



Media Kit
Advertising with HMR



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What is the best way to reach customers?

By advertising in publications that are purchased by your customers.

HMR is the foremost source of market and pricing information for North American hardwood lumber. Since 1922, *Hardwood Market Report*[®] has served as a reliable and valued business tool for producers, buyers and sellers, and consumers of hardwoods throughout the world.

With an extensive reach in the US and around the globe, advertising with HMR becomes an invaluable component of a company's marketing strategy. The additions of HMR *Executive*[®] and HMR *Import Newsletter*[™] have expanded your opportunities to reach customers in temperate and tropical hardwood markets.

There are several options for advertising including hard-copy print and digital formatting, each providing access for the customer to connect with the advertiser.

Let our publications work for you.



Hardwood Market Report®

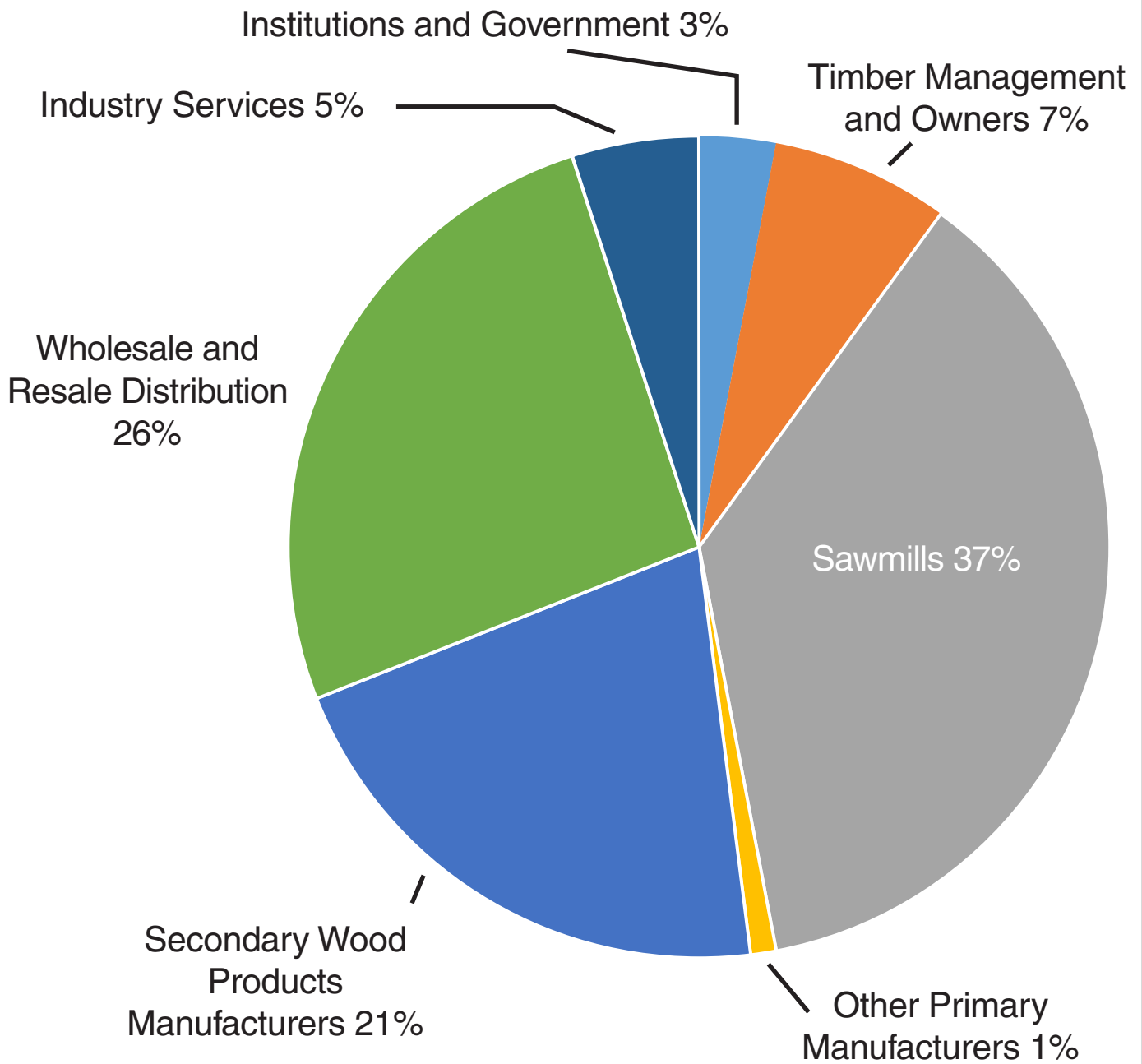




Subscription Base

Who uses *Hardwood Market Report*®?

Business Type





2020 Spec Sheet

Mechanical Requirements

<u>Space</u>	<u>Format</u>	<u>Width</u>		<u>Depth</u>
Full Page		6.125"	x	7.75"
Two-Thirds Page	Vertical	4" (2 columns)	x	7.75"
Two-Thirds Page	Horizontal	6.125"	x	5.16"
1/2 Page	Horizontal	6.125"	x	3.75"
One (1) Column	Horizontal	2"	x	1" minimum*
*increases in 1/4" increments				

Page configuration is three (3) columns wide. Ads measuring two (2) columns are approximately 4" in width. Ads measuring three (3) columns wide total 6.125" in width. *Please call for mechanical requirements of ad sizes not listed.*

All printed advertisements are included in the electronic version of *Hardwood Market Report*®. Email and web addresses listed within the ads are linked. These services increase advertisers' exposure and customer response to ads and are provided at no additional charge.

Digital File Specifications

Preferred:

InDesign – Include all linked files (.eps, .tif, .jpg, .doc).

Portable Document Format (pdf) acceptable.

However, these ads must meet exact size specifications and not require editing.

Contract Copy Requirements

Copy Acceptance - Publisher reserves the right to reject any advertising considered objectionable.

Advertising Responsibility - All advertisements are accepted and published by the publisher upon the representations that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser and/or agency will indemnify and serve the publisher harmless from any loss or expense resulting from claims or suits based upon contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism and copyright infringement.

Deadlines

Materials Deadlines:

Changes to existing ads should be received no later than 4:00 p.m. Central Time Zone on Tuesdays of the scheduled production week*. Updating content does not affect the cost of the advertisement unless it alters the size of the ad.

Changes may be made to the insertions schedule. Ad rates will not be affected unless the number of insertions is revised to a greater or lower discount than with the original order.

New Ad Copy: Should be received by 12:00 p.m. Central Time Zone on Mondays of the scheduled production week*.

