

LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS

TIMBER PROCESSING

a Hatton-Brown Publication

TM

2015 MEDIA KIT

WWW.TIMBERPROCESSING.COM

Marketing Opportunities | Rates | Closing Dates | Specifications



TIMBER PROCESSING

LUMBERMEN RELY ON US!



OUR HISTORY...

Founded in 1976, *Timber Processing* magazine has evolved with the sawmill industry itself, continuing to cover the amazing developments in softwood and hardwood lumber processing technologies. 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 whether through capital expenditure survey reports and in-depth stories on the latest market trends and 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 120 years of combined experience. *Timber Processing* editors are constantly in the field, visiting mill operations and interviewing production personnel. The editors deliver concise and accurate reports that have become must-reading for sawmill management.



OUR NUMBERS...

Timber Processing is delivered 10 times per year to more than 12,888* subscribers, 2,000 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 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 *Timber Processing* magazine web site, www.timberprocessing.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
Tel: (334) 834-1170
Fax: (334) 834-4525
www.hattonbrown.com

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E-mail: reagor@bellsouth.net

Midwest USA, Eastern Canada

John Simmons

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Fax: 905.666.0778

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Fax: +34 96 640 4022

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

Classified Advertising

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E-mail: bdevane7@hotmail.com

Wood Products Marketplace

Melissa McKenzie

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Fax: 334.834.4525

E-mail: melissa@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 2015 media kit helpful, informative and influential in your advertising decisions.

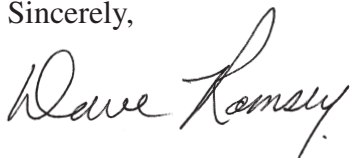
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *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.

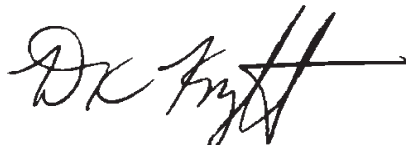
When you advertise with *Timber Processing* magazine, you'll receive superior customer service and the support you need, when you need it. We do all the work to make your advertising efforts effective and targeted. From planning, to design, to scheduling, we're here to help you from beginning to end.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

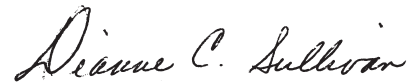
Sincerely,



David H. Ramsey
Co-Publisher



David (DK) Knight
Co-Publisher/Executive Editor



Dianne C. Sullivan
Chief Operating Officer

SOFTWOOD LUMBER ON THE RISE

Our 2014 Sawmill Capital Expenditure Survey saw participation from more than 270 sawmill industry professionals, with 60% representing softwood lumber. The results point to an industry on the rise and focused on mill improvement projects.

The softwood industry is now investing in its bright future, as indicated by the sampling of survey results on the back of this page. We hope you find this information useful, informative and influential in your advertising decisions.

Thank you for considering partnering with *Timber Processing* magazine.



“Overall lumber market should be good to excellent.”

“All indications are that there is a great deal of demand for lumber products.”

“Lumber prices are finally, after about a decade of struggling, to a level where we finally feel like we are sawing for the right reasons, that is to make a profit as well as supplying a lot of jobs and feeding a lot of mouths. Long overdue.”

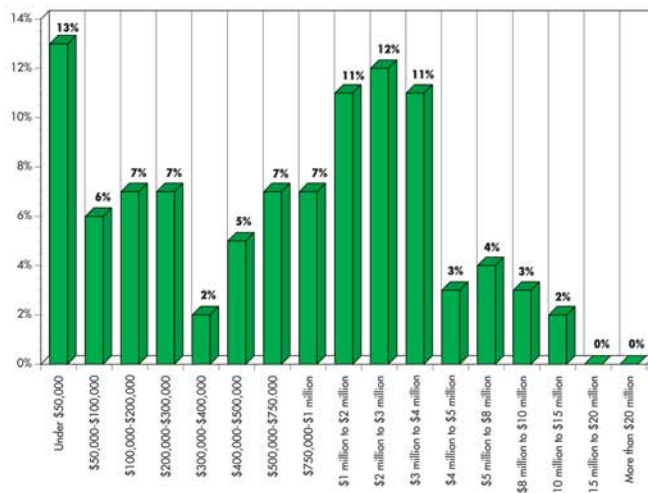
How would you forecast your lumber market situation for the remainder of 2014 and 2015?



