



a Hatton-Brown Publication

# PanelWorld™

VENEER • PLYWOOD • COMPOSITES • ENGINEERED WOOD PRODUCTS • LAMINATES

[WWW.PANELWORLD.MAG.COM](http://WWW.PANELWORLD.MAG.COM)

# 2015 MEDIA KIT





# PANEL WORLD:

THE LEADER IN THE INDUSTRY



## OUR HISTORY...

*Panel World* magazine (formerly *Plywood & Panel World*) enters its 54th year, the last 33 years under the current management. *Panel World* has evolved its coverage to include the worldwide structural and non-structural wood products sectors including plywood, engineered wood products, composite panels and laminates, in addition to the decorative veneer industry.

## OUR EDITORS...

*Panel World* is known for its detailed, insightful articles on project and technology developments in the panel industries. Its editorial staff can claim more than 120 years of combined experience. *Panel World* editors are constantly in the field, visiting mill operations and interviewing production personnel. The editorial staff is also in charge of organizing the speakers and content for the Panel & Engineered Lumber International Conference & Expo (PELICE), which is held every two years—next scheduled for April 7-8, 2016 at the Omni Hotel at CNN Center in Atlanta, Georgia, USA.



## OUR NUMBERS...

*Panel World* is delivered six times per year to more than 9,100\* subscribers, half of which are outside of North America. Readership includes corporate executives, mill ownership and mill management personnel, representing primary production operations in plywood, engineered wood products, composite panels, laminates and hardwood veneer. Readership lists are updated daily and independently audited by Verified Audit Circulation.

*\*Verified Audit Circulation statement*

## 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 *Panel World* magazine web site, [www.panelworldmag.com](http://www.panelworldmag.com).

# PanelWorld

VENEER • PLYWOOD • COMPOSITES • GYPSUM • LAMINATES

## 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](http://www.hattonbrown.com)

## ADVERTISING SALES REPRESENTATIVES:

### Southern USA

**Kathy Sternberg**

Tel: 251.928.4962

Fax: 334.834.4525

[ksternberg@bellsouth.net](mailto:ksternberg@bellsouth.net)

### Midwest USA, Eastern Canada

**John Simmons**

Tel: 905.666.0258

Fax: 905.666.0778

[jsimmons@idirect.com](mailto:jsimmons@idirect.com)

### Western USA, Western Canada

**Tim Shaddick**

Tel: 604.910.1826

Fax: 604.264.1397

[tootall1@shaw.ca](mailto: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

[murray.brett@abasol.net](mailto:murray.brett@abasol.net)

[murray.brett.aba@gmail.com](mailto:murray.brett.aba@gmail.com)

### Classified Advertising

**Bridget DeVane**

334.699.7837

800.669.5613

[bdevane7@hotmail.com](mailto:bdevane7@hotmail.com)

### Veneer/Panel Suppliers Directory

**Melissa McKenzie**

Tel: 334.834.1170

Fax: 334.834.4525

[melissa@hattonbrown.com](mailto:melissa@hattonbrown.com)

### Reprint Sales

**Patti Campbell**

800.669.5613

[patti@hattonbrown.com](mailto:patti@hattonbrown.com)



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Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Panel World* 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 2015 media kit helpful, informative and influential in your advertising decisions.

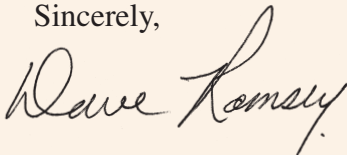
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Panel World* 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.

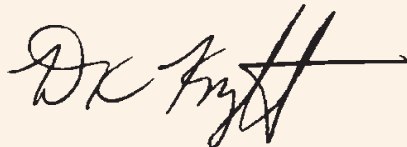
When you advertise with *Panel World* magazine, you'll receive superior customer service and the support you need, when you need it. We do all the work to make your advertising efforts effective and targeted. From planning, to design, to scheduling, we're here to help you from beginning to end. We want 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 *Panel World* magazine family of advertisers.