**Deadlines exclude holidays. Please confirm production schedule with HMR staff to ensure proper deadline date.*

Ad Layout and Design

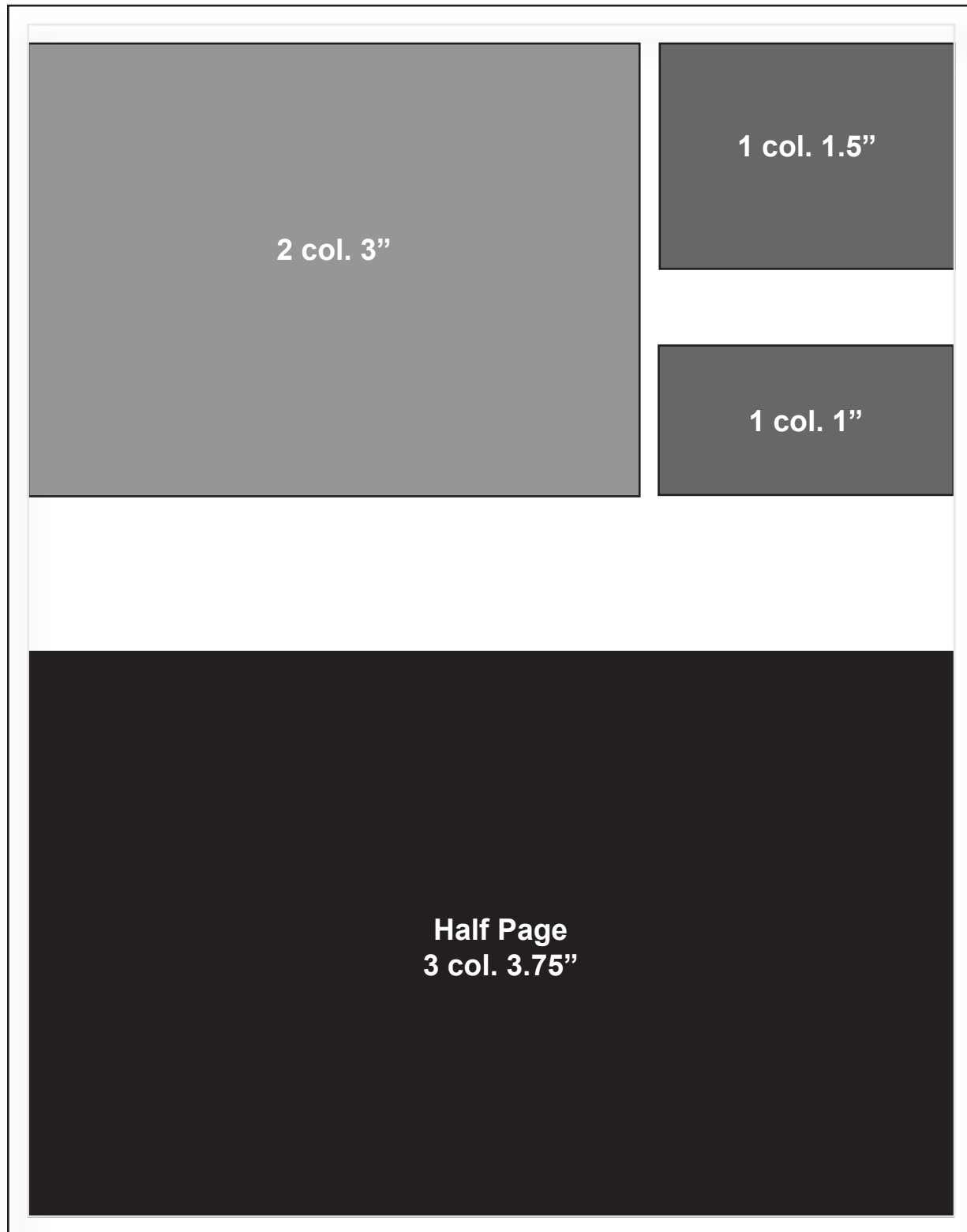
Most of the design work on ads is done at the discretion of the advertiser. However, we are happy to work with advertisers to develop an effective ad layout and will provide copy for your approval as time permits. You can send us logos or other images in digital format (no less than 600 dpi) that you want to include in the ad, or we can scan a high quality hard copy version of your logo.

Content can be sent to stephanie@hmr.com

**** Blind Ads: \$25.00 Fee for Handling ****



Popular Ad Sizes



Note: Image not to scale.



