



**Media Kit**  
**Advertising with HMR**

Memphis, TN



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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 information and pricing for North American hardwood lumber. Since 1922, *Hardwood Market Report*<sup>®</sup> 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*<sup>®</sup> and HMR *Import Newsletter*<sup>™</sup> 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*®?

## **Primary Manufacturers:**

Sawmills, Veneer Mills, and Stave Mills

## **Secondary Manufacturers:**

Pallet, Furniture, Flooring, Cabinet, Millwork, Moulding, Dimension, and Board Road/Crane Mats

## **Wholesale & Resale:**

Concentration Yards, Distribution Yards, Lumber Importers, Flooring Distributors, Flooring Contractors, Lumber, Crosstie, and Pallet Wholesalers and Brokers

## **Industry Services:**

Dry Kilns, Planing Mills, Treating Plants, Inspection Services, Consulting Services, Machinery & Equipment Manufacturers, Transportation, Insurance, and Chemicals

## **Timber & Forestry:**

Logging Contractors, Landowners, REITs, TIMOs, and Foresters

## **Institutions & Agencies:**

Financial, Academic, Government, and Industry Associations

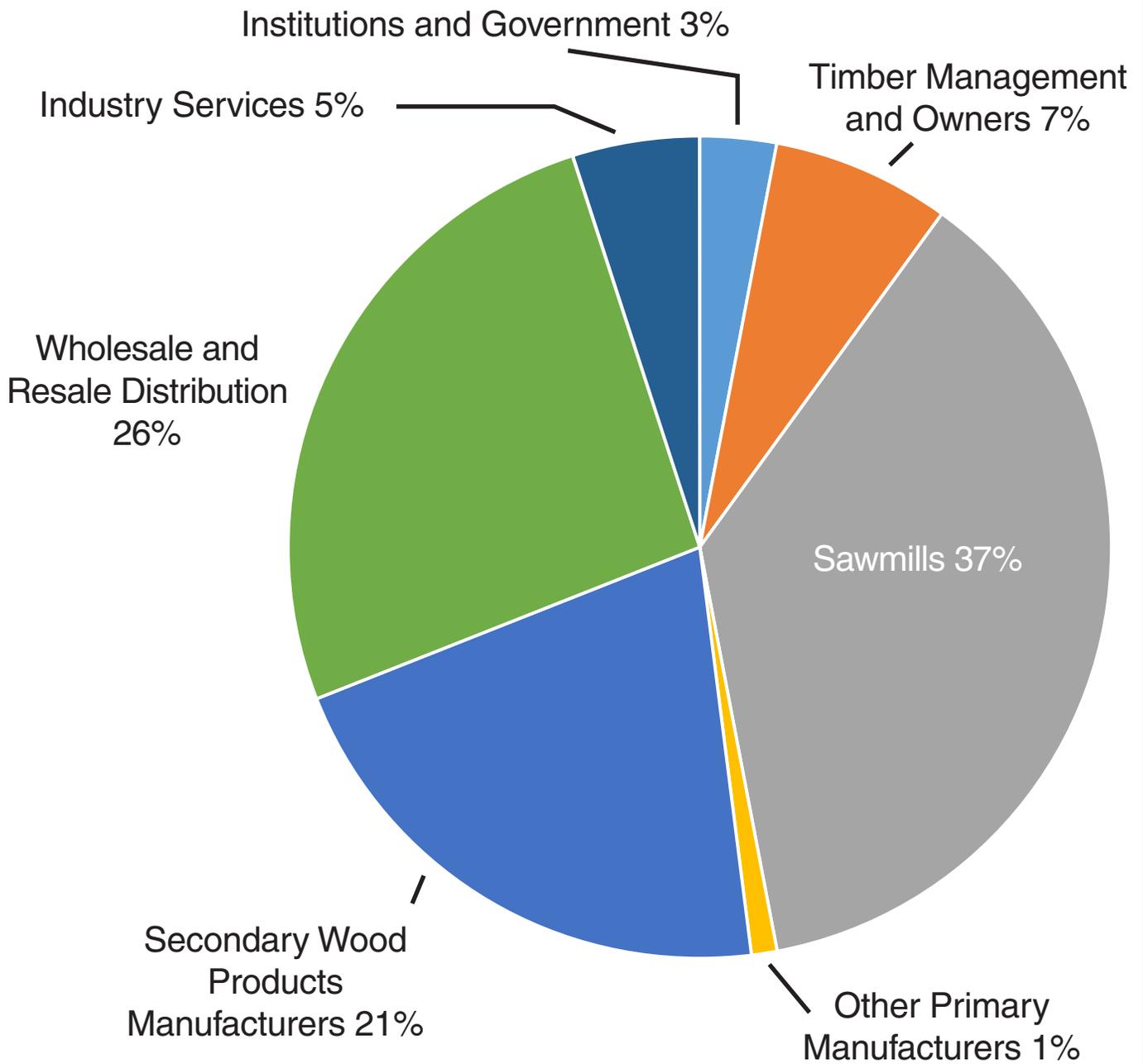
*Hardwood Market Report*® is a subscription-based publication that targets buyers, sellers, and decision makers in all facets of the hardwood industry around the world.



