

STRONG ROOTS. GLOBAL REACH. | WWW.NHLA.COM



NHLE

MARKETING AND MEDIA KIT

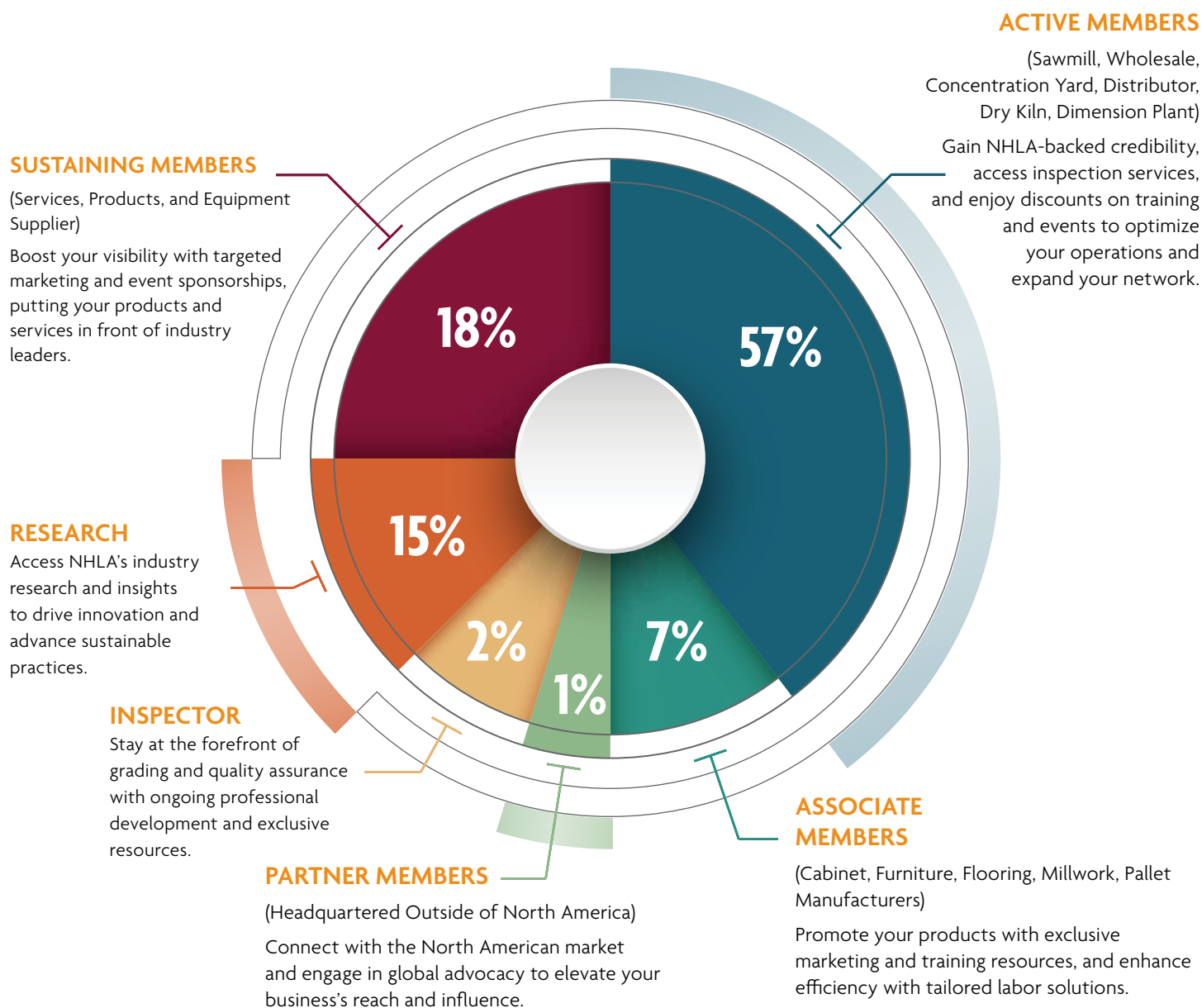
PRINT | DIGITAL | EVENTS



For more than 125 years, NHLA has been the voice of the hardwood industry and represents the entire hardwood supply chain at all levels of production. The National Hardwood Lumber Association is the only national voice for the hardwood industry. Reach influential decision makers with our marketing solutions.