2020 Ad Rates

Special Rates					
	<u>1 thru 4 Runs</u>	<u>5 thru 9 Runs</u>	<u>10 thru 25 Runs</u>	<u>26 thru 51 Runs</u>	<u>52 Weeks</u>
1/2 Page	\$658.00/Run	\$602.00/Run	\$525.00/Run	\$471.00/Run	\$429.00/Run
2/3 Page	\$712.00/Run	\$670.00/Run	\$567.00/Run	\$508.00/Run	\$471.00/Run
Full Page	\$833.00/Run	\$737.00/Run	\$602.00/Run	\$543.00/Run	\$499.00/Run

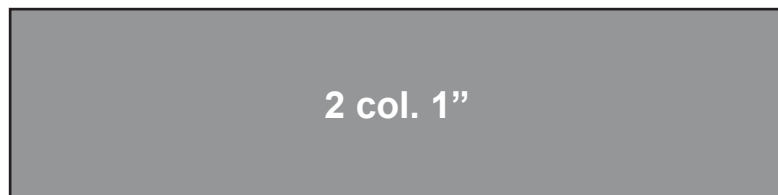
Ads begin at 1 column x 1" deep (and those rates are depicted below). Increases in depth are done in 1/4" increments while widths increase to 2 and 3 column sizes.

There are price breaks for multiple insertions/runs:



1 col. 1"

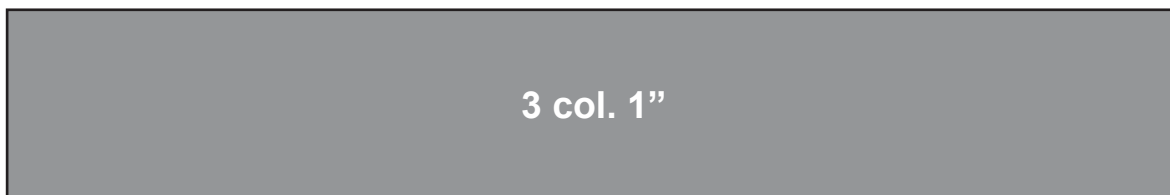
- 1 thru 4 runs: \$89.01/insertion
(each 1/4" increase in depth add \$22.26/insertion)
- 5 thru 9 runs: \$66.26/insertion
(each 1/4" increase in depth add \$16.56/insertion)
- 10 or more: \$52.42/insertion
(each 1/4" increase in depth add \$13.10/insertion)



2 col. 1"

- 1 thru 4 runs: \$178.03/insertion
- 5 thru 9 runs: \$132.53/insertion
- 10 or more: \$104.85/insertion

Two column width would be approx. twice the cost of a 1 column ad.



3 col. 1"

Three column width would be approx. three times the cost of a 1 column ad.



Executive[®]

A HMR Publication

VOLUME 12 - ISSUE 8 - August 2018

The North American Hardwood Marketplace 2018 Mid-Year Update

Part II of II

Supply

This purpose of this article is to offer a perspective of the supply/demand balance for US hardwood lumber through the midpoint of 2018. Using data currently available, this assessment of supply is substantially different than if the article had been written two months earlier. It is equally assured this article is different than if it was written two months later. There is little doubt the supply situation has changed since the start of the year, and it is changing still.

The fact that supply circumstances are shifting – specifically, increasing – is not a surprise. The marketplace has been in need of additional volume for more than two years when, in fact, sawmill production remained flat (**Figure 1**).

- Real average hourly earnings for US employees advanced to \$10.76 in June, +0.1% over May but unchanged from June 2017.
- US manufacturing capacity utilization was 75.5% in June, up from 75.0% in May and 74.8% in June 2017.
- US rail carload traffic rose 1.3% in the first five months of 2018 over 2017. Intermodal traffic advanced 6.1% for the same time period.
- In the first half of 2018, China's GDP grew at an annual rate of 6.8%.
- Per capita disposable income in China grew 8.7% in the first six months of 2018 over the first six months of 2017.
- Through mid-July, 2018 US oil prices were up on average 31.9% over 2017.



