



**NHHLA**

STRONG ROOTS. GLOBAL REACH. | [WWW.NHHLA.COM](http://WWW.NHHLA.COM)



2024

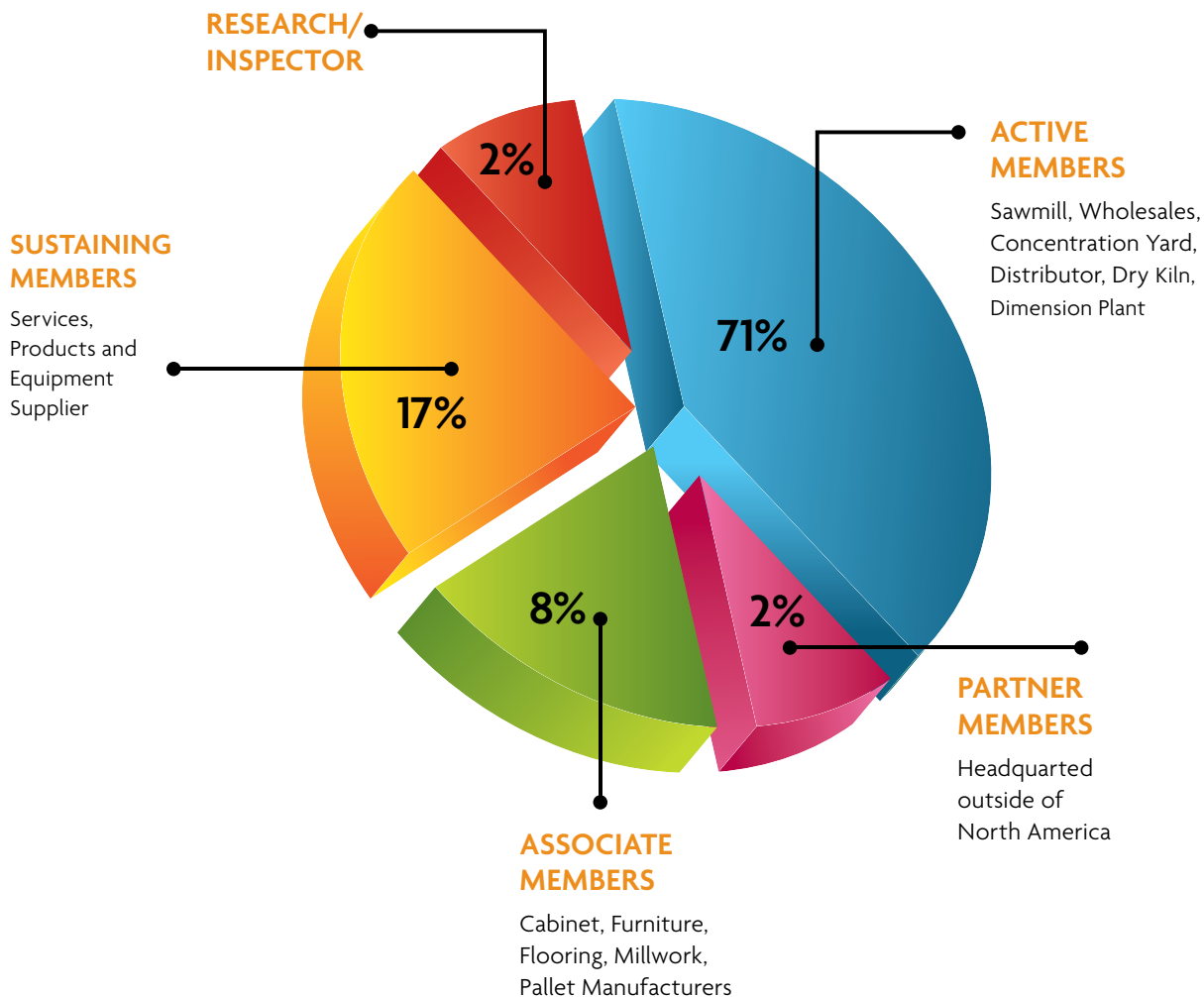
**MARKETING AND  
MEDIA KIT**

PRINT | DIGITAL | EVENT



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.