# Subscription Base

Who uses *Hardwood Market Report*®?

## Recipients by Business Type





# 2018 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

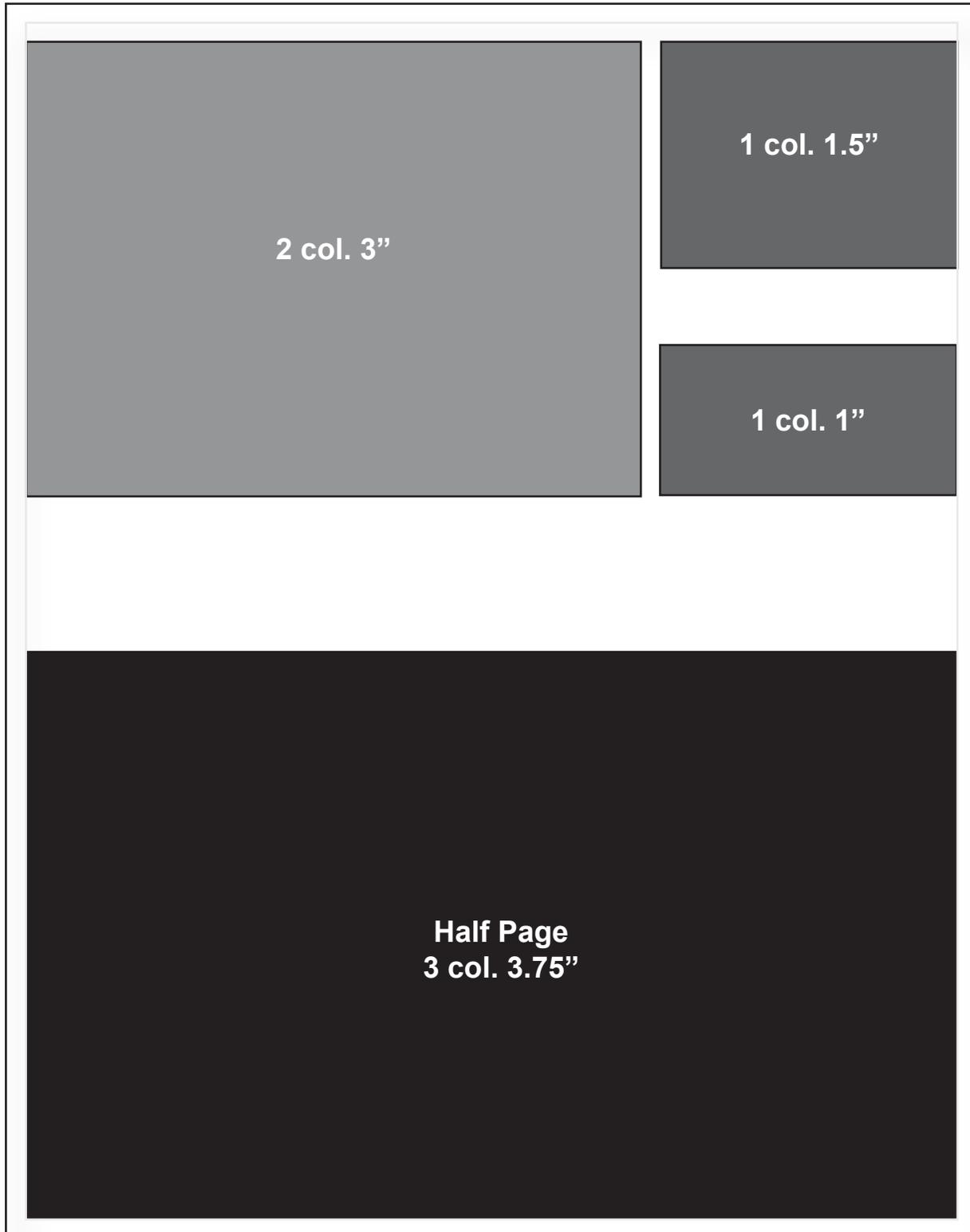
Most of the design work on ads is done at the discretion of the advertiser. However, we are happy to work with advertisers to develop an effective ad layout and will provide copy for your approval as time permits. You can send us logos or other images in digital format (no less than 600 dpi) that you 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](mailto:stephanie@hmr.com)**

