2019 Rate Card

Click on cover icon to open issue in digital format. Once open, click anywhere on page to zoom in and out. When zoomed in, move mouse to navigate page. Turn pages by clicking corners or arrows.

TARGET AUDIENCE:
TimberLine serves loggers, sawmills, firewood processors, re-manufacturers, wood biomass facilities, treaters and wood processors.

TimberLine is a national magazine and trading post for the forest products industry. 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 large used machinery and equipment section helps readers locate bargains.
From case studies to features on the latest technology to new product announcements and industry news, *TimberLine* covers a wide variety of issues of importance to industry professionals. The combination of lively features and timely news 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.

### 2019 Editorial/Show Calendar:

**January** – Portable Sawmill Machinery & Firewood Processing Equipment

**February** – Logging, Transportation & Logistics (Distributed at Oregon Logging Conference)

**March** – Sawmilling Machinery and CLT Technology

**April** – Wood Fiber: Chipping, Grinding, Debarking & Pellet Manufacturing Guide

**May** – Cut-To-Length Logging, Forestry Roundtable  
(Distributed at Northeast Logging Expo)

**June** – Sawmilling Technology, Specialty Wood Products (SFPA/Atlanta EXPO)

**July** – Lumber Drying, Kiln Operations & Heat Treating, Ligna Review (Future of Wood Technology)

**August** – Portable Sawmills & Small Log Processing

**September** – Logging & Safety Equipment, Forest Health  
(Distributed at Great Lakes Logging EXPO, Kentucky Show)

**October** – Biomass: Wood Processing, Wood Energy & Cogeneration  
(Distributed at Paul Bunyan Show)

**November** – Logging & Land Clearing, Specialty Wood Products

**December** – Buyers’ Guide 2020

**Bonus Show Distribution:** Show circulation at Oregon Logging Conference, Great Lakes Logging EXPO, SFPA EXPO, Northeast Loggers’ Show, Kentucky Show and the Paul Bunyan Show.

### Internet Marketing & Advertising Opportunities

*TimberLine* is one of the only overall forest products industry magazines to offer a digital edition 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
- Sponsor special online sections

**Custom Publishing**

Have you ever wanted to have your own magazine? Now, you can. TimberLine now offers digital magazine services tailored to the needs of individual advertisers. These magazines make great catalogs and annual promotional material. Combine TimberLine content and your catalog to make a strong electronic magazine that will be sure to get noticed by potential customers.

Call Chaille Brindley at 804-550-0323 to find out how these publications developed by professional journalists and writers can add major punch to your marketing program.

**Traditional Marketing Services / List Rental**

The TimberLine has one of the most accurate and targeted mailing lists serving the forest products industry. This includes logging, sawmill, wood processing, and biomass operations. 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: $160 per thousand names
Non-advertiser $265 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: Contact your account representative for more details and options.
- Electronic-Reprints: $500 each, includes PDF and digital book formats.

**Email Marketing**

While we don’t rent out our email list for promotional mailings, we do offer suppliers the opportunity to get their message in our email blasts that go out monthly. We send out the TimberLine Alert to about 3,400 subscribers explaining the latest content in the magazine.

**TL Alert E-Newsletter**

- Issue Sponsor $490– Graphic, link and text toward top of e-newsletter. Limit one per e-newsletter.
- Graphic/Text $325 – Graphic, link and text below third of e-mail message. Message recipient will have to scroll to see. Limit three per e-newsletter.

**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.
One of the Most Widely Circulated Magazines in the Forest Products Industry

Display Ad Rates
Four Color and black & white advertising rates are shown below. Multiple issue discounts are shown based on frequency of insertion. A 2nd spot color can be added to a black & white ad for $300.

Ad rates are in U.S. dollars. 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.

<table>
<thead>
<tr>
<th>AD SIZE / Position</th>
<th>Four Color Ad Rates</th>
<th>Black &amp; White Ad Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1x</td>
<td>3x</td>
</tr>
<tr>
<td>Front Cover – 2/3 page</td>
<td>2,975</td>
<td>n/a</td>
</tr>
<tr>
<td>Back Cover – 1 page</td>
<td>3,930</td>
<td>3,650</td>
</tr>
<tr>
<td>Inside Cover – 1 page</td>
<td>2,700</td>
<td>2,630</td>
</tr>
<tr>
<td>Center Spread – 2 pages</td>
<td>4,845</td>
<td>4,680</td>
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<tr>
<td>Spread – 2 pages</td>
<td>4,825</td>
<td>4,455</td>
</tr>
<tr>
<td>1 Page</td>
<td>2,505</td>
<td>2,405</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>2,255</td>
<td>2,125</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>1,870</td>
<td>1,745</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,425</td>
<td>1,361</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>1,110</td>
<td>1,100</td>
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</tbody>
</table>

Mechanical Sizes
TimberLine Specifications
Trim Size – 11 x 13 3/8 (Width x Height in inches)
Saddle Stitched

<table>
<thead>
<tr>
<th>Width x Height (in inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front cover (no bleeds) ............ 7 1/2 x 9 3/4</td>
</tr>
<tr>
<td>Full page .......................... 10 1/8 x 12 1/4</td>
</tr>
<tr>
<td>Full page bleed ................... 11 1/2 x 14 1/8</td>
</tr>
<tr>
<td>Two-thirds page .................... 7 1/2 x 10</td>
</tr>
<tr>
<td>Half page ......................... 10 1/8 x 6 or 4 7/8 x 12 1/4</td>
</tr>
<tr>
<td>One-fourth page .................... 4 7/8 x 6</td>
</tr>
<tr>
<td>One-eighth page ................... 4 7/8 x 2 7/8</td>
</tr>
</tbody>
</table>

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 $80 per column inch. Special package rates are available for classified ads to run in all three Industrial Reporting, Inc. forest products industry publications: TimberLine, Pallet Enterprise, and a monthly email of new classified ads. The package rate is $100 per column inch, which includes placement in all three publications. Additional column inches are prorated up to the nearest quarter inch. Classifieds will also be posted on IRI web pages at no additional charge. Blind ads carry a $25 handling charge. A logo or photo can be included for a $10 charge. Reverse type can also be included for a $15 charge. A continuous run and pre-payment discount of $5 each is available. All charges are in U.S. dollars.
Colors
Two color ads include a second color option of green, red or blue in addition to black. Other special color requirements will be quoted upon request.

Terms
Finance charges of 1 1/2% per month, compounded monthly, are charged after 30 days. Invoices will be mailed when tear sheets are available. Visa, MasterCard and American Express are accepted.

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

Multiple Ads in One Issue
Multiple ads will be priced at the size of combined ads plus a $300 divided ad charge. Minimum of a full page space is required for this benefit.

Digital/Electronic File Submissions
If you have any questions, call 800-805-0263 and ask for Christopher Edwards.

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, wood processing, biomass, 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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TimberLine is published by Industrial Reporting, Inc., proudly serving the forest products industry for almost 40 years.

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