



# 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/RETARGETING 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**

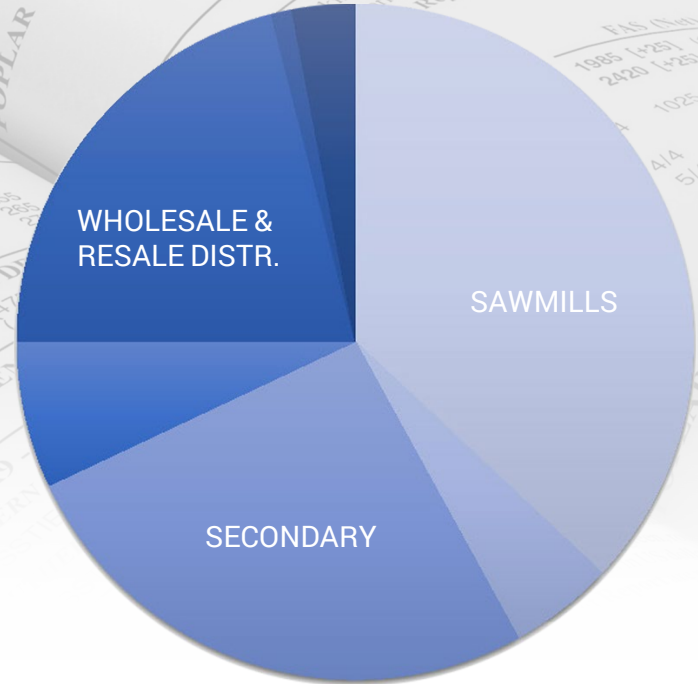
**21% SECONDARY WOOD MANUFACTURERS**

**7% TIMBER MANAGEMENT & OWNERS**

**5% INDUSTRY SERVICES**

**3% INSTITUTIONS & GOVERNMENT**

**1% OTHER PRIMARY MANUFACTURERS**



**ANTHONY TIMBER**  
 16223 Highway 144  
 KD Red Oak 4/4 1/2" x 12' x 12'  
 Shipping from Barabara and  
 Friends, Callers and  
 Phone: 670-352-2411  
 670-352-2411  
 670-352-2411



**Selling High Quality, White Birch, Hard Maple & Soft Maple**  
 Call for pricing and availability  
**800-352-1432**  
[www.kretztimber.com](http://www.kretztimber.com)

**COOPER**  
**MACHINE COMPANY INC.**  
 WADLEY, GA



**G.F. HARDWOODS**  
 "A Company You Can Depend On"

9880 Clay County Hwy.  
 MOSS, TN 38575-9724  
 PH 1-800-844-3944  
 FAX 931-258-3517

1 T/L	4/4	1F+	Hard Maple White
1 T/L	4/4	1F+	Poplar
1 T/L	4/4	1C	Poplar
1 T/L	5/4	1F+	Poplar
1 T/L	6/4	1F+	Poplar
1 T/L	6/4	1C	Poplar
1 T/L	4/4	1F+	Poplar
1 T/L	4/4	1F+	Poplar

## Our Goals:

- Increase sales of Real American Hardwood Products
- Improve industry stability
- Raise awareness of the benefits of using Real American Hardwoods
- Create real connections with consumers that make an impact on consumer demand