MEMBERSHIP CATEGORIES & EXCLUSIVE BENEFITS



NHLA

BY THE NUMBERS



PRINT

Hardwood Matters

3,500
Distributed

11

Issues Per Year

Hardwood & Design

45,000
Distributed

3

Issues Per Year

International Hardwood Matters

3,500
Distributed

1

Issue Every Other Year

Buyer's Guide

3,500
Distributed

1

Issue Every Other Year

WEB

215K

(per year)

page views on NHLA.com

64%

engagement rate

DESKTOP V. MOBILE STATS

122K

Total Viewers on Desktop

80K

Total Viewers on Mobile

13K

Total Viewers on Tablet

NEWSLETTER

Hardwood Matters

7000

Subscribers

38%

Average Open Rate
(Industry average
is 25%)



Total Social Following: 30.6K+

Monthly Impressions: Avg. 250K+ Impressions

SOCIAL

1Mill+

LinkedIn Impressions

6%

LinkedIn
Engagement Rate

815K+

Facebook Impressions

1.5%

Facebook
Engagement Rate

17K+

Facebook Followers

9K+

LinkedIn Followers

2.3K+

X Followers

2.3K+

Instagram Followers

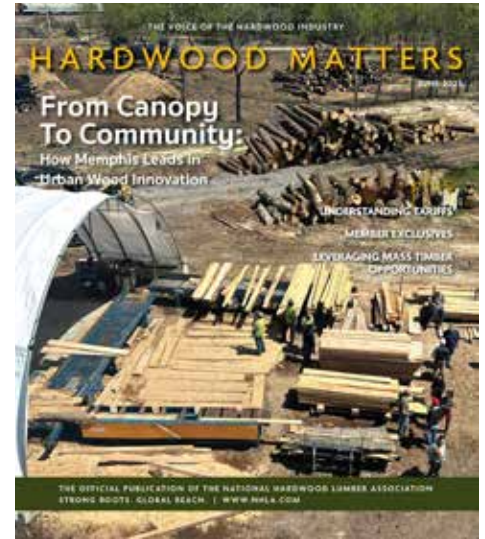
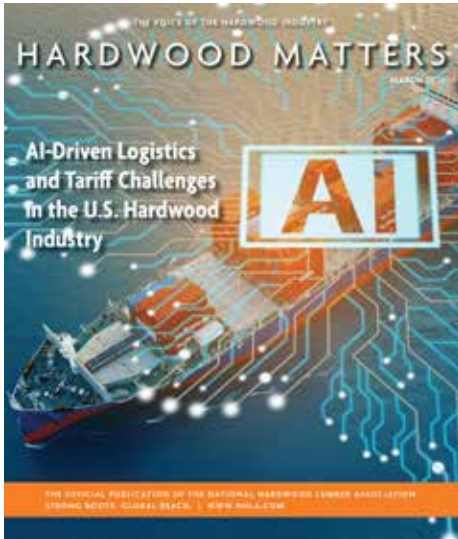




HARDWOOD MATTERS EDITORIAL CALENDAR

| ISSUE | ISSUE CLOSE | ART DUE | |
|---|--------------|------------|--|
| January/February | November 25 | December 2 | Market Impacts Q1 A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses. |
| March | January 27 | February 3 | Global Logistics and Transportation News on logistics and transportation and how they affect the hardwood industry. |
| April | February 24 | March 3 | Market Impacts Q2 A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses. |
| May | March 24 | March 31 | Membership News and insights on hardwood industry leaders, their companies and best practices for building successful organizations |
| June | April 24 | May 1 | Domestic Market Trends Domestic consumer market trends in hardwood consumption |
| July | May 26 | June 2 | Convention Preview Special Edition |
| August | June 23 | June 30 | Advocacy Key legislative issues affecting the hardwood industry, advocacy events and resources |
| September | July 28 | August 4 | Market Impacts Q3 A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses. |
| October <i>Convention Distribution</i> | August 20 | August 27 | Global Markets Overview of the international hardwood markets, product breakdown, and emerging market trends |
| November | September 25 | October 2 | Technology Advances News on Automation, Robotics, digital tools and other emerging technology |
| December | October 27 | November 3 | Year in Review Reflections of the past year and future forecasts |

PRINT ADVERTISING RATES



HARDWOOD MATTERS

11 Issues

The award-winning magazine of the National Hardwood Lumber Association and the voice of the hardwood industry; *Hardwood Matters* is published 11 times per year and distributed to the leading companies in the global hardwood industry.

