



ADVERTISING RATE CARD 2024

Serving loggers, sawmills, firewood processors, re-manufacturers, wood biomass facilities, treaters and wood processors.

Editorial Statement

TimberLine is a national magazine and trading post for the forest products industry covering logging, sawmills, remanufacturers, treaters and wood processors. From information on the latest technology, to features describing successful plants and operations, to industry news, *TimberLine* provides the information you need to be successful. A used machinery and equipment section helps readers locate bargains.

The combination of lively features and timely news and industry coverage gives *TimberLine* the best editorial package you will find. *TimberLine* also will present special features on machinery and technology throughout the year. Because of *TimberLine*'s commitment to a complete editorial package, your advertisement is sure to be seen month after month.

Find out about our competitive rates and large readership. Call Gary Stergar or Scott Brindley at 800/805-0263, or email gary@timberlinemag.com or scott@palletenterprise.com



2024 Editorial/Show Calendar:

Issue 1 – Silviculture / Logging / Firewood (Ad Material by February 10, Publish date – March) *Distribution at Richmond Expo*

Issue 2 – Wood Fiber (Biomass, chipping, grinding) / Portable Milling / Logging
(Ad Material by March 10, Publish – April) *Distribution at Richmond Expo and NE Forest Products' Equipment Expo*

Issue 3 – Logging / Sawmill Technology / Sensors & Optimizing Technology / Trucking & Transportation (Ad Material by April 10, Publish – May) *Distribution at NE Loggers' Expo*

Issue 4 – Lumber Drying / Sawmill Technology
(Ad Material by June 10, Publish – July / August)

Issue 5 – Logging / Firewood / Portable Milling
(Ad Material by August 10, Publish – September) *Distribution at Great Lakes Logging & Heavy Equipment Expo*

Issue 6 – Wood Fiber (Biomass, chipping, grinding) / Logging / Transportation
(Ad Material by September 10, Publish – October / November)

Issue 7 – Buyers' Guide Issue / Sawmill / Logging / Firewood / Wood Fiber (Biomass, chipping, grinding)
(Ad Material by November 5, Publish – December)

Bonus Show Distribution: Show circulation at EXPO Richmond, Northeast Loggers' Show, Great Lakes Logging Expo, NHLA Show and the Paul Bunyan Show.

Internet Marketing & Advertising Opportunities

TimberLine has been one of the pioneers in the forest products industry, offering a digital edition magazine with the full look and feel of the print publication. It combines the convenience of print with the functionality of the web. The digital edition offers faster deliverability than print, a searchable archive, audio and video capabilities, greater international reach than print, and much more. Increasingly companies are going online to do product research on machinery and industry services. Other sites may have links to information; *TimberLine* offers original content and knowledge that is unmatched. Your customers are clicking here – shouldn't you consider advertising here?

TimberLine offers a number of online opportunities for reaching more potential customers.

- Advertising and ad enhancements in the new digital edition
 - Banner and button ads on the *TimberLine* Web sites
 - TimberEquipment.com directory of industry suppliers
 - Online classifieds
 - Sponsor or advertise on the new monthly *TimberLine* e-newsletter
- Discuss rates and options with your sales representative.

Traditional Marketing Services

List Rental

The *TimberLine* has one of the most accurate and targeted mailing lists serving the forest products industry, especially the logging, sawmill, and wood biomass processing sectors.

Only a limited number of promotional offers each year are granted access to mail to this master list. Find out how this unique opportunity can help improve your direct mail efforts.

Advertisers:	\$250 per thousand names
Non-advertiser	\$400 per thousand names

Reprints/E-Prints

Third party coverage adds credibility and punch to effective marketing programs!

Has your company or its products been featured in the *TimberLine* magazine in the past? If so, you may want to consider a reprint or license to use the *TimberLine* coverage and branding in your marketing program. Reprints are affordable and effective for print and Web marketing. Consider the possibilities... trade show literature, brochures, direct mail, web site testimonials, customer newsletters, sales kits, sales presentations and investor relations material. Discuss rates and options with your sales representative.

Print Reprints: For more details about pricing and ordering, please contact your account representative for more details.

Electronics Reprints: \$575 each, includes PDF and digital book.