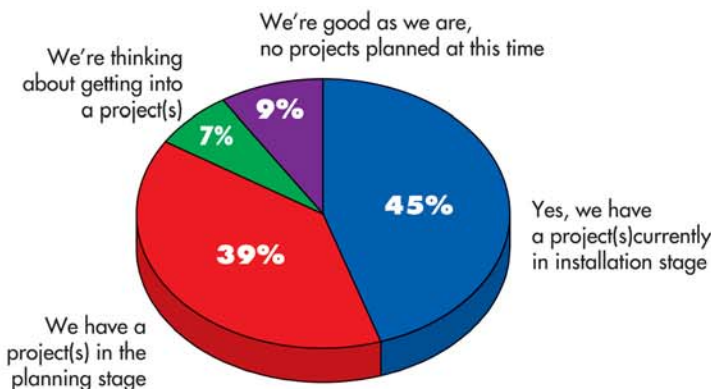
When asked how they would forecast their lumber market situation for 2015, almost 90% of softwood lumber producers said that they expect either excellent or good conditions. These results indicate that mills are poised to invest, and they will have to in order to keep up with increasing demand.

In regards to how much capital investment in machinery and systems will be committed to their mills over the next two years, almost 50% of softwood lumber producers said they will commit at least \$1 million to upgrades and improvements, and nearly 10% will spend more than \$5 million.

How much capital investment in machinery and systems has already been or will be committed to your mill in 2014-2015?



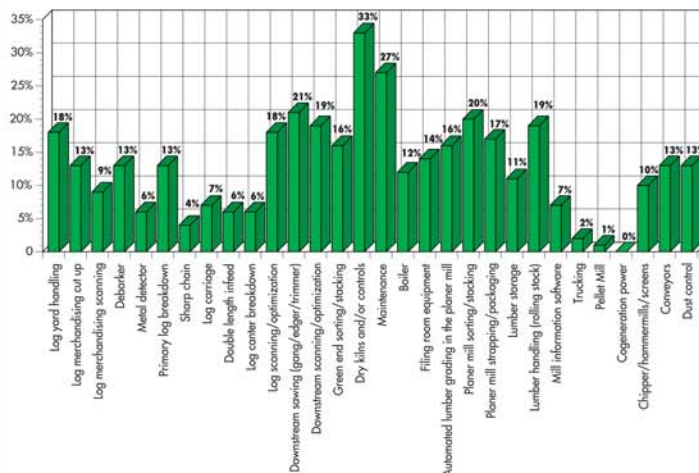
What about current projects in 2014?



Many of the softwood lumber mills that responded to our survey have capital investment projects currently in the installation or planning stage. Almost 85% of mills are currently investing in projects or are making preparations to invest. Increasing demand and the need for upgrades and improvements make these mills prime targets.

The softwood lumber producers that participated in the survey indicated where they are most likely to invest over the next two years. Dry kilns and/or controls, maintenance, downstream sawing (gang/edger/trimmer), planer mill sorting/stacking, and downstream scanning/optimization and lumber handling (rolling stock) are the top areas of interest, but most of the 30 categories scored high marks.

In which areas has your mill already made or will make capital investments during 2014-2015?



Thank you for taking the time to read these results from our 2014 Sawmill Capital Expenditure Survey and for considering partnering with Timber Processing magazine. Please contact your advertising sales representative for more information on how you can take advantage of the great opportunities that Timber Processing has to offer!

HARDWOOD LUMBER MAKING A COMEBACK

Our 2014 Sawmill Capital Expenditure Survey saw participation from more than 270 sawmill industry professionals, with 40% representing hardwood lumber. The results point to an industry making a comeback, following years of severe curtailment.