Refer to the editorial calendar for order deadlines and artwork submission dates.

| AD SIZES | 1 ISSUE | 3 ISSUES | 6 ISSUES | 11 ISSUES |
|---------------------------------------|--------------|--------------|--------------|--------------|
| | MEMBERS Only | MEMBERS Only | MEMBERS Only | MEMBERS Only |
| Full Page Options: | | | | |
| Non-Specific Location | \$1,645 | \$1,530 | \$1,360 | \$1,190 |
| Inside Front Cover | \$2,095 | \$1,870 | \$1,645 | \$1,420 |
| Inside Back Cover | \$2,095 | \$1,870 | \$1,645 | \$1,420 |
| Other Specific Location* | \$1,810 | \$1,685 | \$1,500 | \$1,310 |
| Two-Page Spread | \$3,650 | \$3,285 | \$2,945 | \$2,410 |
| Back Cover | \$2,490 | \$2,260 | \$2,035 | \$1,810 |
| Horizontal or Vertical Half | \$1,250 | \$1,135 | \$965 | \$795 |
| Horizontal or Vertical Quarter | \$910 | \$795 | \$625 | \$460 |

*You may request a specific location in the magazine such as Page One, Facing Table of Contents or near a particular story.

Rates include full color & full bleed.

PRINT ADVERTISING RATES

MEMBER SPOTLIGHT

10 issues (excludes July)

A must-have each year that sells out quickly—secure your spot today and don't miss this exclusive opportunity!

Leverage the Member Spotlight to elevate your brand and share your success story with the hardwood industry. This feature highlights your company's key milestones—like new products, mergers, and growth—while engaging peers and potential customers. Our team will conduct a comprehensive interview with one of your representatives, capturing everything from your origins to your latest achievements. We'll create an engaging, professionally written article, complete with your approved photos, and ensure it's ready for publication. Your spotlight will appear in *Hardwood Matters* and be amplified across the NHLA website, blog, and our social media platforms, reaching a wide and influential audience.

RATES

| Members Only |
|-----------------------|
| \$3,000 per spotlight |

| ISSUE | DEADLINE |
|------------------|-------------|
| January/February | November 1 |
| March | January 1 |
| April | February 1 |
| May | March 1 |
| June | April 1 |
| August | June 1 |
| September | July 1 |
| October | August 1 |
| November | September 1 |
| December | October 1 |

SAMPLE

MEMBER SPOTLIGHT

Combilift



Combilift: Seeing is Believing

Mind-blowing. Tremendous. Amazing. These are words that companies want people to think of when describing their products. NHLA Member Combilift heard those exact adjectives uttered by professionals in the hardwood lumber industry at the 2023 NHLA Annual Convention. Following the educational session on Technology and AI, Robinson Lumber Company invited all convention attendees to tour their yard to experience their new Combilift Container Loader CSS (*Container Slip Sheet*), specifically designed for fast-loading of ocean freight containers in under 6 minutes. The demonstration was a wake-up call to many in the industry as they began to see futuristic technology entering the hardwood lumber space.

Patrick Keenan, Sales Engineer and Product Specialist for Combilift CSS was at the NHLA Annual Convention to show attendees Combilift's latest piece of technology, saying, "I was so happy to demonstrate what the Combilift Container Loader CSS can do. My favorite part of the job is the challenge and satisfaction of introducing new disruptive technologies and products."

Disruptive technologies may sound like something from a scary sci-fi movie, where AI takes over the world, but it is nothing like that. Disruptive technologies are innovations that significantly alter

how consumers, industries, or businesses operate. For example, the telephone was a disruptive technology when it was invented, replacing the telegram. GPS navigation was a disruptive technology when it came along, replacing paper maps.