## 2023 NHLA MEMBERSHIP BREAKDOWN



# NHLA

## BY THE NUMBERS

### PRINT

**3,500**  
distributed

**11**  
issues per  
year

### WEB

**204K**  
(per year)  
page views on NHLA.com

**53%**  
engagement rate

## SOCIAL

**255K**  
LinkedIn Impressions

**5.08%**  
LinkedIn  
Engagement Rate

**457K**  
Facebook Impressions

**3.2%**  
Facebook  
Engagement Rate

**10,200+**  
Facebook Followers

**7,000+**  
LinkedIn Followers

**2,000+**  
Twitter Followers

**1,900+**  
Instagram Followers

### DESKTOP V. MOBILE STATS

**63%**  
Total Viewers on Desktop

**35%**  
Total Viewers on Mobile

**2%**  
Total Viewers on Tablet

### NEWSLETTER

**8500**  
Subscribers

**36%**  
Average Open Rate  
(Industry average is 25%)

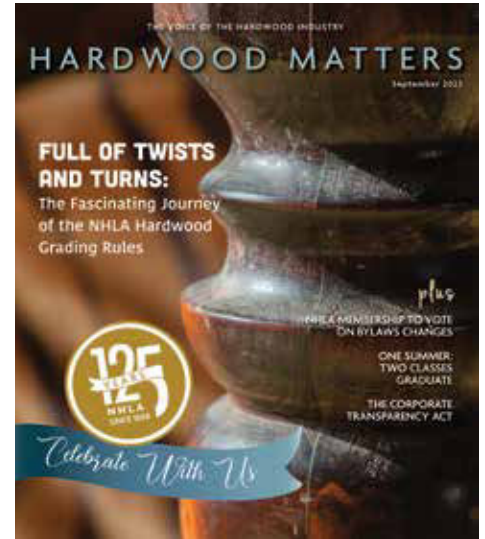
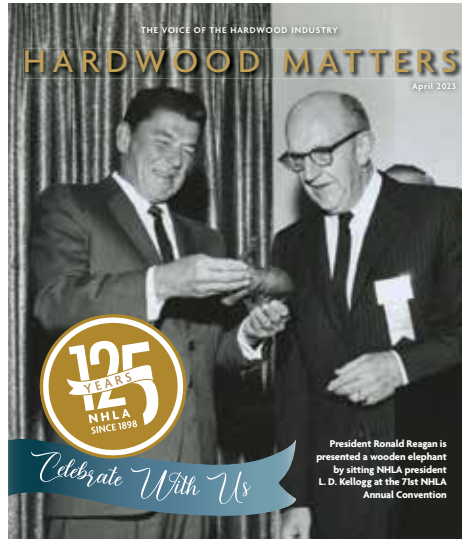




## 2024 EDITORIAL CALENDAR

ISSUE	ISSUE CLOSE	ART DUE	
January/February	December 1	December 5	<b>Market Impacts Q1</b> A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses.
March	January 29	February 5	<b>Global Logistics and Transportation</b> News on logistics and transportation and how they affect the hardwood industry.
April	February 26	March 4	<b>Market Impacts Q2</b> A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses.
May	March 25	April 1	<b>Membership</b> News and insights on hardwood industry leaders, their companies and best practices for building successful organizations
June	April 25	May 1	<b>Domestic Market Trends</b> Domestic consumer market trends in hardwood consumption
July	May 24	June 3	<b>Convention Preview Special Edition</b>
August	June 24	July 1	<b>Advocacy</b> Key legislative issues affecting the hardwood industry, advocacy events and resources
September	July 29	August 5	<b>Market Impacts Q3</b> A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses.
October <i>Convention Distribution</i>	August 23	September 2	<b>Global Markets</b> Overview of the international hardwood markets, product breakdown, and emerging market trends
November	September 27	October 3	<b>Technology Advances</b> News on Automation, Robotics, digital tools and other emerging technology
December	October 28	November 4	<b>Year in Review</b> Convention Recap, reflections of the past year and future forecasts

# 2024 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 of the global hardwood industry.

**See editorial calendar for deadline to place an order and when artwork is due.**

AD SIZES	1 ISSUE	3 ISSUES	6 ISSUES	11 ISSUES
	MEMBERS Only	MEMBERS Only	MEMBERS Only	MEMBERS Only
<b>Full Page Options:</b>				
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
<b>Two-Page Spread</b>	\$3,650	\$3,285	\$2,945	\$2,410
<b>Back Cover</b>	\$2,490	\$2,260	\$2,035	\$1,810
<b>Horizontal or Vertical Half</b>	\$1,250	\$1,135	\$965	\$795
<b>Horizontal or Vertical Quarter</b>	\$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.