The hardwood lumber industry is investing in its bright future. The sampling of survey results on the back of this page indicate that mills are ready and willing to improve their current operations. We hope you find this information useful, informative and influential in your advertising decisions.

Thank you for considering partnering with *Timber Processing* magazine.



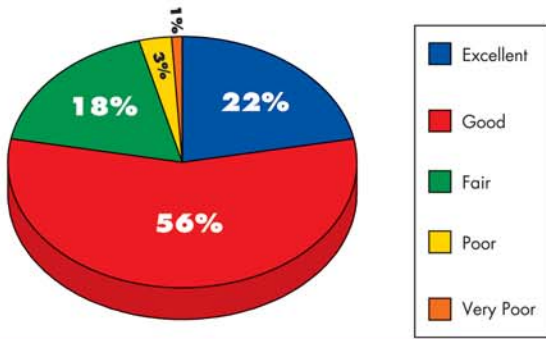
"In terms of the market demand I would say it is without a doubt the strongest market we have seen since prior to the major downturn of 2007 that lasted for six long years."

"I think 2014 is going to stay steady and 2015 could be even better. Housing should continue to grow."

"Good customer base, economy slowly improving, pent up housing demand should equal a stable lumber market with better prices."

"I think we will see this market continue to remain solid."

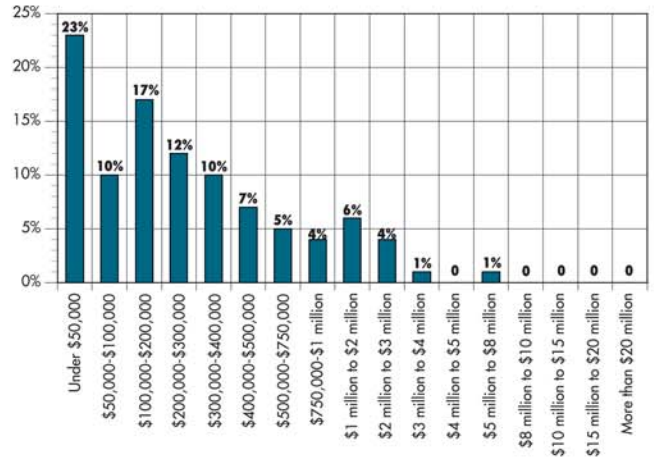
How would you forecast your lumber situation for the remainder of 2014 and 2015?



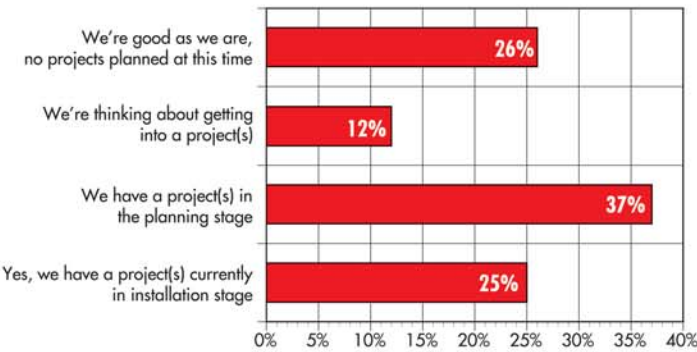
When asked how they would forecast their lumber market situation for 2015, almost 80% of hardwood lumber producers said that they expect either excellent or good conditions. These results indicate that mills are poised to invest, and they will have to in order to keep up with increasing demand.

In regards to how much capital investment in machinery and systems will be committed to their mills over the next two years, almost 70% of hardwood lumber producers said they will commit at least \$100,000 to upgrades and improvements, and 12% will spend at least \$1 million.

How much capital investment in machinery and systems has already been or will be committed to your mill in 2014-2015?