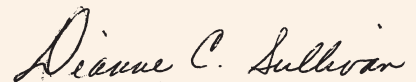
Sincerely,



David H. Ramsey  
Co-Publisher



David (DK) Knight  
Co-Publisher/Executive Editor



Dianne C. Sullivan  
Chief Operating Officer

# PanelWorld

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## VENEER/PANEL SUPPLIERS DIRECTORY

**Are you striving to distribute or buy  
veneer and plywood?**

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

**Low-Cost  
Investment**



**Appears in  
Every Issue**



**Geographically  
displayed  
by state &  
international  
region**

### ■ North Carolina



#### IMPORTS OF HIGH POINT, INC.

SUPPLIERS TO THE VENEER INDUSTRY  
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PAPER VENEER TAPE FOR PATCHING

& JOINING VENEERS

All Thicknesses—Solid and

Perforated—Brown or White. Tape Dispensers

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e-mail: [Imports@northstate.net](mailto:Imports@northstate.net)

### ■ Virginia



Manufacturers and Suppliers  
of European Species Sliced  
& Rotary Cut Veneers, CTS &  
Curved Plywood Parts

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Mills in Ukraine

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Tel: (757) 480-2855/75

Fax: (757) 480-2876

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### WEST POINT VENEER

**Sliced Face Veneers**  
"The Carolina Pine Specialists"  
Oak • Cherry • Walnut • Hard Maple  
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Dave Counterman ■ Jorge Mundaca  
Samuel Agcanas

Tel: 517-278-5676 or 804-843-2900

Fax: 517-279-7104 or 804-843-2554

320 Dupont Street

West Point, VA 23181

*Rankin Brothers Company*

CURVED PLYWOOD

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Phone 910-483-1478 1-800-382-7193

Fax 910-483-4699

Quality curved plywood since 1946  
specializing in fully machined chair seats  
and backs curved and flat

**For More Information, See Other Side...**

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## VENEER/PANEL SUPPLIERS DIRECTORY

*Panel World's Veneer/Panel Suppliers Directory* is highly effective for those striving to distribute or buy veneer and plywood. Our strong domestic and international readership utilizes the directory as its key source for locating products and services worldwide. The **Veneer/Panel Suppliers Directory** is featured in each issue of *Panel World* 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 *Panel World's Veneer/Panel Suppliers Directory*—the May and November closings. Promote your products or service to your top prospective buyers, effectively and affordably...through *Panel World's Veneer/Panel Suppliers Directory*!

**Contact: Melissa McKenzie at (334) 834-1170 • fax: (334) 834-4525**  
email: [melissa@hattonbrown.com](mailto:melissa@hattonbrown.com)

### QUALIFIED CIRCULATION

◆ Manufacturers of Plywood .....	1,006
◆ Manufacturers of Veneer .....	3,989
◆ Manufacturers of Particleboard/Flakeboard/ OSB/Waferboard/MDF/Fiberboard Hardboard .....	1,526
◆ Manufacturers of Other Finished Panels .....	72
◆ Dealer/Wholesaler .....	213
◆ Importers and Exporters .....	115
<b>TOTAL POTENTIAL VENEER AND PLYWOOD BUYERS</b> ..	<b>6,921*</b>

(\*Verified Audit Circulation Statement)

### BASE RATE 2 ¼" x 2" size

Invest only \$315 for 3 issues; \$595 for 6 issues.

### ISSUE/CLOSING DATES

**Issue**  
MAY, JULY AND SEPTEMBER  
NOVEMBER, JANUARY AND MARCH

**Actual Closing**  
March 24, 2014  
September 23, 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



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## REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Panel World* 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.panelworldmag.com](http://www.panelworldmag.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](mailto:sternberg@bellsouth.net)

#### West USA and West Canada

Tim Shaddick  
(604) 910-1826  
Fax: (604) 264-1397  
[tootall1@shaw.ca](mailto:tootall1@shaw.ca)

#### MidWest/NE USA, E. Canada

John Simmons  
(905) 666-0258  
Fax: (905) 666-0778  
[jsimmons@idirect.com](mailto:jsimmons@idirect.com)

#### Europe & Scandinavia

Murray Brett  
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Fax: +34 96 640 4022  
[abasel2@terra.es](mailto:abasel2@terra.es)  
[murray.brett@abasel.net](mailto:murray.brett@abasel.net)

# HATTON-BROWN PUBLISHERS, INC. **MEDIA SERVICES**

A DIVISION OF HATTON-BROWN PUBLISHERS, INC.