Executive[®]

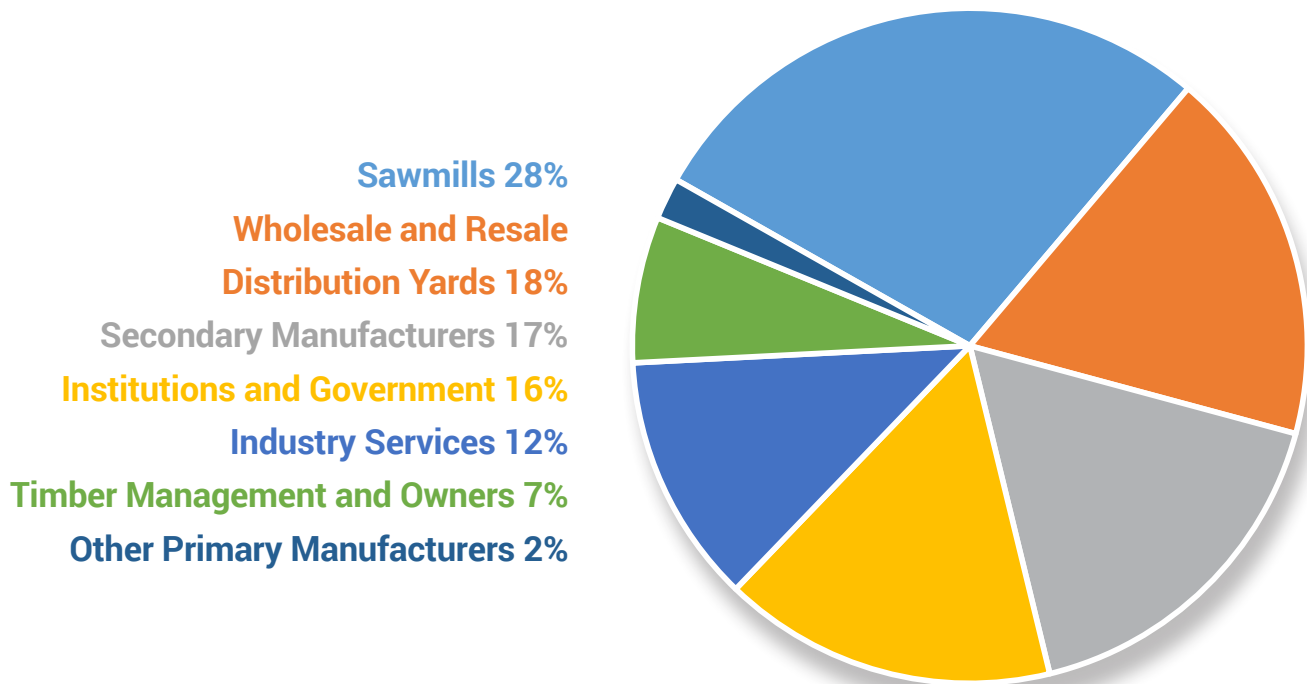


Why advertise in HMR *Executive*®?

Reach top executives with this subscription-based publication. The midyear and yearend market analysis are the foundation of HMR *Executive*® and highly anticipated by the hardwood industry and allied businesses. The remaining eight issues of this monthly digital publication provide top-level decision-makers with valuable information on critical and timely matters facing the hardwood industry.

There are few other opportunities that can pinpoint your advertising dollars to hardwood executives.

Subscription Base | By Business Type





2020 Spec Sheet/Ad Rates

AVAILABLE SIZES

Space	Format	Width	Depth
Full Page		7.5" x 9.875"	
1/2 Page	Horizontal	7.5" x 4.75"	
1/4 Page	Vertical	3.5" x 4.5"	

ADVERTISING must run in successive issues until the insertion order is fulfilled. Ad **content** may be changed by the advertiser. Ad **size changes** from the initial order must be approved in advance by HMR.

ADVERTISING RATES

Insertion Order Size	6 insertions*	12 or more
Quarter Page	\$375	\$325
Half Page	\$625	\$575
Full Page	\$695	\$625

***NOTE:** There is a **minimum** of 6 insertions for advertising in the HMR Executive®.

CONTRACT COPY REGULATIONS

COPY ACCEPTANCE - Publisher reserves the right to refuse any advertising considered objectionable.