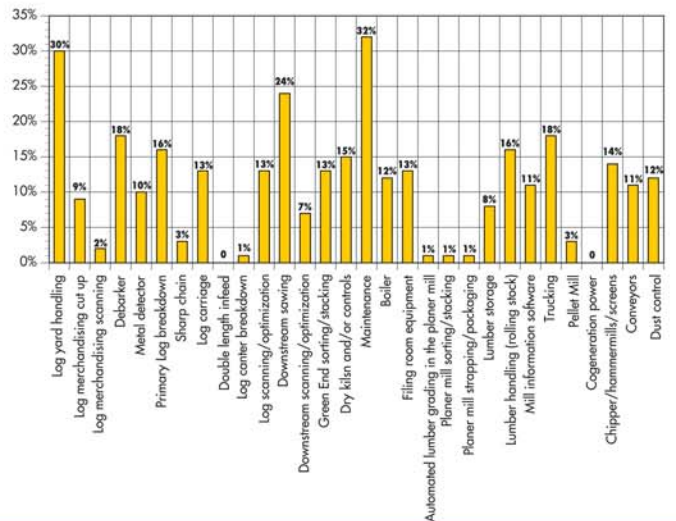
What about current projects in 2014?



Many of the hardwood lumber mills that responded to our survey have capital investment projects currently in the installation or planning stage. Over 60% of mills are currently investing in projects or are making preparations to invest. Increasing demand and the need for upgrades and improvements make these mills prime targets.

The hardwood lumber producers that participated in the survey indicated where they are most likely to invest over the next two years. Maintenance, log yard handling, downstream sawing, debarking and trucking, primary log breakdown and lumber handling (rolling stock) are the top areas of interest, but most of the 30 categories scored high marks.

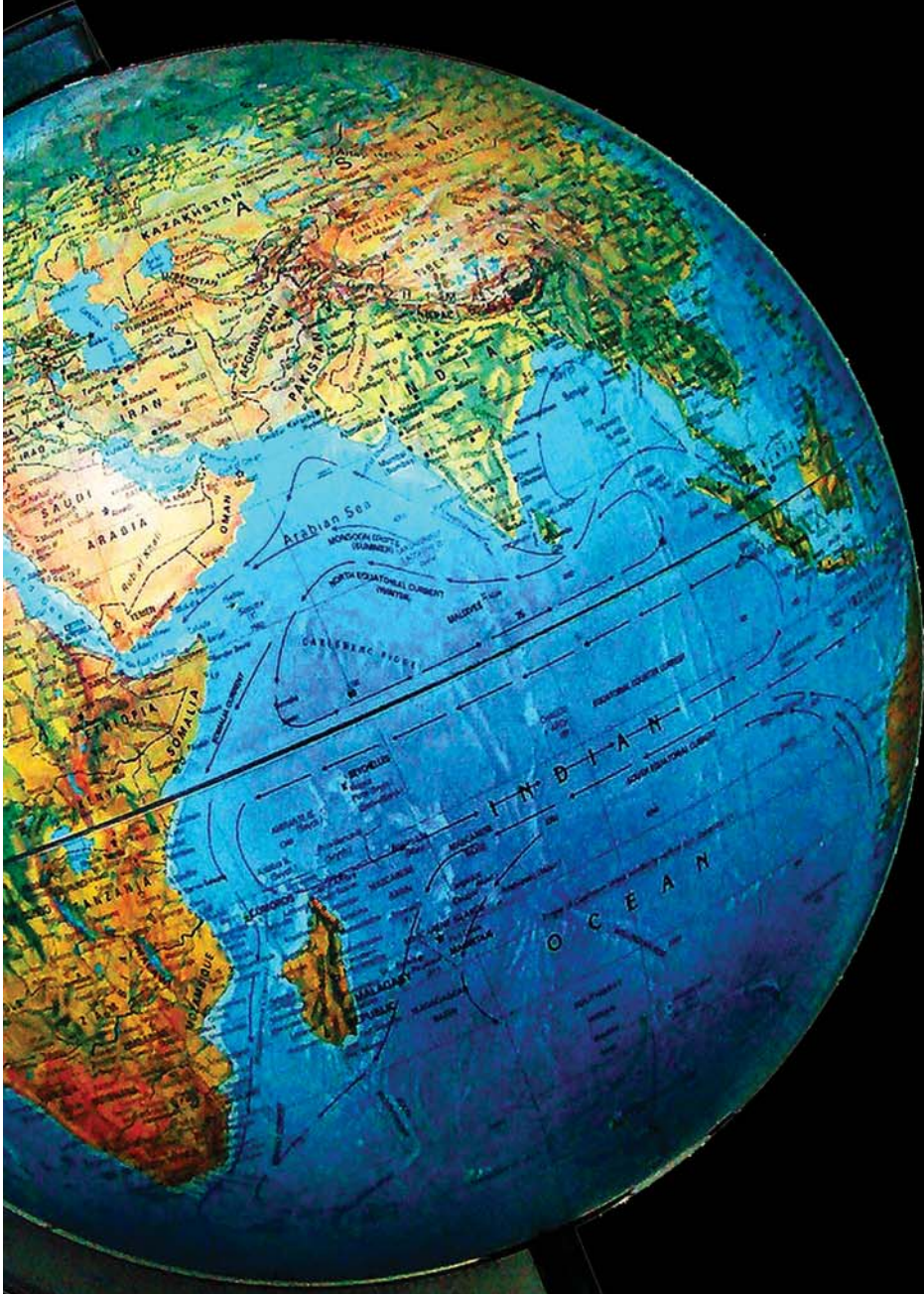
Please check any of the following areas where you think your mill has already made or will make capital investments during 2014-2015.