**“TURNING YOUR IDEAS INTO A CREATIVE 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
- Video Production
- 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

Stay accurate with in-place carriage rail machining

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www.acculine-rails.com

**RESTORING CARRIAGE RAILS TO OPTIMUM SAWING EFFICIENCY**

October 15-17, 2014 | Portland, Oregon

**TIMBER PROCESSING AND ENERGY EXPO**

TP&EE Names Speakers For Veneer & Plywood, Engineered Lumber Workshop

STAY ON FACEBOOK

Acculine rails

PanelWorld

APA BIOMASS

**PANEL 50**

A Celebration of the Past Fifty Years of Structural & Non-Structural Wood Product Developments

2016 #pelice2016

**PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO**

APRIL 7-8, 2016

**DR. FRED KURPIEL**  
Co-Chair

Email: fredkurpiel@aol.com  
Phone 678-642-1238  
www.pelice-expo.com

**A logger is not a tree**

WWW.SOUTHERNLOGGINTIMES.COM

**CONTACT US TODAY AND LET US KNOW HOW WE CAN HELP YOU.**

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



# PRINT'S (STILL) NOT DEAD

An updated white paper provided by Hatton-Brown Publishers, Inc.

As a follow up to its white paper titled "Print Advertising: Alive And Well" released in 2013, Hatton-Brown Publishers provides this updated version of the informative report advocating for the print media. Hatton-Brown Publishers, a publisher of industry leading trade magazines such as *Timber Harvesting & Wood Fiber Operations*, *Southern Loggin' Times*, *Timber Processing*, *Panel World*, *Wood Bioenergy* and *Power Equipment Trade*, has released this new report showing that the print media isn't dead, and reveals why businesses can still place their confidence in print advertising.

## In Print We Trust

Nielsen polled more than 29,000 Internet respondents in 58 countries to measure consumer sentiment on 19 advertising formats. As you can see, print magazine ads come in a close second to newspaper ads, while digital forms of advertising rank much lower. Consumers still trust traditional advertising media, especially print, over newer digital forms of advertising.

## Print Power In The Purchasing Process

A recent study by Deloitte surveyed more than 2,000 U.S. multi-generational consumers, ages 14 and older, as to which advertising media are the most influential in the purchasing process. Traditional media ads were ranked higher than online ads -- with the influence of print magazines and newspapers being cited by 57% and 51% of respondents, respectively. Print advertising plays a vital role in consumers' purchase intent.

## Print Engages and Motivates

A Starch Syndicated Research study that analyzed consumer engagement with more than half a million print magazine ads recorded "remarkably consistent and high levels of recall and actions taken." When asked about a specific print magazine ad, 52% of magazine readers surveyed recalled seeing that ad, on average. Of those who recalled seeing an ad, 62% took some action as a result; this means that, on average, 35% of print magazine readers have taken action on a print magazine ad.

IPC Media commissioned a survey of 3,500 consumers regarding their engagement with multiple magazine publishing platforms -- print, online, mobile, tablet and social. Their results found that consumers are highly engaged with the print media. Some of their findings include: 89% of consumers are most inspired and motivated by print magazines, 45% of consumers indicated that ads in print magazines had the most influence over actual purchases, and 64% indicated that print magazines have most influenced sharing with friends, family and peers.

### Consumers Still Trust Traditional Media Advertising Over Online Ads

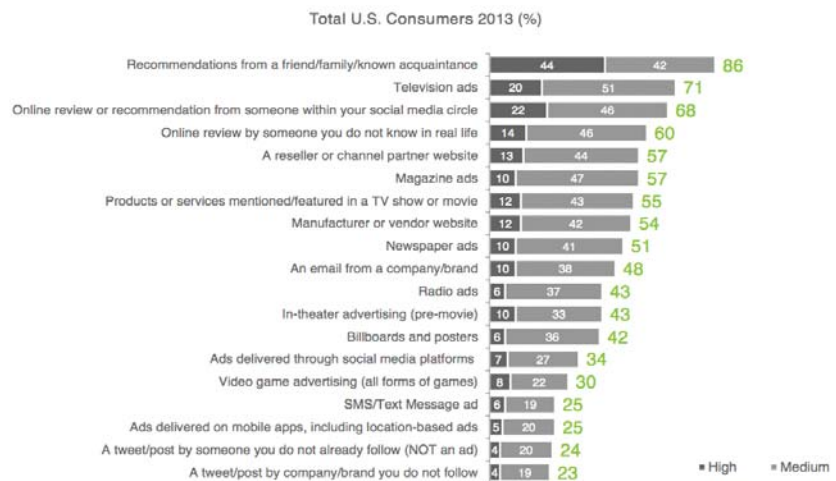
% of North American consumers who trust the following forms of advertising (as of Q1 2013)