*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**

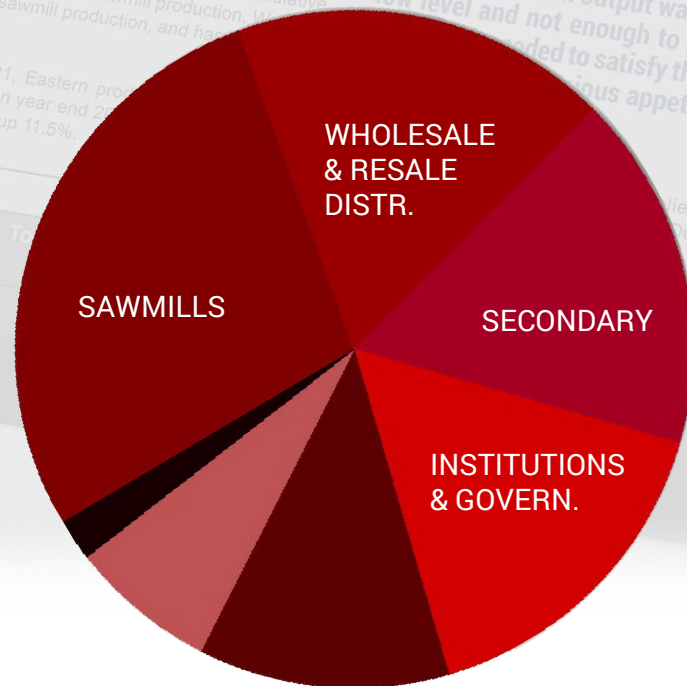
**17% SECONDARY WOOD MANUFACTURERS**

**16% INSTITUTIONS & GOVERNMENT**

**12% INDUSTRY SERVICES**

**7% TIMBER MANAGEMENT & OWNERS**

**2% OTHER PRIMARY MANUFACTURERS**





prices for Fas Red Oak fell 28.1%, and #1C dropped 29.5%."

Let's start with Southern green 4/4 #2A Red Oak (Figure 4). Current dollar prices, as reported in *Hardwood Market Report*, are at a record high - \$845/M at the end of February and are 20.7% above the previous high mark of \$700/M in 2014. But, as the graph illustrates, the inflation-adjusted price for green 4/4 #2A Red Oak on February 25, 2022 is \$628/M, which is far off the present

respectively, a decrease from peak of 12.6% for 1-as and 14.5% for #1C. However, adjusting for inflation, the declines were more substantial. Real prices for Fas Red Oak fell 28.1%, and #1C dropped 29.5%.

Figure 6 shows that Appalachian green 4/4 #1C&Btr Poplar prices are at historically high levels both in current prices and in inflation-adjusted terms. However, the rates of price change are significantly different due to the elevated rate of inflation. From March of 2019 through the

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MACHINE COMPANY INC.  
WADLEY, GA



Your Scragg, Pallet  
& Sawmill Equipment  
Headquarters

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[coopermachine.com](http://coopermachine.com)

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Cooperage · Material  
Handling · Stave,  
Sawmill, Pallet, and Fuel  
Pellet Equipment



# Import Newsletter<sup>TM</sup>



**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**





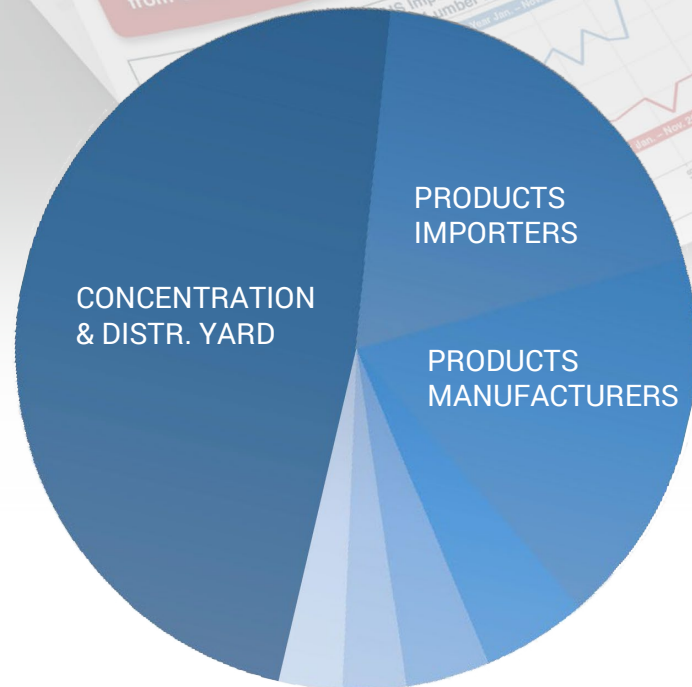
# Import Newsletter™



**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**



4/4	4800	+50	(4575-5050)
5/4	4850		(4650-5150)
8/4	4925		(4700-5200)

#### African Mahogany (Cameroon/Ghana stock)

4/4	3750	+50	(3550-3950)
5/4	3775	+50	(3575-3975)
6/4	3800	+50	(3600-4000)
8/4	3810	+50	(3650-4035)

#### Sipo/Unile

4/4	4060	+125	(3850-4250)
5/4	4080	+125	(3870-4270)
6/4	4100	+125	(3890-4290)
8/4	4120	+125	(3900-4300)

