

SOUTHERN LOGGIN' TIMES™

"The Southern Logger's Best Friend"



A HATTON-BROWN PUBLICATION

2015 MEDIA KIT

WWW.SOUTHERNLOGGINTIMES.COM

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



OUR HISTORY...

Southern Loggin' Times enters its 43rd year in 2015. *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 120 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 12,900* 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 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 *Southern Loggin' Times* magazine web site, www.southernlogginetimes.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) 910-1826

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

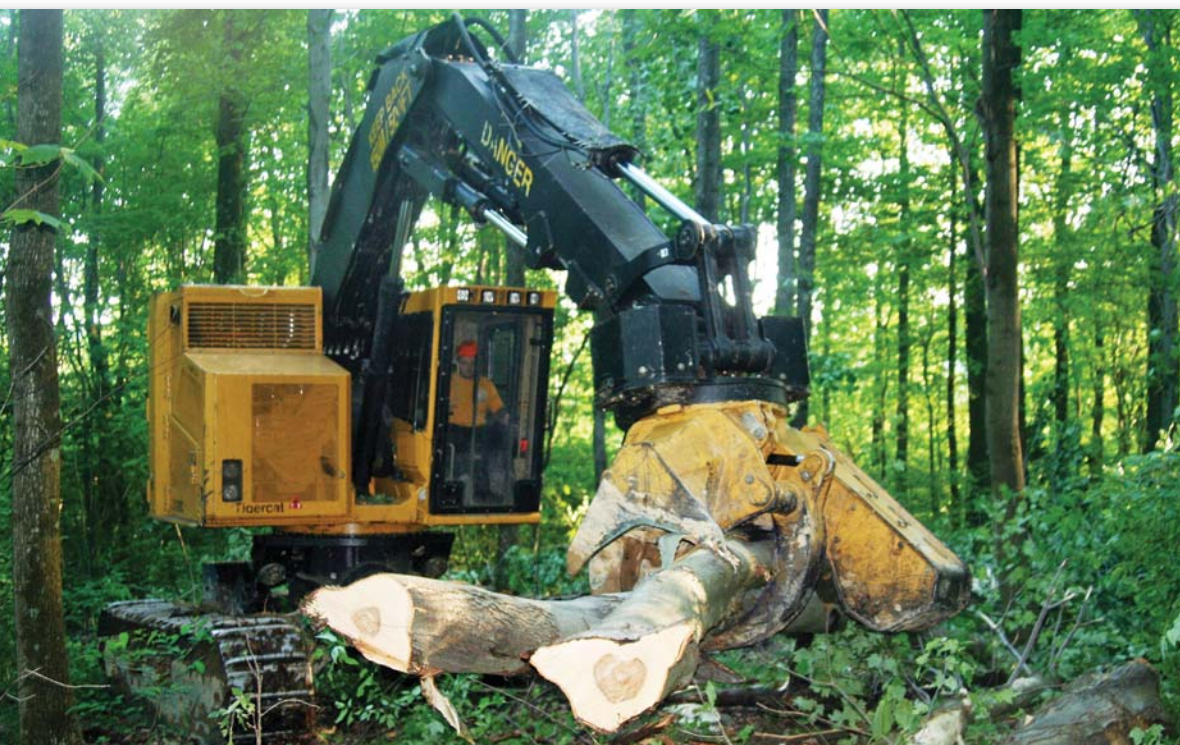
bdevane7@hotmail.com

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 2015 media kit helpful, informative and influential in your advertising decisions.

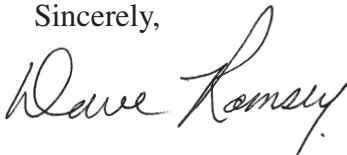
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *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.

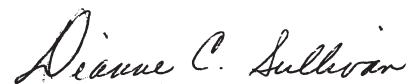
Sincerely,



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



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
(604) 910-1826
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
abasal2@terra.es
murray.brett@abasal.net

* Flash and shockwave files must have fonts embedded

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

Logger News ONLINE

NEWSLETTER ADVERTISING

Banner and Button Ad Specifications

Banner Ad Specifications

336x43 pixel banner
\$300/issue

336x43 pixels Max File Size: 15k
Resolution: 72dpi
GIF, JPG files accepted

Button Ad Specifications

135x135 \$100/issue

Max File Size: 15k
Resolution: 72dpi
GIF, JPG files accepted

2015 LOGGER NEWS

Issue Months	Release Date	Deadlines
January	January 15	January 8
February	February 16	February 9
March	March 16	March 9
April	April 15	April 8
May	May 15	May 8
June	June 15	June 8
July	July 14	July 8
August	August 15	August 7
September	September 15	September 8
October	October 15	October 8
November	November 16	November 9
December	December 15	December 8

MONTHLY ISSUES
(12 PER YEAR)

CONTACT YOUR SALES REPRESENTATIVE

**Midwest & Northeast USA/
Eastern Canada**
John Simmons
(905) 666-0258
Fax: (905) 666-0778
jsimmons@idirect.com

**Western US/
Western Canada**
Tim Shaddick
(604) 910-1826
Fax: (604) 264-1397
tootall1@shaw.ca

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

Europe & Scandinavia
Murray Brett
+34 96 640 4165
Fax: +34 96 640 4022
Email: abasol2@terra.es