@StatistaCharts Source: Nielsen

statista

### Q. To what degree do the following influence your buying decisions?



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continued



## **Hatton-Brown's Own Research**

The following data is taken from a 2014 Reader Survey of more than 3,600 readers of Hatton-Brown's own print magazines:

- When asked if they would prefer to get their information from Hatton-Brown's print magazines or from online sources, 73% of respondents said they preferred print magazines.
- When asked if they notice and take the time to read the ads in Hatton-Brown's print magazines, 59% 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 the print magazines, 44% 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 the print magazines, 70% of respondents said that it does.

## **Quick Print Facts**

- 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.
- 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.

## **The Advantages Of Print Advertising Revisited**

**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. As long as the publication remains in circulation, the ad also remains in circulation.

**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.

**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.

**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.

**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.

## **Want More Information?**

Hatton-Brown Publishers recommends the website [www.printinthemix.com](http://www.printinthemix.com) for further information. Print In The Mix is a clearinghouse of third-party research demonstrating the effectiveness of print, web, mobile, social media and other formats in the cross-media communications chain. 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: "Global Trust In Advertising and Brand Messaging", Nielsen, 2014; "Consumers Still Trust Traditional Media Advertising Over Online Ads", Statista, 2014; "Digital Democracy Survey", Deloitte, 2014; "Print Magazine Ads Motivate 35% Of Readers To Take Action", Starch Syndicated Research, 2014; "IPC Study Shows Connected Consumers Are Engaged Across All Magazine Platforms", FIPP, 2014; "Print Advertising: Alive And Well", Hatton-Brown Publishers, Inc., 2013; Hatton-Brown Publishers, Inc. 2014 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

**ADVERTISING RATES ISSUED JANUARY 1, 2015**

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>	<b>24X</b>	<b>36X</b>
Full page	\$2,525	\$2,390	\$2,285	\$2,150	\$2,070	\$1,995
2/3 page	1,945	1,860	1,795	1,685	1,615	1,530
1/2 island	1,740	1,670	1,600	1,515	1,440	1,390
1/2 page	1,480	1,430	1,350	1,285	1,215	1,170
1/3 page	1,170	1,100	1,070	990	940	915
1/4 page	860	815	780	730	705	685
1/6 page	575	555	530	495	485	470
1/12 page	395	350	325	290	280	260

**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.

**COLOR CHARGES**

	<b>1-6X</b>	<b>7-36X</b>
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, back-up and folding costs are added as necessary. Such related costs are not commissionable. Maximum size: 8<sup>5</sup>/<sub>16</sub> x 11<sup>1</sup>/<sub>16</sub> inches. Mock-up is required. Note trim/bleed specs at right.

**VENEER/PANEL SUPPLIERS**

**DIRECTORY**

3 months – \$315    6 months – \$595

Call **Melissa McKenzie 334.834.1170**  
melissa@hattonbrown.com

**CLASSIFIED ADVERTISING**

Call **Bridget DeVane at**

**800.669.5613**

Base rate: \$55 per column inch

Color available for additional charge

**MAIL LISTS**

Panel World 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
<b>trim size</b>	<b>8-1/8 in.</b>	<b>10-7/8 in.</b>	<b>206mm</b>	<b>276mm</b>
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](http://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 25TH OF MONTH PRIOR TO MONTH OF ISSUE.

## JANUARY CLOSES NOV. 24, 2014 – AD MATERIAL DUE NOV. 26, 2014

**Annual Directory/Buyers' Guide.** This is the most comprehensive accumulation of equipment manufacturing and supplier information available for the panel industries, including softwood and hardwood plywood, engineered wood products, the composite boards, laminates, and hardwood decorative veneer segments.