Thank you for taking the time to read these results from our 2014 Sawmill Capital Expenditure Survey and for considering partnering with Timber Processing magazine. Please contact your advertising sales representative for more information on how you can take advantage of the great opportunities that Timber Processing has to offer!

WE'RE INTERNATIONAL

Timber Processing now reaches over 2,000 readers in the managerial ranks at sawmill operations outside of North America.



TP FOREIGN SUBSCRIBERS

Argentina	1
Australia	7
Austria	16
Belgium	1
Bolivia.....	1
Brazil	14
Cameroon.....	1
Canada	569
Chile	34
Columbia	3
Denmark.....	12
Finland	67
France.....	301
Germany.....	297
Ghana.....	1
Greece	1
Guatemala.....	1
India	14
Indonesia.....	3
Iran	1
Ireland.....	5
Italy	73
Japan	1
Kenya	2
Luxembourg.....	1
Malaysia	6
Mexico.....	2
Netherlands.....	4
New Zealand	27
Nigeria	1
Norway.....	41
Pakistan	1
Papua New Guinea.....	1
Philippines.....	1
Poland	1
Portugal.....	3
Russia.....	314
Rwanda	1
South Africa	1
South Korea	1
Spain	37
Sweden.....	149
Taiwan	3
Thailand	2
Ukraine	1
United Kingdom.....	3
Vietnam.....	1

TOTAL.....2,028

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**TIMBER
 PROCESSING™**

P.O. Box 2268 • Montgomery, AL 36102-2268
 334-834-1170 • 334-834-4525 • www.timberprocessing.com

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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