ADVERTISING RESPONSIBILITY - All advertisements are accepted and published by the publisher upon the representations that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser and/or agency will indemnify and serve the publisher harmless from any loss or expense resulting from claims or suits based upon contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism and copyright infringement.

HMR GENERATED ADS

We are happy to help you develop your ad. For us to do so, you must provide high resolution logos, all images you wish to include, a clear idea of how you wish your ad to look, and any related copy text. All HMR generated ads will be sent for approval by the advertisers before publication.

DIGITAL FILE SPECIFICATIONS

ACCEPTED FILE TYPES:

InDesign (.indl, .indd)*
 Photoshop (.psd)
 Portable Document Format (.pdf)
 TIFF (.tiff)
 JPEG (.jpg)

* If submitting an ad formatted with an .indl or .indd extension, it must be packaged with accompanying links and fonts.

All ads should be made following the dimensions stated for that size and should not require editing or resizing.

DEADLINES

CONTENT DEADLINES:

Changes to existing ads should be provided as early as possible, with reminders sent out monthly. The deadline for changes to existing ads will be the last Friday of the preceding month.

New Ad Copy: New advertisements must be received no later than third Friday of the preceding month in which the order is set to begin in. Ads are taken on a space available basis.

We are happy to work with you on ad layout and will provide copy for your approval. Any logos, etc. must be provided by you in digital format no less than 300 ppi (pixels per inch). All other images should be print-ready with resolution no smaller than 200 ppi.

DIGITAL FILE SUBMISSION

All ads should be submitted by email in the form of an attachment to stephanie@hmr.com.


Please let us know if you have any questions about advertising in the HMR Executive®.

Call 901-767-9126 or email stephanie@hmr.com. We are happy to help!



Ad Size Examples

January 2019



Your ad here.
7.5"W x 9.25"H

3 HMR Executive®

January 2019



Your ad here.
3.5"W x 4.25"H

As business to China began to fade, many exporters explored other international markets only to find either intense competition from other vendors doing the same, or inadequate demand to absorb the volume of lumber no longer being consumed in China.

A weaker Chinese economy triggered the downturn in hardwood business activity in 2018, at least for grade lumber. Figure 1 shows how important China is to key US-produced species. The Chinese marketplace purchased 81.4% of all US hardwood grade lumber exported during the first 10 months of 2018, including 87.7% of Cherry, 72.5% of Red Oak, and 72.1% of Ash.

Sales to other countries could not make up for the



Your ad here.
7.5"W x 4.375"H

2 HMR Executive®

Note: Images not to scale.



HMR *Executive*[®] Delivery Sponsorship

On the first Friday of every month, our HMR *Executive*[®] is sent out digitally to hardwood executives around the world. The topics vary, but are designed to provide top-level decision-makers with valuable information on critical and timely issues facing the hardwood industry. By becoming a HMR *Executive*[®] sponsor, you are placing your company of the forefront of those executives' radar and sending the message that your company is there for the long-haul.

Become a HMR *Executive*[®] sponsor today and build your business for the future.

Sponsorship rates are:

- \$600 a month for 3 months
- \$500 a month for 6 months
- \$400 a month for 12 months

Your company logo here.

The screenshot shows an email notification for HMR Executive. At the top is the HMR Executive logo. Below it, the text reads: "Your copy of the January 2019 HMR Executive[®] is now available." This is followed by a paragraph: "Subscribers can [click here](#) or on the link below titled 'My HMR Executive[®]'. Both links will allow you to view, print, and save your copy through your web browser. **Please note: There are no attachments to the email, only links.**" A horizontal line separates this from the next section: "Our new website is now live! Visit hmr.com to view your copy of HMR Executive." Another horizontal line follows. The next section says "The January HMR Executive is sponsored by:" and contains a placeholder box with a small image icon. Below this is a dark grey bar with the text "My HMR Executive[®]". At the bottom is the HMR logo and the text "HMR Memphis, TN 38120".