■ **BONUS DISTRIBUTION:** *Delhi Wood 2015, India Expo Centre & Mart, February 4-7, Greater Noida, India*

■ **BONUS DISTRIBUTION:** *Eurobois 2015, Eurexpo Lyon, March 4-6, Lyon, France*

## MARCH CLOSES JAN. 23, 2015 – AD MATERIAL DUE JAN. 27, 2015

**Dryers.** Whether it's a structural panel operation such as OSB, softwood veneer and plywood or decorative hardwood veneer, the drying technologies get to the heart of the matter.

■ **BONUS DISTRIBUTION:** *WoodMac China 2015 – The 13th International Forestry and Woodworking Machinery and Supplies Exhibition, Shanghai New International Expo Centre, March 11-14, Pudong, Shanghai, China*

## MAY CLOSES MARCH 23, 2015 – AD MATERIAL DUE MARCH 25, 2015

**Ligna Preview.** Manufacturers and suppliers use the world's most popular wood products machinery expo in Hannover, Germany to introduce new technologies and announce new projects.

■ **BONUS DISTRIBUTION:** *interzum 2015, May 5-8, Cologne, Germany*

■ **BONUS DISTRIBUTION:** *Ligna, Hannover Exhibition Center, May 11-15, Hannover, Germany*

■ **BONUS DISTRIBUTION:** *SFPA Forest Products Machinery & Equipment Exposition, Georgia World Congress Center, June 10-12, Atlanta, Ga.*

## JULY CLOSES MAY 25, 2015 – AD MATERIAL DUE MAY 27, 2015

**Safety.** A look at planning, implementation and personnel commitment that account for excellent safety records in wood products manufacturing operations.

**Ligna Review.** A look at the best new technologies and products that were introduced during the Ligna Fair in Hannover, Germany.

■ **BONUS DISTRIBUTION:** *Wood & Bioenergy Exhibition, Jyväskylä Paviljonk, September 2-4, Jyväskylä, Finland*

## SEPTEMBER CLOSES JULY 23, 2015 – AD MATERIAL DUE JULY 27, 2015

**Quality Control.** This popular annual special section provides the latest developments for in-line measurement, defect detection, and other areas of manufacturing with emphasis on quality control.

■ **BONUS DISTRIBUTION:** *APA—The Engineered Wood Assn. Annual Meeting and Engineered Wood Technology Assn. Info Fair, The Coeur d'Alene Resort, October 16-18, Coeur d'Alene, Idaho*

## NOVEMBER CLOSES SEPT. 23, 2015 – AD MATERIAL DUE SEPT. 25, 2015

**Air Emissions Control.** Popular annual special section focuses on emissions control technologies, installations and regulations.

■ **BONUS DISTRIBUTION:** *Woodex, 14th International Exhibition of Machines, Equipment and Technologies for Logging, Woodworking and Furniture Production, Crocus Expo, November 24-27, Moscow, Russia*



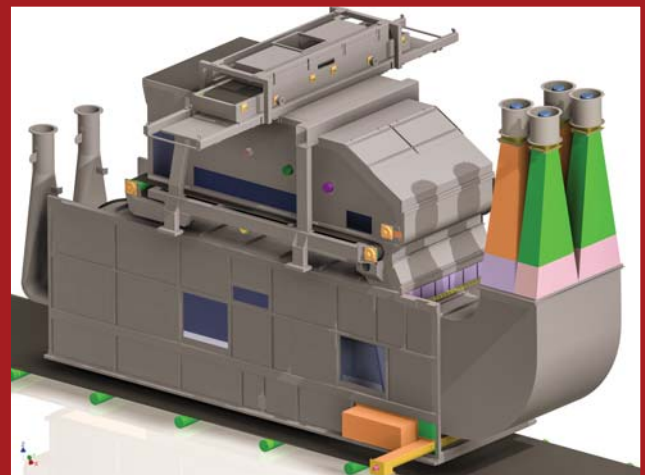
## 2016 ANNUAL DIRECTORY & BUYERS' GUIDE

Be a part of the most utilized issue of the year. The 2016 Annual Directory & Buyers' Guide includes machinery manufacturers, suppliers, products, services, and much more. Boldface listings are available with an optional 4/c company logo to ensure your company stands out. Boldface listings also appear on the *Panel World* web site.

**Closing date: October 16, 2015.**

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

**rhonda@hattonbrown.com, 334.834.1170**





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