



HMR | *Advertising Services*

*BECOME THE BRAND IN
THE HARDWOOD INDUSTRY*



WHY ADVERTISE WITH US?

We have your customers!

Paid subscription based!

Over 1.4 million page views!

Over 238,000 visits!

Over 5.5 million hits!

Over 100 different countries!

Based on 2021 stats.



VARIETY OF OPTIONS

HARDWOOD MARKET REPORT & DIGITAL NEWSLETTERS

HMR, HMR EXECUTIVE, AND HMR IMPORT NEWSLETTER



WEBSITE

PUT YOUR COMPANY FIRST



GEOTARGETING/GEOFENCING CAPABILITIES

ADVERTISE IN A SPECIFIC AREA OR EXACT LOCATION!



SOCIAL TARGETING CAPABILITIES

REACH SPECIFIC DEMOGRAPHICS ON SOCIAL MEDIA



 **HMR** | *Advertising Services*



Hardwood Market Report

Lumber News Since 1922

Lumber news since 1922. *Hardwood Market Report* has not missed a single deadline in its 100 years, providing a constant platform for advertisers to build their brand.

**Ads in
HMR**

**Color
Inserts**

**Online
HMR – Color
Options**



Hardwood Market Report

Lumber News Since 1922

PAID SUBSCRIPTION BASE

37% SAWMILLS

26% WHOLESALE & RESALE DISTRIBUTION

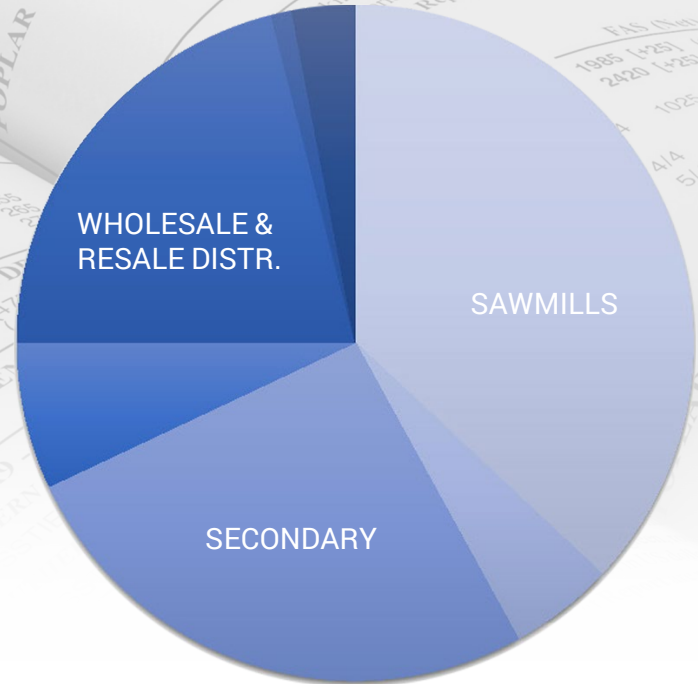
21% SECONDARY WOOD MANUFACTURERS

7% TIMBER MANAGEMENT & OWNERS

5% INDUSTRY SERVICES

3% INSTITUTIONS & GOVERNMENT

1% OTHER PRIMARY MANUFACTURERS





Executive®



**MONTHLY
DIGITAL**

Picks up where HMR leaves off covering industry topics from woods to finished goods.