HMR | 780 Ridge Lake Blvd., Ste 102, Memphis, TN 38120



Import Newsletter™

A HMR Publication



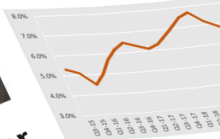
Import Newsletter™

Volume III - Issue 11 - November 2018

Market Commentary

Lead Story - Tariff Payments Climb 50%
US companies spent \$4.4 billion on import tariff payments in September 2018, up from \$2.9 billion in September 2017. This according to a study by the Trade Partnership, an anti-tariff consulting firm, on behalf of the Tariffs Hurt the Heartland campaign. The study also found that US exports of products subject to retaliatory tariffs by other countries were 26%, or \$2.5 billion, lower this September than last. The Trump Administration has planned to raise tariffs on hardwood lumber and a host of other wood products in-ported from China from the current rate of 10% to as high as 25% on January 1, 2019.

Current Trends



The Harvard Joint Center for Housing Studies in US expects growth in homeowner spending on improvements and repairs to reach 7.7% in 2018 and remain above 6% in 2019.

Import

- Leading Tropical Species
- Balsa
- Sapele
- Ipe
- African Mahoe
- Spanish Cedar
- Dark Red Mer
- Virola/Imbul
- Teak
- Genuine M
- Jatoba
- Iroko
- Andiroba
- Anigre
- Tropic



US imports of hardwood lumber from Russia are on pace to total 964,667 BF in 2018. Shipments averaged 2,324,206 BF annually during the preceding 10 years.

Quarterly US Imports of Sapele and African Mahogany Lumber



Market Overview

North American markets for tropical hardwood lumber performed well during the last 30 days, according to surveyed importers and distributors. Reports were decidedly more upbeat from contacts in the East than in the West, which was in sharp contrast to the previous two months. Several import sales operations have decent order files for the last six weeks of the year, while others expect business to be

[continue](#)

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Monthly US Import Values of Tropical and Temperate Hardwood Lumber from non-Canadian Sources



Source: US International Trade Commission



Why advertise in HMR *Import* Newsletter™?

HMR *Import* Newsletter™ provides vital information needed to make sound business decisions. It details trends for the most widely used tropical and temperate hardwood species, and features:

- Market commentary
- Market pricing information for seven key tropical species
- Analysis of import trade data
- Regular updates on issues of importance to companies throughout the import supply chain