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



# Popular Ad Sizes





# 2018 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	\$645.00/Run	\$591.00/Run	\$515.00/Run	\$462.00/Run	\$420.00/Run
2/3 Page	\$698.00/Run	\$657.00/Run	\$556.00/Run	\$498.00/Run	\$462.00/Run
Full Page	\$817.00/Run	\$722.00/Run	\$591.00/Run	\$532.00/Run	\$490.00/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: \$87.27/insertion  
(each 1/4" increase in depth add \$21.82/insertion)
- 5 thru 9 runs: \$64.96/insertion  
(each 1/4" increase in depth add \$16.24/insertion)
- 10 or more: \$51.39/insertion  
(each 1/4" increase in depth add \$12.84/insertion)

2 col. 1"

- 1 thru 4 runs: \$174.54/insertion
- 5 thru 9 runs: \$129.93/insertion
- 10 or more: \$102.80/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.



# Import Newsletter™

A Hardwood Market Report Publication



## Import Newsletter

A Hardwood Market Report Publication



Issue 8 - August 2017

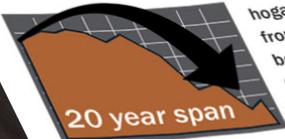


## Import Newsletter™

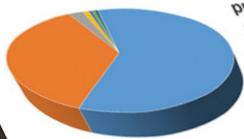
Volume II - Issue 8 - August 2017

### Market Commentary

#### Current Trends



US imports of Genuine Mahogany doubled in Q2 2017 from Q1 2017 but were 62% below Q2 2016; receipts in Q1 and Q2 2017 were the lowest for any quarters in the last 20 years.



Ecuador and Brazil now comprise 58% and 37% of South American tropical hardwood shipments to the US, respectively, with Bolivia at 2%, and Chile, Colombia, Guyana, and Peru each at ≤ 1%.

**Lead Story - The Faltering Dollar**  
Conversations with North American importers, distributors, and end-users of imported hardwood lumber have increasingly focused on trends in exchange rates in recent weeks. The US dollar has been in general retreat against most international currencies all year, but the slide has accelerated since mid-April.

As experienced importers and exporters know, shifts in exchange rates can have profound and far-reaching impacts on costs and, subsequently, prices and trade flows. All other factors being equal, a certain percentage change in the US dollar's value versus another country's currency can lead to an equal but opposite percentage change in prices for goods from that country in the US. Thus, large currency fluctuations, such as those seen in recent months, can bring equally large fluctuations in prices and thereby effect competitive circumstances.

