GUIDE

Wood Bioenergy's annual Wood Bio Guide, which features exclusively wood-to-energy equipment manufacturers and suppliers and their products and services, will be featured in the February issue. Boldface listings are available with an option 4/c company logo to ensure your company stands out. Boldface listings also appear on the Wood Bioenergy website.

Closing Date: November 15, 2014
Call or email Rhonda Thomas to make sure your company is listed in this annual directory. rhonda@hattonbrown.com, 334.834.1170

Geenergy
DIV. OF A.H. LUNDBERG ASSOCIATES
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Website: www.woodbioenergymag.com
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Lundberg is the leading supplier of air pollution control equipment to the Geenergy, wood-to-energy and forest mill industries in North America. Lundberg's product line includes: bagging systems, wood chip chippers, wood chippers, wood chip grinders, wood chip grinders and pellet mills. Lundberg also supplies Geenergy equipment to the pulp and paper, and forest mill industries. Our product line includes: bagging systems, wood chip chippers, wood chippers, wood chip grinders, wood chip grinders and pellet mills. Lundberg also offers field service, repair, inspection and maintenance of all types of air pollution control systems.
Please contact Lundberg for all your air emission control needs.



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

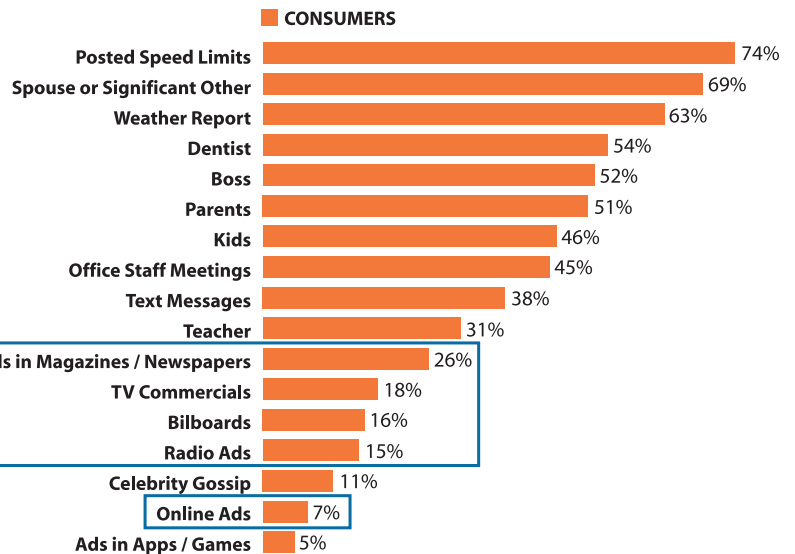
PRINT ADVERTISING: ALIVE AND WELL

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