**½ Page
Color**

**Full
Page
Color**

Sponsorships



Executive®



**MONTHLY
DIGITAL**

SUBSCRIPTION BASE

28% SAWMILLS

18% WHOLESALE & RESALE DISTRIBUTION

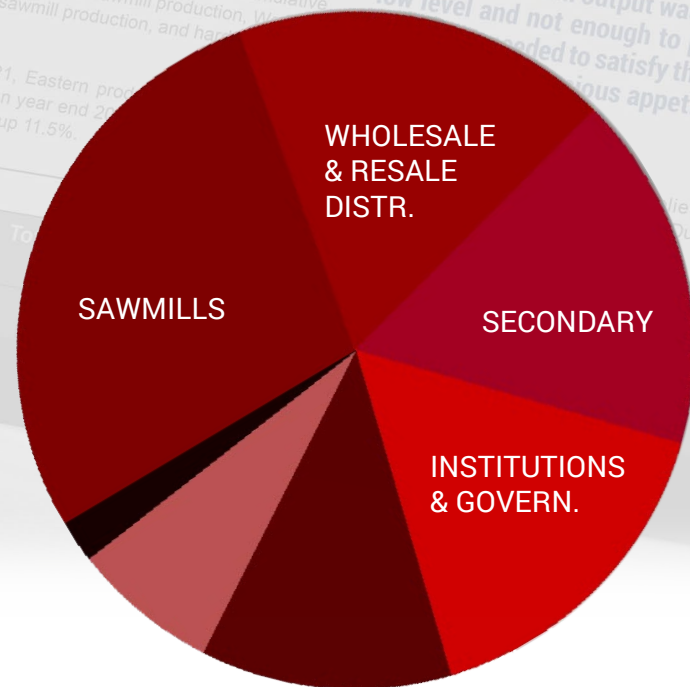
17% SECONDARY WOOD MANUFACTURERS

16% INSTITUTIONS & GOVERNMENT

12% INDUSTRY SERVICES

7% TIMBER MANAGEMENT & OWNERS

2% OTHER PRIMARY MANUFACTURERS





Import NewsletterTM



**MONTHLY
DIGITAL**

North America's only publication dedicated specifically to accurate pricing and market information for imported hardwood lumber.

**½ Page
Color**

**Full
Page
Color**

Sponsorships





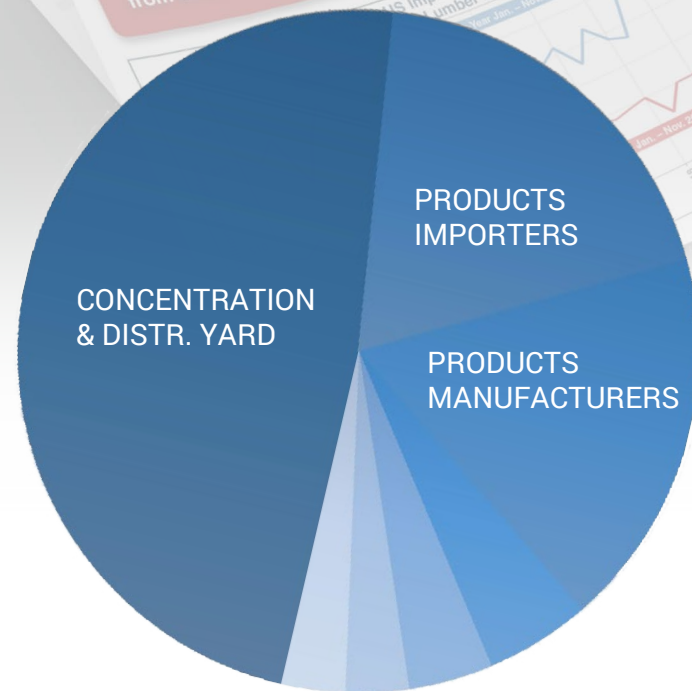
Import Newsletter™



**MONTHLY
DIGITAL**

SUBSCRIPTION BASE

- 48% CONCENTRATION & DISTRIBUTION YARDS**
- 19% LUMBER & SECONDARY WOOD PRODUCTS IMPORTERS**
- 18% SECONDARY WOOD MANUFACTURERS**
- 5% INDUSTRY SERVICES**
- 4% FOREIGN SUPPLIERS**
- 3% SAWMILLS**
- 3% ASSOCIATIONS & OTHERS**



WEBSITE OPTIONS



TARGETED ADS

... THAT CAN BE DISPLAYED ON:

NEWS



YAHOO

yahoo!

HGTV

HGTV

ESPN

ESPN

AND MORE!



 **HMR** | *Advertising Services*

SOCIAL TARGETED ADS

IN YOUR INDUSTRY



LinkedIn

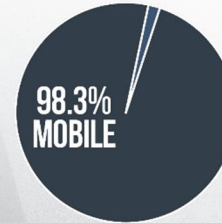


Facebook



Advertising Services

TARGETED ADS ON SOCIAL MEDIA
TO PEOPLE IN YOUR INDUSTRY



Facebook users almost exclusively
use mobile to access Facebook

73%

of U.S. Facebook users log in daily.

2.79 billion
people globally use Facebook.

Sources: <https://sproutsocial.com/insights/facebook-stats-for-marketers/>

CALL OR EMAIL
TODAY TO FIND
YOUR SOLUTION!

BRIAN CRUZEN
P: 901-767-9126
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REACH
MORE
CUSTOMERS



HISTORY, HARDWOODS, & HMR

A SPECIAL 100 YEARS ANNIVERSARY PUBLICATION



DIGITAL

COLOR

$\frac{1}{4}$ PAGE

$\frac{1}{2}$ PAGE

FULL PAGE

A SPECIAL PUBLICATION:



THE 1920S





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