Prices are in US dollars per thousand board feet for kiln dried lumber measured after kiln drying ("net only"), FOB US or Canada Import yard. Prices are presented only as a guide.  
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Headquarters**

WADLEY, GA

**P: 478-252-5885**  
**coopermachine.com**



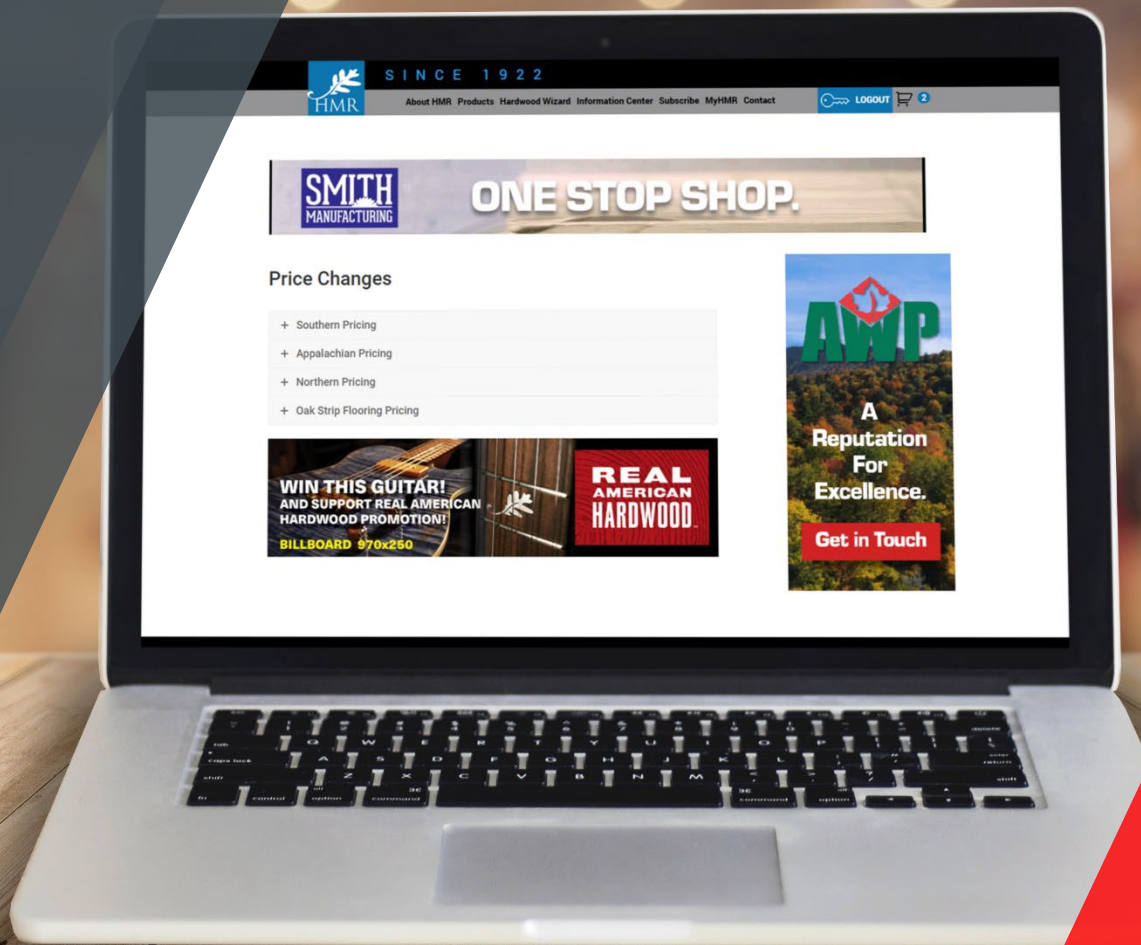
**Scraggs · Bandsaws ·  
Cooperage · Material  
Handling · Stave,  
Sawmill, Pallet, and Fuel  
Pellet Equipment**