# 2024 PRINT ADVERTISING RATES

## MEMBER SPOTLIGHT

10 issues (excludes July)

Popular buy each year.  
Sells out fast so don't miss out  
reserve your spot today!

The Member Spotlight is a feature article that highlights your business and is a great way to announce new products, mergers, and growth. Your article allows your peers and customers to learn more about your company. How does it work? NHLA will interview a company representative and learn all there is to know about your company, how it started, new products, various successes, and more. NHLA will write the article and you will have the opportunity to provide photos and give final approval.

Not only is the Member Spotlight published in *Hardwood Matters*, but it's also posted as a blog on the NHLA website, and on Facebook, Twitter, and LinkedIn.

### RATES

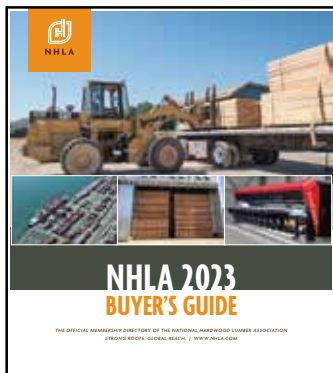
Members Only
\$3,000 per spotlight

SAMPLE

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

## BUYER'S GUIDE

The Buyer's Guide is the official membership directory of the National Hardwood Lumber Association that lists all NHLA members and provides contact by company name and type of service for easy reference, along with products produced and types of services offered. It is distributed to the leading companies of the global hardwood industry.



The deadline for ad placement is March 25, 2024.

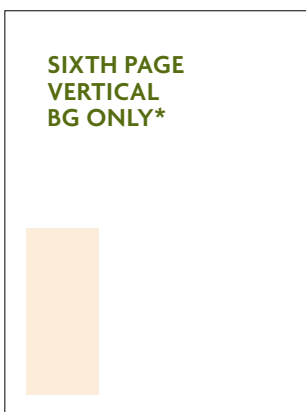
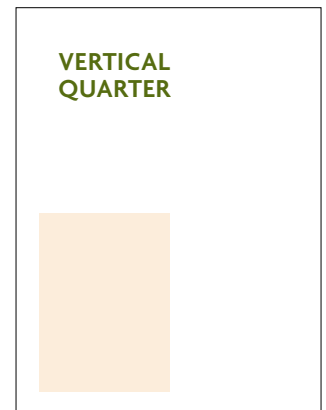
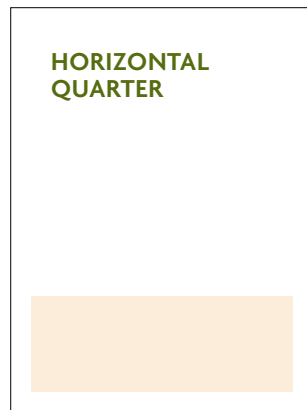
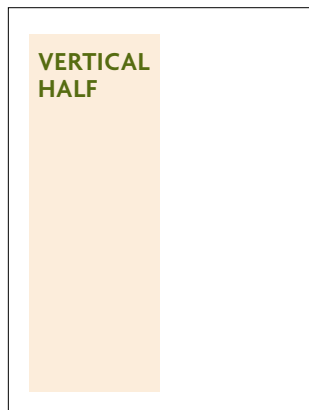
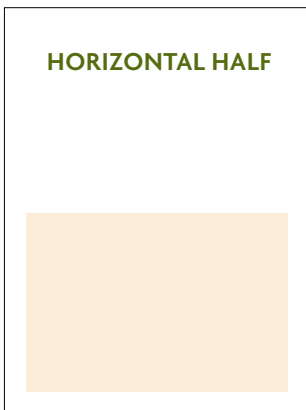
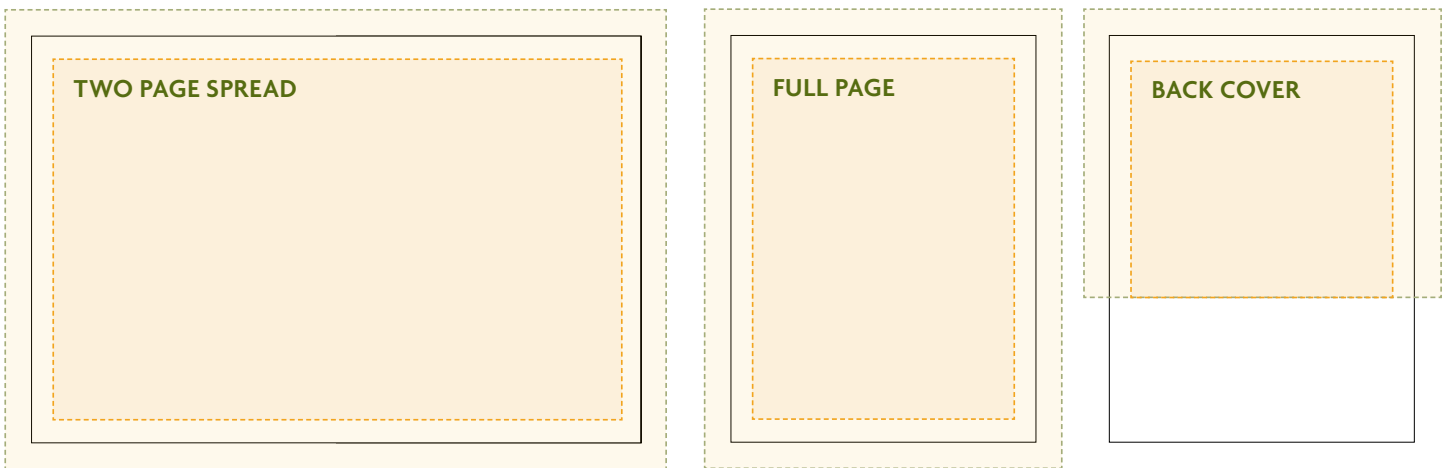
Artwork is due by April 1, 2024.