Combilift is well-versed in the field of disruptive technology. One of



Patrick Keenan



"The Combilift CSS demonstration at the NHLA Annual Convention was a tremendous success and helped us with the 'time challenge' we faced. The number of attendees at the demonstration far exceeded our expectations. I will always remember the ecstatic response from the audience, with everyone taking pictures and videos of the technology in action."

the co-founders of Combilift is Robert Moffett, who invented the Moffett Truck Mounted Forklift (*the 3-Wheel Forklift*), which revolutionized job-site delivery across the globe.

Then, in 1998 Robert Moffett & Martin McVicar founded Combilift taking their expertise & vision to design & manufacture the world's first 3-Wheel multidirectional forklift for handling long length products. These machines have indoor & outdoor capabilities giving safer load handling and the capability to travel in narrow aisles giving increased warehouse & yard storage capacity.

Now, they have invented the new Combilift CSS, and Keenan talks about it passionately, saying, "It gives fast and consistent loading times, so it's a one-person operation, replacing the traditional method that required two large Lift Trucks with skilled operators. It's also electric, so it reduces emissions. Plus, the best part is that it can both load and unload, saving time and money."

Every business has challenges, be it supply chain issues or an inability to find labor. For Combilift, Product Demonstration was their biggest challenge this year. Keenan explains, "Introducing the Combilift Container Loader CSS as a new concept/product takes a lot of time. It's not a product that can easily be demonstrated at traditional conventions or shows. So, we are incredibly grateful to our 'First Movers' (lifetime partners) like Meherrin River Products and Robinson Lumber. They have allowed us to bring people to their mills and yards to give first-hand demonstrations of how the machine works and how much time it saves."

Keenan continues, "The Combilift CSS demonstration at the NHLA Annual Convention was a tremendous success and helped us with the 'time challenge' we faced. The number of attendees at the demonstration far exceeded our expectations. I will always remem-

ber the ecstatic response from the audience, with everyone taking pictures and videos of the technology in action."

Combilift is on a hot streak of accomplishments, with Keenan crediting many things to their success, saying, "We believe we cannot be still; we must continually develop new products and drive new strategies. We earn our customers and build our brand by delivering excellence before, during, and after the sale. Ultimately, this is a people business, internally and externally. We truly believe in listening to the customers' voices as a guidepost to keep us on the right path."

Keenan remarks, "Our membership with NHLA brings us closer to the hardwood industry as a whole and helps us to understand our customer's unique needs and challenges. We consider membership a 'must' for anyone within the hardwood lumber supply chain, from forest to flooring."

Looking toward the future, Keenan gave a long list of things Combilift wants to accomplish this year. To highlight a few, Keenan says, "We want to continue our focus on promoting the Combilift CSS Container Loader to the hardwood sector with the strategic goal of making it the preferred global solution for container loading and unloading of forest products. We also have identified a need for a container log loader, so we have a prototype built that we plan to introduce in 2024. Perhaps we'll be talking about a new log-loading disruptive technology soon."

You can find more information about Combilift online at www.combilift.com or by calling or visiting our Parts & Product Support Center in Greensboro, NC: 877-266-2456.

PRINT ADVERTISING RATES



| ISSUE | ISSUE CLOSE | ART DEADLINE |
|----------|-------------|--------------|
| Jan/Feb | November 14 | November 21 |
| May/June | March 16 | March 27 |
| Sept/Oct | July 15 | July 24 |

HARDWOOD Introducing *Hardwood & Design*, NHLA's newest publication crafted for 45,000
& DESIGN architects, designers, and influential industry players. Launching Jan/Feb 2026, each
3 Issues issue will spotlight the role of hardwood in innovative design and sustainable building,
inspiring professionals to incorporate hardwood materials into their projects.

| AD SIZES | 1 ISSUE | 3 ISSUES |
|------------------------------------|---------|----------|
| Full Page Options: | | |
| Non-Specific Location | \$2,000 | \$1,750 |
| Inside Front Cover | \$2,400 | \$2,100 |
| Inside Back Cover | \$2,400 | \$2,100 |
| Other Specific Location* | \$2,250 | \$2,000 |
| Two-Page Spread | \$3,650 | \$3,350 |
| Back Cover | \$2,800 | \$2,550 |
| Horizontal or Vertical Half | \$1,400 | \$1,250 |

*You may request a specific location in the magazine such as Page One, Facing Table of Contents or near a particular story.
Rates include full color & full bleed.