# WEBSITE OPTIONS

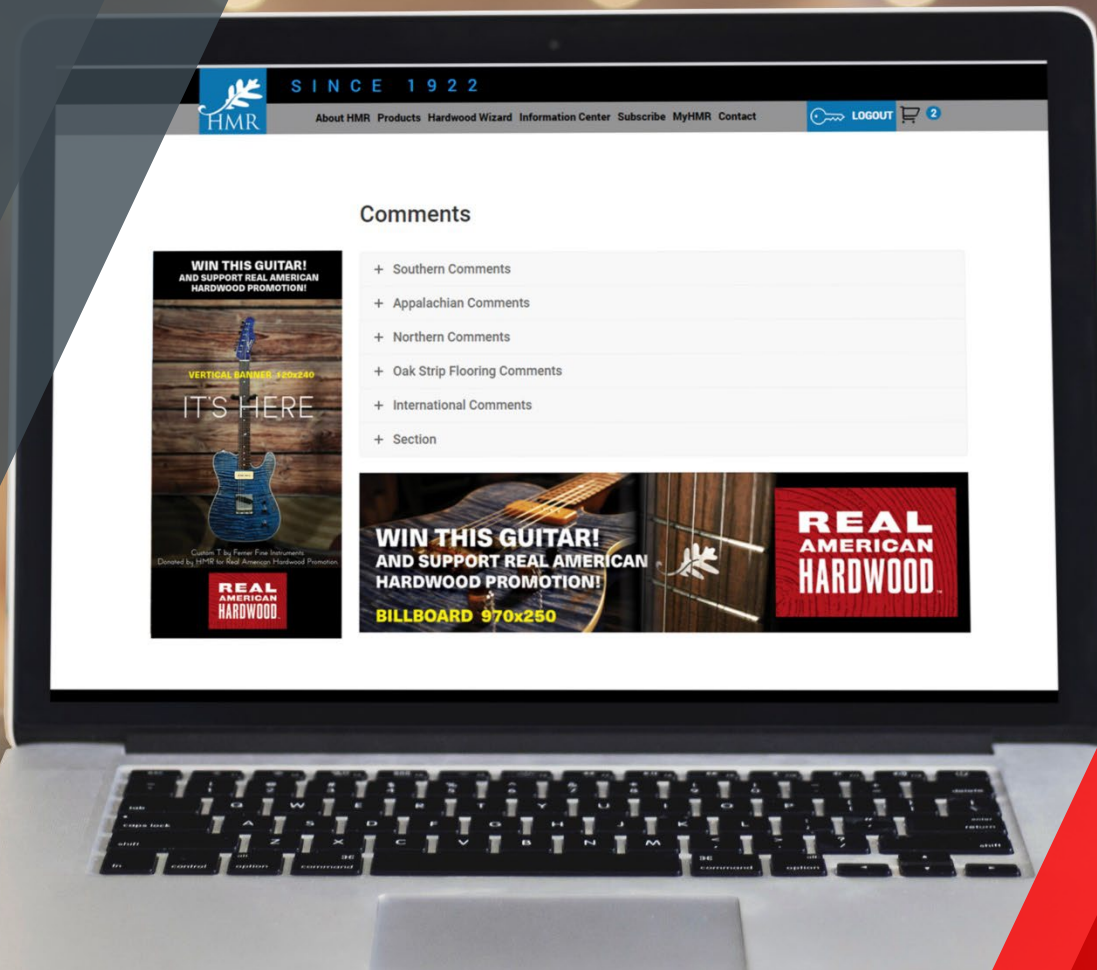




# PRICING PAGE OPTIONS



# COMMENT PAGE OPTIONS



# TARGETED ADS

... THAT CAN BE DISPLAYED ON:

**GEOTARGETING/  
RETARGETING  
CAPABILITIES**

ADVERTISE IN A SPECIFIC AREA  
OR EXACT LOCATION!

**NEWS**



**YAHOO**

**yahoo!**

**HGTV**

**HGTV**

**ESPN**

**ESPN**

**AND MORE!**



 **HMR** | *Advertising Services*





**Be seen where your customers are searching, browsing and watching across Google Search, YouTube, and the web.**

**Google is where people search for what to do, where to go, and what to buy. Your digital ads can appear on Google at the very moment someone is looking for products or services like yours.**



# SOCIAL TARGETED ADS

IN YOUR INDUSTRY



LinkedIn



Facebook



*Advertising Services*

TARGETED ADS ON SOCIAL MEDIA  
TO PEOPLE IN YOUR INDUSTRY



98.3%  
MOBILE

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/>

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## CONTACT

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