Subscription Base | By Business Type

Concentration and Distribution

Yards 48%

Lumber and Secondary Wood

Products Importers 19%

Secondary Wood

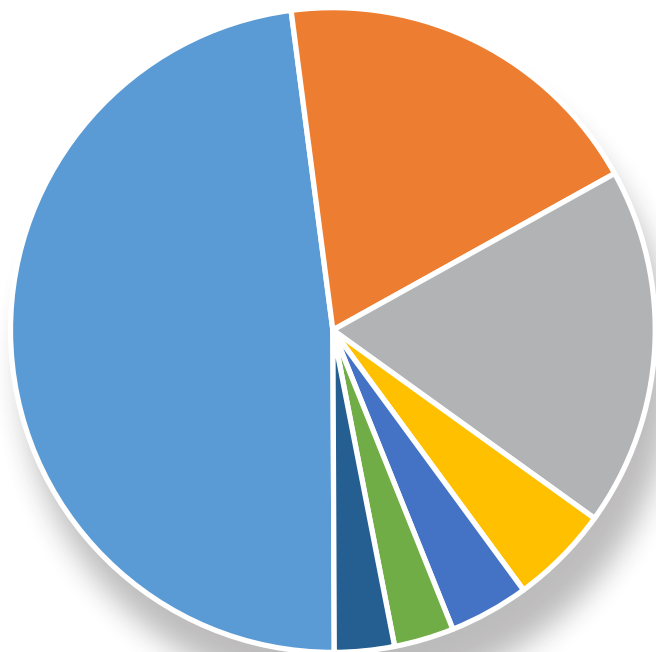
Products Manufacturers 18%

Wholesalers 5%

Foreign Suppliers 4%

Sawmills 3%

Associations and Other 3%





2020 Spec Sheet/Ad Rates

AVAILABLE SIZES

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Full Page		7.5" x	9.875"
1/2 Page	Horizontal	7.5" x	4.75"

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ADVERTISING RATES

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Half Page	\$625	\$575
Full Page	\$695	\$625

***NOTE:** There is a **minimum** of 6 insertions for advertising in the Import Newsletter.

CONTRACT COPY REGULATIONS

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- TIFF (.tiff)
- JPEG (.jpg)

* If submitting an ad formatted with an .indd or .indd extension, it must be packaged with accompanying links and fonts.

All ads should be made following the dimensions stated for that size and should not require editing or resizing.

DEADLINES

CONTENT DEADLINES:

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New Ad Copy: New advertisements must be received no later than first Friday of the month in which the order is set to begin in. Ads are taken on a space available basis.

We are happy to work with you on ad layout and will provide copy for your approval. Any logos, etc. must be provided by you in digital format no less than 300 ppi (pixels per inch). All other images should be print-ready with resolution no smaller than 200 ppi.

DIGITAL FILE SUBMISSION

All ads should be submitted by email in the form of an attachment to stephanie@hmr.com.

Please let us know if you have any questions about advertising in the HMR Import Newsletter™.

Call 901-767-9126 or email stephanie@hmr.com. We are happy to help!



HMR *Import* Newsletter™ Delivery Sponsorship


On the third Friday of every month, our HMR Import Newsletter™ is sent out digitally to subscribers around the world. As North America's only publication dedicated specifically to accurate pricing and market information for companies that import, consume, or distribute imported hardwoods, advertisers are able to reach a distinct audience.

Let this publication work for you.

Sponsorship rates are:

\$600 a month for 3 months
\$500 a month for 6 months
\$400 a month for 12 months

Your company logo here.

 *Import*
Newsletter™

The most recent issue of HMR Import Newsletter™ is now available. Simply **click here**, or on the button below.

Your copy of HMR Import Newsletter™ will open in your web browser. You will be able to view, download, and print your copy through your web browser.

Click here for your copy

Thank you to our sponsor:

New Website

If you have any questions about your subscription please call us at 901-767-9126 or email import@hmr.com. You can also visit hmr.com to view current and archives of past issues. You will use your email address.

Thank you! - HMR

HMR
Memphis, TN 38120
©2018



"The team at HMR provides critical operating information to the industry. Reports on trends and time sensitive market developments always are good metrics for specific assessments, not only price feedback, but conditions in many associated industries ..."

-Mike Mallin
Midwest Hardwood Corp.



"As a subscriber from the beginning, the HMR Executive® has played an active part in every trend, inventory, or sales decision I make. With timely and factually accurate information to draw from, I can't think of any industry related management tool better suited for present and/or future decision making."

-Skip Holmes
Thomas & Proetz Lumber Co.



"HMR Import Newsletter™ is the only publication of its kind available in the industry today that shows the vast range of import lumber activity throughout the many sectors of the U.S. market. It is definitely a must for any Import lumber buyer or seller looking for insight when making decisions for their company."

-Nathan Hascher
UCS Global





Hardwood Market Report[®]

HMR Executive[®]

HMR Import Newsletter[™]

For Advertising Inquiries
Contact Us at

P: 901.767.9126
F: 901.767.7534
E: stephanie@hmr.com
jana@hmr.com
W: hmr.com