PRINT ADVERTISING RATES



The deadline for ad placement is October 15.

Artwork is due by October 30.

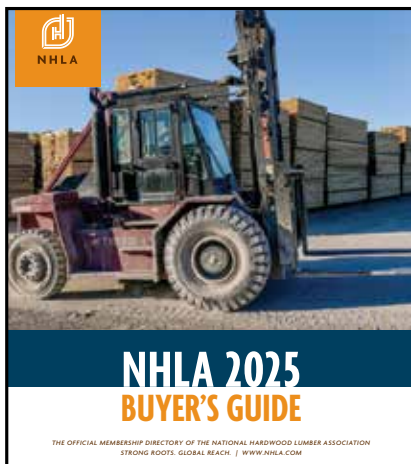
INTERNATIONAL HARDWOOD MATTERS

International Hardwood Matters is the guide to buying, selling and grading North American hardwood lumber internationally.

Published every other year, alternating with the *Buyer's Guide*, this single-issue publication provides essential industry insights and resources.

| AD SIZES | RATES |
|------------------------------------|--------------|
| Premium Placement Options: | MEMBERS Only |
| Back Cover | \$3,250 |
| Page One | \$2,750 |
| Inside Front Cover | \$3,000 |
| Inside Back Cover | \$2,750 |
| Front: Table of Contents | \$2,750 |
| Standard Placement Options: | MEMBERS Only |
| Full Page | \$2,500 |
| Vertical Half | \$2,000 |
| Horizontal Half | \$2,000 |
| Vertical Quarter | \$1,500 |
| Horizontal Quarter | \$1,500 |

Rates include full color & full bleed.



The *Buyer's Guide* is NHLA's official membership directory, providing easy access to a comprehensive list of members, categorized by company name, service type, products, and offerings. Distributed to top companies in the global hardwood industry, it serves as an essential resource for connecting with key partners and suppliers.

BUYER'S GUIDE

This single-issue publication, released every other year, alternates with *International Hardwood Matters* to deliver valuable industry knowledge and resources.

The deadline for ad placement is October 15.