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

Acculine rails
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

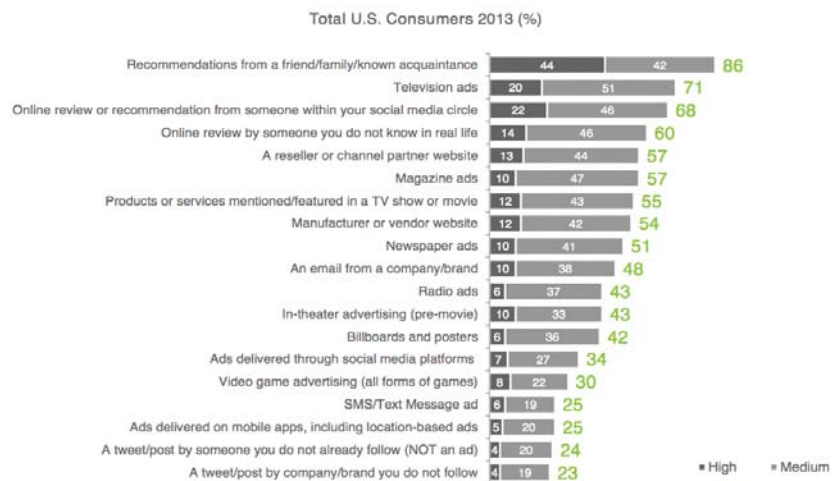
% of North American consumers who trust the following forms of advertising (as of Q1 2013)



@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 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 INFORMATION

Advertising Rates Issued January 1, 2015

	1X	3X	6X	12X	24X	36X
1 page	\$2,305	2,195	\$2,085	\$1,950	\$1,845	\$1,750
2/3 page	1,725	1,645	1,570	1,465	1,390	1,315
1/2 island	1,715	1,635	1,540	1,445	1,370	1,310
1/2 page	1,445	1,375	1,310	1,225	1,160	1,105
1/3 page	1,130	1,075	1,025	955	905	855
1/4 page	855	815	765	720	690	655
1/6 page	570	535	505	480	455	440

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.

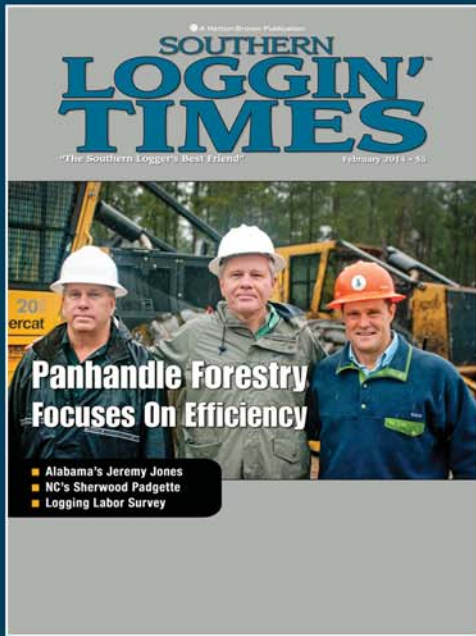
For files too large for email please contact Patti Campbell at (334) 834-1170.

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.

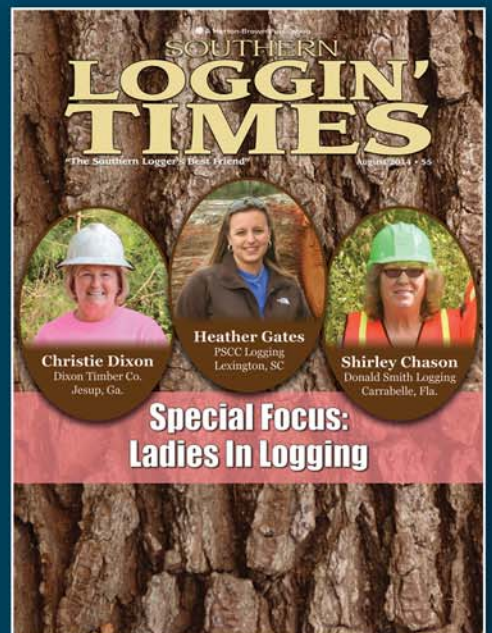
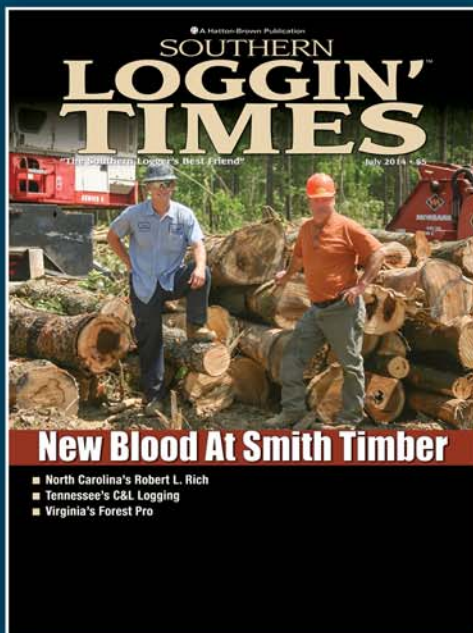


BONUS DISTRIBUTION AT MAJOR SHOWS

- **InWoods Expo** – June 18-20, Hot Springs, Ark.
- **Mid-Atlantic Logging & Biomass Expo** – September 18-19, Selma-Smithfield, NC
- **American Loggers Council Annual Meeting** – September 24-26, Eureka, Calif.

ADDITIONAL OPPORTUNITIES

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





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 9.5 or earlier.

Hatton-Brown Publishers has all Adobe Creative Cloud (CC) applications the 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 08/25/2014