For US companies involved in selling or buying imported hardwoods, the sharp downturn in the dollar versus the

importers, distributor hardwood lumber have change rates in recent general retreat against but the slide has ac-

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**The US Dollar's 2017 Retreat** [click here](#)

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



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Graph: HMR Import Newsletter  
Dec-17  
Nov-17  
Oct-17  
Sep-17  
Aug-17  
Jul-17  
Jun-17  
May-17  
Apr-17  
Mar-17  
Feb-17  
Jan-17



# Why advertise in HMR *Import* Newsletter<sup>TM</sup> ?

What makes our publication a prime option when choosing where to advertise?

As an advertiser, you will have an effective means to connect with current and potential customers in a highly targeted marketplace.

HMR *Import* Newsletter<sup>TM</sup> 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

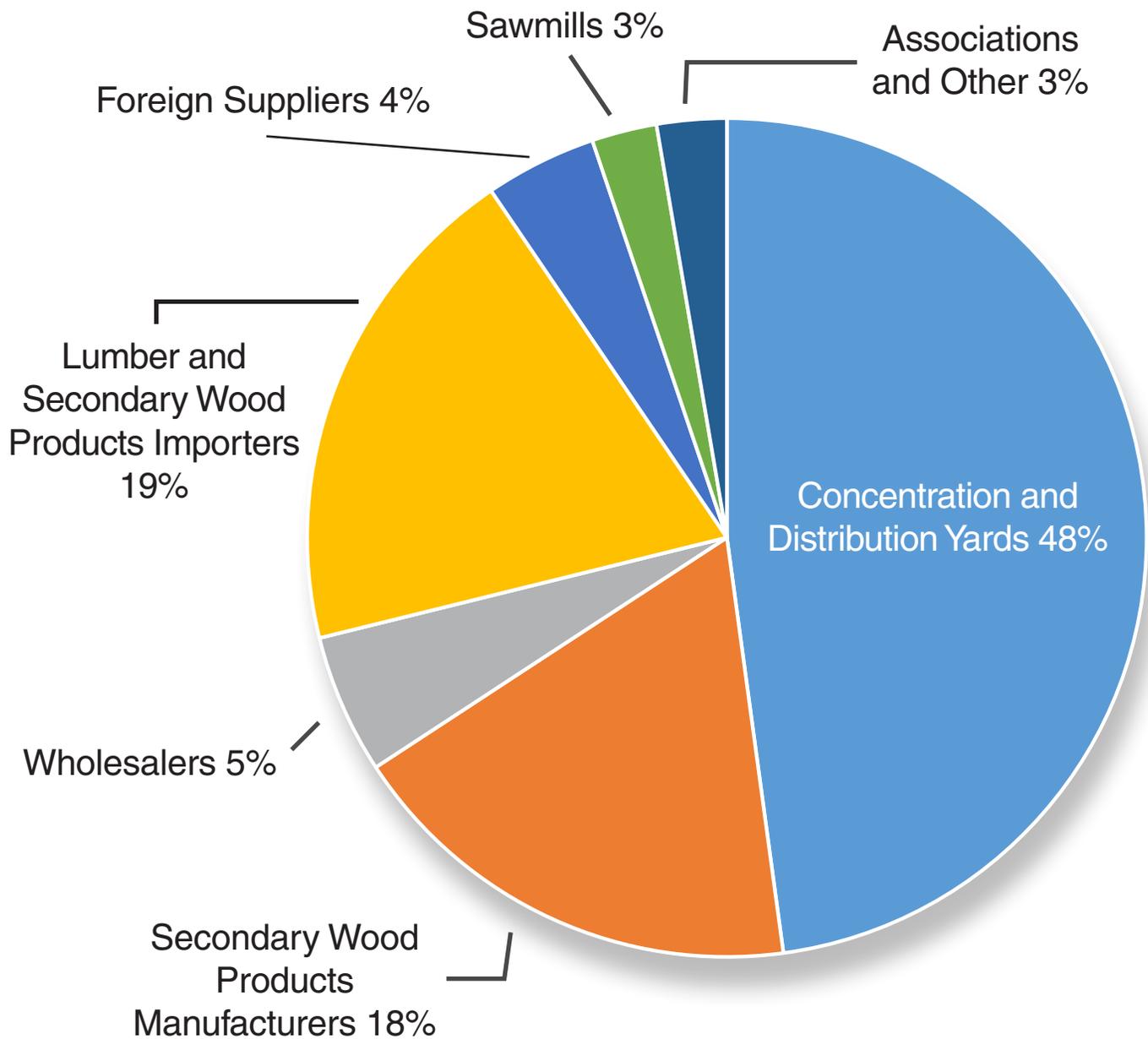
**Increase your market reach and build brand recognition  
for your import business.**