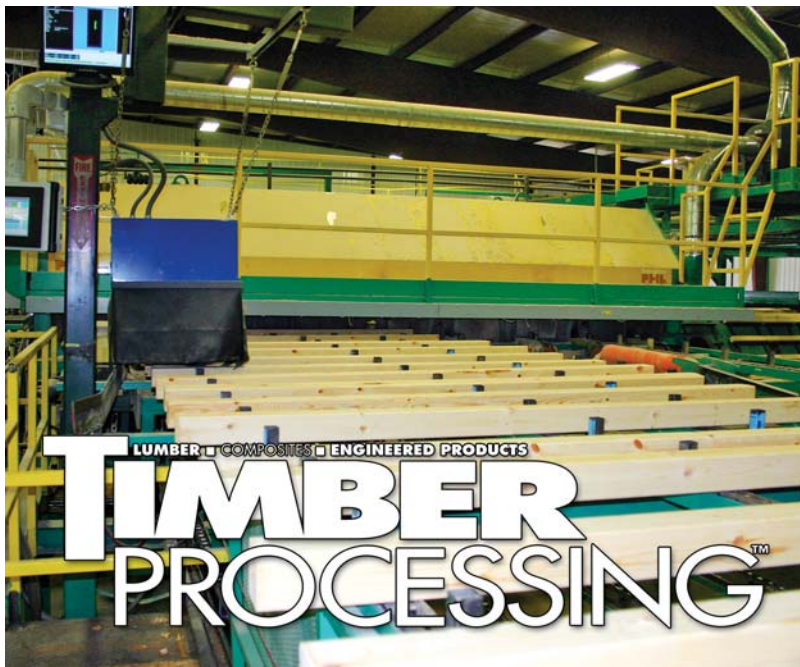


NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

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



SQUARE AD 300 x 250 pixels • \$250

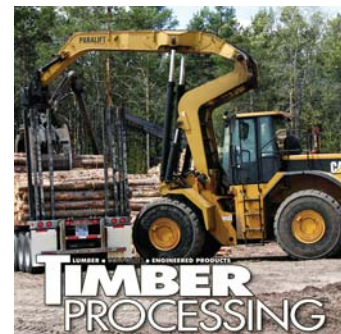


* Flash and shockwave files must have fonts embedded

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: (334) 834-4525
reagor@bellsouth.net

West USA and West Canada
Tim Shaddick
(604) 910-1826
Fax: (604) 264-1397
tootal1@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

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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**

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<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

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■ **North Carolina**

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LUMBER ASSOCIATION**


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We produce quality 4/4 - 8/4
Appalachian hardwoods
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Green Lumber: Air Dried, Kiln Dried
Timbers & Crossties
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Custom Cut Timbers: Long lengths and wide widths
Sales/Service: 336-746-5419
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For More Information, See Other Side...



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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: Melissa McKenzie at (334) 834-1170 • fax: (334) 834-4525
email: melissa@hattonbrown.com

QUALIFIED CIRCULATION

◆ Manufacturers of Hardwood and Softwood Lumber	10,236
◆ Manufacturers of Veneer/Plywood/Panel Products	179
◆ Manufacturers of Pallets/Poles/Timbers/Specialty Products/ Wood Treatments	607
◆ Others Allied To The Field	441
TOTAL POTENTIAL BUYERS/SELLERS	11,463*

(*Verified Audit Circulation Statement)

BASE RATE 2 ¼" x 2" size

Invest only **\$330** for **5** 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 5, 2015
 July 6, 2015

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

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

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

2016 #pelice2016

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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.SOUTHERNLOGGINGTIMES.COM

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

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 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

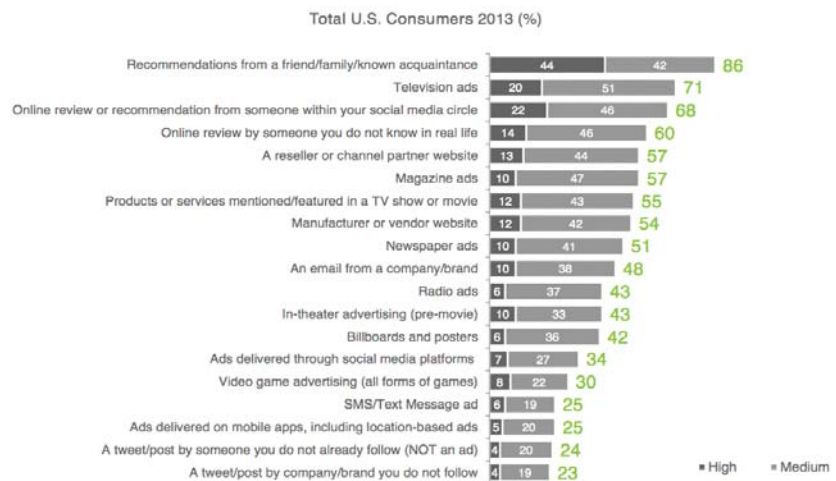
% of North American consumers who trust the following forms of advertising (as of Q1 2013)