Tailored Marketing Packages

Contact your sales representative to learn about discounts for marketing packages involving a variety of outreach vehicles including print advertising, Web-based promotions, custom publishing, list rental, reprints and more. We will work with you to develop the right marketing blend to get you results, save money and meet your unique needs.

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Display Ad Rates

Rates below are per insertion for **four-color** ads. Black and white ads, deduct \$600 per insertion. Add a **2nd color** to a black and white ad, deduct \$300 per insertion. Multiple issue rates (three or more) are available for consistent advertisers and firm insertions for multiple placements. Rates are in U.S. dollars.

Ad Size	4C Rate			
	1x	3x	6x	12x
Back Cover	\$4,165	3,880	3,665	3,345
Inside Cover	\$2,915	2,730	2,590	2,385
Center Spread	\$5,100	4,790	4,555	4,255
2-Page Spread	\$4,850	4,560	4,340	4,010
1 Page	\$2,640	2,475	2,355	2,170
2/3 Page	\$2,365	2,225	2,120	1,960
1/2 Page	\$1,960	1,850	1,770	1,645
1/4 Page	\$1,480	1,410	1,355	1,280
1/8 Page	\$1,145	1,100	1,070	1,020

Front cover ad positions in *TimberLine* are limited to one per calendar year per manufacturer. Companies that manufacture multiple lines of equipment under different brand names may reserve the front cover position for each brand name once per year. **All front cover ads must be four color and are billed at \$3,175.**

Mechanical Sizes

TimberLine Specifications

Trim Size—11 x 13.625 (*Width x Height in inches*)

Saddle Stitched

Ad Size	Width x Height (in inches)
Front cover (no bleeds)	7.5 x 9.75
Full page	10.125 x 12.25
Full page bleed	11.5 x 14.125
Two-thirds page	7.5 x 10
Half page	10.125 x 6
.....	4.875 x 12.25
One-fourth page	4.875 x 6
One-eighth page	4.875 x 2.875

Deadlines:

Space — 1st of month preceding issue date

Materials — 10th of month preceding issue date

Classified Ads:

Classified ads are billed by the column inch, with a one inch minimum. Rates are \$100 per column inch. Package rates available for print and online *Pallet Enterprise* and *TimberLine* classifieds are available. Ask your ad rep for more information. Additional column inches are prorated up to the nearest quarter inch. Blind ads carry a \$35 handling charge. A logo or photo can be included for a \$20 charge. Reverse type can also be included for a \$20 charge. A continuous run and pre-payment discount of \$5 each is available. All charges are in U.S. dollars.

Website Ads

Leaderboard ad:	\$1,835 /quarter, \$710 /mo.	(728w x 90h pixels)
Sidebar ad:	\$1,530 /quarter, \$605 /mo.	(300w x 100h pixels)
Large Rectangular:	\$1,630/ quarter, \$665/mo.	(600w x 150h pixels)
Inline Article ad:	\$1,530 /quarter, \$605 /mo.	(300w x 250h pixels)
Wide Skyscraper ad:	\$2,450/ quarter, \$915/mo.	(300w x 600h pixel)

Terms

Finance charges of 1½ % per month, compounded monthly, are charged after 30 days. Invoices will be mailed when tear sheets are available. Visa , MasterCard, Discover and American Express are accepted.

Special Positions

Priced on request. Consideration will be given to those who make early requests.

Digital/Electronic File Submissions

Please email questions to Christopher Edwards at graphics@palletenterprise.com.

Circulation Statement

TimberLine is delivered monthly to decision makers in the U.S. forest products industry, making it one of the most widely circulated publications in the forest products business world.

Reaching logging, sawmill, pallet, and lumber remanufacturing operations nationwide, *TimberLine* is a must for your advertising plan.

Harvesting/Forestry Operations—*TimberLine* serves logging firms and contractors, timber buyers and brokers, woodlands operations of pulp and paper companies, consultants in forestry operations, forest or land management, logging machinery manufacturers, dealers and distributors and others allied to the field.

Processing Operations—*TimberLine* serves sawmill/chipmill operations; veneer/plywood/panel products manufacturers; pallets/poles/timbers/specialty products/wood treatment manufacturers; processing operations of pulp and paper mills; consultants in mill and processing operations; machinery manufacturers, dealers and distributors and others allied to the field.

TimberLine Staff

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