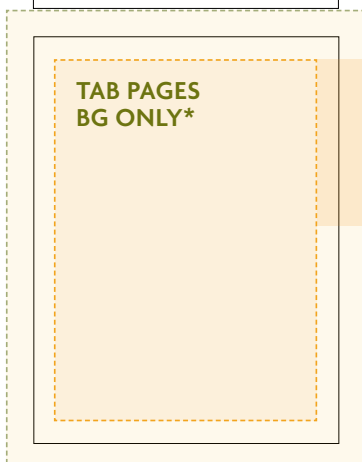
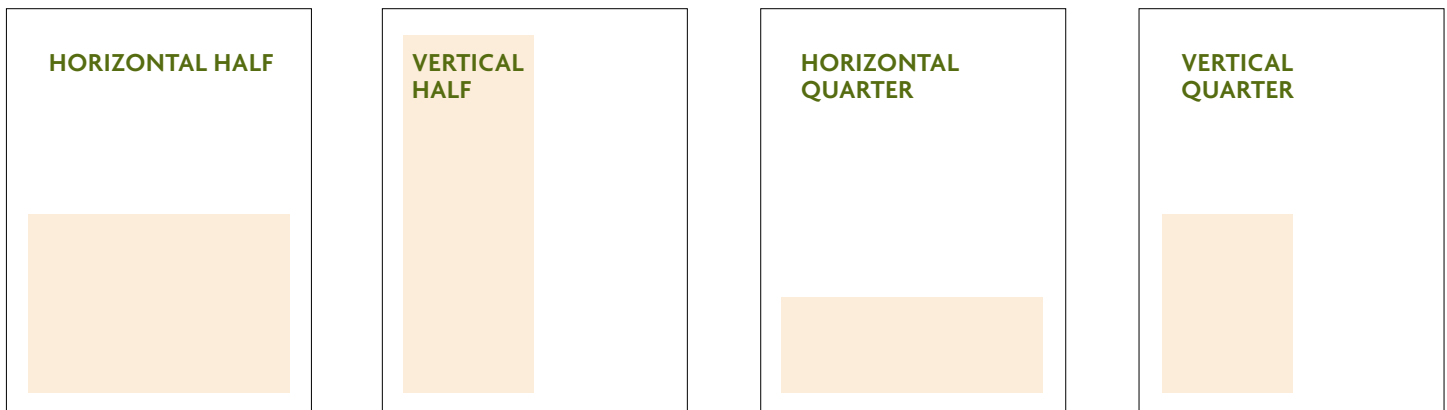
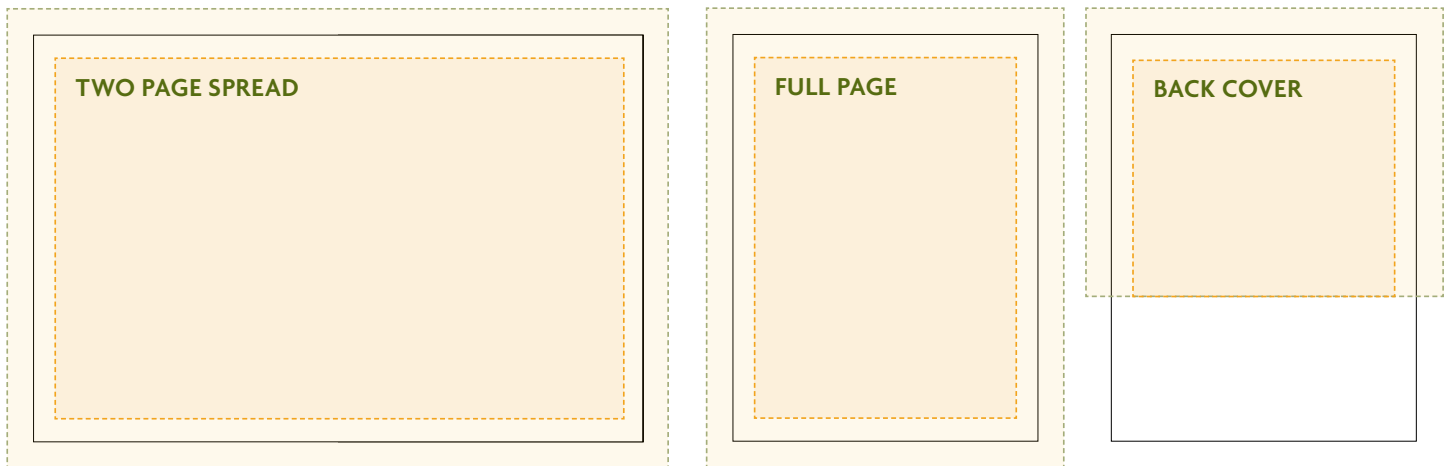
Artwork is due by October 30.

| AD SIZES | RATES |
|--|--------------|
| Premium Placement Options: | MEMBERS Only |
| Back Cover | \$3,250 |
| Page One | \$2,750 |
| Inside Front Cover | \$3,000 |
| Inside Back Cover | \$2,750 |
| Front: Table of Contents | \$2,750 |
| Tab Page - Products | \$2,750 |
| Tab Page - Equipment/Services Supplies | \$2,750 |
| Tab Page - Research & Inspector | \$2,750 |
| Standard Placement Options: | MEMBERS Only |
| Full Page | \$2,500 |
| Vertical Half | \$2,000 |
| Horizontal Half | \$2,000 |
| Vertical Quarter | \$1,500 |

Rates include full color & full bleed.

PRINT ADVERTISING SPECIFICATIONS

| PAGE UNIT | AD SIZE | LIVE AREA | BLEED |
|-------------------------|-----------------|----------------|-----------------|
| Two Page Spread | 17" x 10" | 16.75" x 9.75" | 17.25" x 10.25" |
| Full Page | 8.5" x 10" | 8.25" x 9.75" | 8.75" x 10.25" |
| Back Cover | 8.5" x 6.75" | 8.375" x 6.5" | 8.75" x 6.875" |
| Half-Page Horizontal | 7.25" x 4.125" | N/A | N/A |
| Half-Page Vertical | 3.5" x 8.5" | N/A | N/A |
| Quarter Page-Horizontal | 7.25" x 1.9375" | N/A | N/A |
| Quarter Page-Vertical | 3.5" x 4.125" | N/A | N/A |
| Buyer's Guide Tab Pages | 8.5" x 10.25" | 8.125" x 9" | 8.75" x 10.5" |



ARTWORK REQUIREMENTS

Artwork must be provided digitally via email. Both Mac and PC files are accepted. Files must be submitted in EPS, TIFF or high-resolution PDF formats (do not downsample images). All fonts and any associated graphic files must be embedded. All files need to be submitted in 300 dpi CMYK format.