@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 RATES ISSUED JANUARY 1, 2015

	1X	3X	6X	10X	20X	30X
Full page	\$2,460	\$2,335	\$2,240	\$2,105	\$2,020	\$1,950
2/3 page	1,900	1,815	1,725	1,640	1,565	1,510
1/2 island	1,735	1,645	1,565	1,480	1,410	1,335
1/2 page	1,455	1,395	1,340	1,270	1,210	1,160
1/3 page	1,145	1,090	1,050	995	950	905
1/4 page	850	805	775	725	690	655
1/6 page	585	550	525	495	480	470
1/12 page	400	365	340	310	295	285

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 **Melissa McKenzie at 334.834.1170**
melissa@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: 8⁵/₁₆ x 11¹/₁₆ inches. Mock-up is required. Note trim/bleed specs.



AD SIZE REQUIREMENTS

	<u>width</u>	<u>depth</u>	<u>width</u>	<u>depth</u>
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

JANUARY/FEBRUARY CLOSING JANUARY 5, 2015 ■ AD MATERIAL DUE JANUARY 7, 2015

27th Annual Person 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 in industry and community activities.

- **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 CLOSING FEBRUARY 5, 2015 ■ AD MATERIAL DUE FEBRUARY 9, 2015

Downstream Sawing—Gangs, Edgers and Trimmers. A look at the newest sawing machinery in this highly competitive field.

- **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*

APRIL CLOSING MARCH 5, 2015 ■ AD MATERIAL DUE MARCH 9, 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:** *Ligna, Hannover Exhibition Center, May 11-15, Hannover, Germany*
- **BONUS DISTRIBUTION:** *Northeastern Forest Products Equipment Expo, Bangor Expo at the Cross Insurance Center at Bass Park, May 15-16, Bangor, Me.*

MAY CLOSING APRIL 6, 2015 ■ AD MATERIAL DUE APRIL 8, 2015

SFPA Expo Preview: Equipment manufacturers gear up for this longstanding and popular sawmill machinery show in the Southeastern U.S.

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

JUNE CLOSING MAY 5, 2015 ■ AD MATERIAL DUE MAY 7, 2015

Annual Sawmill Capital Expenditure Survey Report. One of the most highly read articles of the year as 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.

JULY/AUGUST CLOSING JULY 6, 2015 ■ AD MATERIAL DUE JULY 8, 2015

37th Lumbermen's Buying Guide. A comprehensive listing of worldwide equipment manufacturers, products and services.

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

SEPTEMBER CLOSING AUGUST 5, 2015 ■ AD MATERIAL DUE AUGUST 7, 2015

Automation In Lumber Grading: This technology has made tremendous strides in the past 10 years and several equipment manufacturers are in the hunt.

OCTOBER CLOSING SEPTEMBER 7, 2015 ■ AD MATERIAL DUE SEPTEMBER 9, 2015

Log Yard Handling. Here are the offerings in cranes, wheel loaders and mobile knuckleboom loaders used to advance logs into the mill.

NOVEMBER CLOSING OCTOBER 5, 2015 ■ AD MATERIAL DUE OCTOBER 7, 2015

Dry Kiln Technologies. This popular annual special section reports on the advancements in dry kilns and accessories on a global scale.

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

DECEMBER CLOSING NOVEMBER 5, 2015 ■ AD MATERIAL DUE NOVEMBER 9, 2015

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

37TH ANNUAL LUMBERMEN'S BUYING GUIDE

Be a part of the most utilized issue of the year. The 37th 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 29, 2015
Call or email Rhonda Thomas to make sure your company is listed in this annual directory.
rhonda@hattonbrown.com
334.834.1170



Hatton-Brown Publishers, Inc.

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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