# Subscription Base

Who uses HMR *Import* Newsletter™

## Recipients by Business Type





# 2018 Spec Sheet/Ad Rates

## AVAILABLE SIZES

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Space	Format	Width	Depth
Full Page		7.5" x	9.875"
1/2 Page	Horizontal	7.5" x	4.75"

**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

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Insertion Order Size	6 insertions*	12 or more
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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**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

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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

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### ACCEPTED FILE TYPES:

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

\* If submitting an ad formatted with an .indd or .indl 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

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### 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 second Friday of each month.

**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

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All ads should be submitted by email in the form of an attachment to [stephanie@hmr.com](mailto: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](mailto:stephanie@hmr.com). We are happy to help!**



## Be a Hardwood Wizard® Merchant

Opportunities for Hardwood Wizard® Merchants (advertisers)

### Prevailing buyer profile:

- Since 2001, Hardwood Wizard® search engine is used predominantly for spot purchases.
- Buyers are searching for specific items necessary to cover unexpected material shortfalls.
- Buyers searching for materials on Hardwood Wizard® are motivated to purchase.
- Product availability is the buyer's first criteria.
- The supplier's company brand name is valuable information for the buyer when searches return more than one source.
- A single spot sale to a new customer can lead to a long-term business relationship.

### How the Hardwood Wizard® Merchant system works:

- Hardwood Wizard® is a business tool for hardwood business people.
- Buyers have unlimited search capabilities.
- Searches are established by products to speed the buyer/seller transaction process.
- Advertisers have complete administrative control over their account, including:
  - Unlimited product listings.
  - Description fields to highlight product characteristics for any or all listed items.
  - Unrestricted access to update product listings and contact information.

Hardwood Wizard® increases accessibility to your products and company day and night to buyers throughout the world. It does it efficiently and cost-effectively.



# Coming Soon ...

## *Digital Advertising*

With the advent of a new website, we will soon be offering a new feature for subscribers: digital advertising through our website. Advertisers will be able to reserve space that is frequented by the visitors of our site, both subscribers and curious industry professionals. This new avenue will allow potential buyers and sellers a quick route to advertisers' websites and contact information, making it even easier for you to connect.



## **HMR Executive<sup>®</sup> Advertising**

For the past 10 years, HMR *Executive*<sup>®</sup> readers have been given insightful information to help them navigate the complex hardwood marketplace. To take things one step further, readers will soon have the opportunity to advertise in HMR *Executive*<sup>®</sup>. Advertisers will be able to connect with potential buyers and sellers on a larger scale than previously available. Advertising will give potential customers the ability to visit company websites and email directly for inquiries. Advertisers will be able to create bold and intriguing advertisements to grab the attention of readers.

For questions regarding upcoming advertising opportunities, please email [david@hmr.com](mailto:david@hmr.com).



*Hardwood Market Report*<sup>®</sup>

*HMR Executive*<sup>®</sup>

*HMR Import Newsletter*<sup>™</sup>

*Hardwood Wizard*<sup>®</sup>

For Advertising Inquiries  
Contact Us at

P: 901.767.9126  
F: 901.767.7534  
E: [stephanie@hmr.com](mailto:stephanie@hmr.com)  
[jana@hmr.com](mailto:jana@hmr.com)  
W: [www.hmr.com](http://www.hmr.com)