It is highly recommended that a color proof be provided with any new ad.

Note: Text placed outside the live area within any full-page or back cover ad may be cut off. Please keep text within the live area at all times.

MUST include an additional .25" bleed on all sides.

DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

BIMONTHLY eNewsletter: *Hardwire*

NHLA's e-newsletter delivers critical member and industry news to more than 5,000 NHLA members, friends and partners.

7,300+
Newsletter
Subscribers

38%
Average Open Rate
(Industry average is 25%)

Distribution:
First of the month and mid-month
3 ads per issue

AD RATE AND AD SIZE

| AD PLACEMENT | 1 Time | Ad Specs |
|-----------------|--------|------------|
| 3 ads per issue | \$750 | 1200 x 352 |

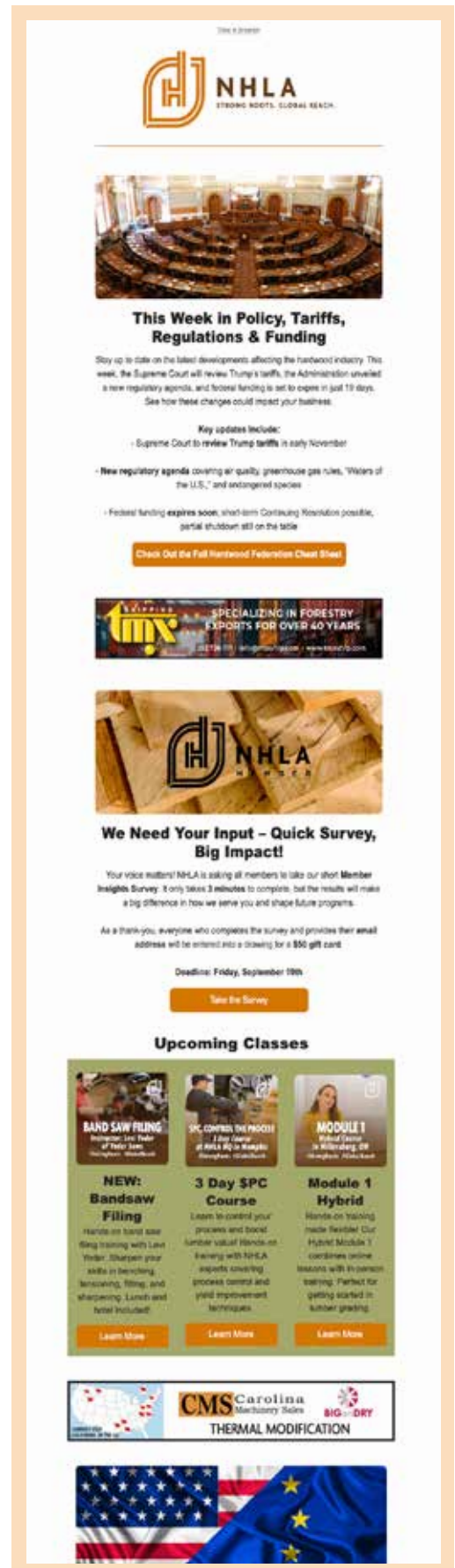
File format - GIF or JPG / url link provided

SPECIAL ADVERTISER SPONSORED NEWSLETTER

The advertiser will supply the graphics, content and links for the newsletter content. NHLA will build the newsletter, distribute and provide a post distribution report.

12 times per year

\$3,000 per issue



DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

NHLA.COM

Designed with user experience at its core, our website combines intuitive navigation with cutting-edge features, engaging visuals, and valuable resources. As the trusted hub for NHLA members and industry professionals, NHLA.com is the ideal platform to showcase your business and connect with a highly engaged audience.

215K
Page Views
yearly average



AD SIZE AND AD RATE

AD PLACEMENT

MONTHLY

Ad Size: 1400 × 296 pixels and 665 × 400 pixels \$500 per month

(Ads are run-of-site and not specific to any one page of content, with the exception of the Convention page.)

ARTWORK REQUIREMENTS

Website advertising comes in two sizes: Standard/Desktop (1400 × 296 pixels) and Mobile (665 × 400 pixels) **(both included with contract/ no additional cost)**. File size must be under 25 KB. Artwork must be submitted digitally via email. Acceptable file formats: GIF or JPEG. All ad links will open in a new browser window upon click.

NHLA will notify the advertiser by email once their advertisement has been added to the website. The agreed duration will begin from the date of notification by NHLA.

Turnaround Time: 7 business days for all standard creative submissions.

SAMPLES



DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

WEBINAR SPONSORSHIP

Proven Format for High Quality Leads

Reach an engaged audience eager for expert insights with our unique webinar sponsorship opportunity. Gain maximum exposure through strategic placements, including pre-webinar digital and print promotions, registration pages, email reminders, the webinar waiting room, and live event recognition. Connect with professionals seeking solutions to their toughest challenges and position your brand as a trusted industry leader.

RATES

12 Times per year

\$3000 for a single sponsorship

WEBINAR TOPICS:

Log Exports
Grading Rules
Thermal Modification
Export Markets
Sustainability & Carbon
Structural Hardwood
Workforce Development
Hardwood Innovations
Yield Analysis & Quality Control
Policy & Tariffs
Domestic Market Growth
Innovation Roundtable



FREE WEBINAR
Wednesday, JULY 12
Noon-1pm CST

**EXPORTING 101:
HOW TO AVOID PITFALLS AND
PROTECT YOUR ORGANIZATION**

Register Today

Host:
Steve Zambo,
CEO of The AGL Group

Sponsored by:
THE AGL GROUP

NHLA



FREE WEBINAR
Wednesday, SEPTEMBER 20
Noon-1pm CST

**AN AI-POWERED REVOLUTION FOR THE
INDUSTRY! GRADE SAWING USING
CT X-RAY SCANNING**

Join NHLA in a discussion about the ways AI-powered CT X-ray scanning can improve the bottom line of hardwood mills far more than any other technology/scanning investment.

Register Today

Sponsored by
MICROTEC

Host:
Norvin Laudon, Director of MiCROTEC – Vancouver

NHLA

IN-PERSON EVENT - CONVENTION

Join the Premier Event for the Hardwood Industry

Showcase your brand at the NHLA Annual Convention & Exhibit Showcase—the most influential gathering in the hardwood sector. Sponsorship opportunities abound, from hosting key events and providing attendee meals to sponsoring cocktail parties or including branded gifts in registration bags. Secure your sponsorship early to maximize your brand's exposure with months of pre-event promotions, including prominent placement in marketing emails, social media posts, and more. Increase your visibility and connect with industry leaders in a big way! Learn more: www.nhla.com/sponsor

Convention Sponsorships are an exclusive opportunity for NHLA members only.

Sample of Sponsorship Opportunities



ADVERTISING POLICIES & SPECIFICATIONS

Advertisers assume liability for all content of advertisements. NHLA reserves the right to refuse any print or electronic advertisement and may reject any URL link embodied within any advertisement.

NHLA is not involved in the commercial publishing business. No agency discounts will be allowed. NHLA will not be involved in the development process with the agency. NHLA will not be responsible for incorrect colors, words or any mistakes on any furnished artwork.

Placement Policy

If the print artwork for the ad is not received by the 5th day of the preceding month of publication, NHLA doesn't guarantee placement.

NHLA Logo Specifications

If you are using the NHLA logo in your ad, please refer to the *NHLA Logo Standards Policy*.

STRONG ROOTS. GLOBAL REACH. | WWW.NHLA.COM

CONTACTS

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FOLLOW US

SOCIAL MEDIA OUTLETS



Target key leaders in the hardwood industry!



National Hardwood Lumber Association | PO Box 34518 | Memphis, TN 38184 | www.nhla.com