AD SIZES	RATES
<b>Premium Placement Options:</b>	<b>MEMBERS Only</b>
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
<b>Standard Placement Options:</b>	<b>MEMBERS Only</b>
Full Page	\$2,500
Vertical Half	\$2,000
Horizontal Half	\$2,000
Vertical Quarter	\$1,500
Horizontal Quarter	\$1,500
1/6 Vertical Black and White inside ESS	\$750

Rates include full color & full bleed except for the 1/6 vertical ad.

# 2024 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
Sixth Page-Vertical*	2.6389" x 4"	N/A	N/A



## 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.**

# 2024 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.

8,500+  
Newsletter  
Subscribers

36%  
Average Open Rate  
(Industry average is 25%)

### Distribution:

On the 1st and 15th of each month,  
2 ads per issue

### AD RATE AND AD SIZE

AD PLACEMENT	1 Time	Ad Specs
2 ads per issue	\$750	680 x 125

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

The screenshot shows the NHLA News header with the TallyExpress logo and tagline "ACCURATE END TALLIES IN 90 SECONDS". Below the logo is a photo of a person using a tablet. Text below the photo reads: "Tally tallies in seconds with the TallyExpress app. Just snap a photo with your smartphone or tablet, review the results on your screen, and save the data. Yes, it really is THAT easy." A green button says "Start Your Free 30-Day Trial". At the bottom, it says "Visit us at NHLA Annual Convention - Booth #108, plus other hardwood industry events."

The screenshot shows the NHLA News header and the following content:

- What's Happening at NHLA**
- Supply Chain Disruption: Halloween isn't the only scary thing happening this month**
- What's causing America's massive supply-chain disruptions?** (Article snippet: "The supply-chain bottlenecks... around the world... have caused record shortages of many products that American consumers are used to having readily available...")
- America isn't running out of everything just because of...** (Article snippet: "Americans are buying everything they can get their hands on, and they'd be buying even more if it weren't for those pesky supply-chain snafus...")
- First Banner** for JobScan: "Where can JS-50 WX deliver in your hardwood mill?"
- NHLA NEWS** section header
- Inspector Training School to Join Apprenticeship TN** (Article snippet: "The NHLA Inspector Training School is in the final stages of acceptance into the Apprenticeship, TN program...")
- Second Banner** for JobScan: "Expert solutions for hardwood manufacturing"
- In-Person Educational Opportunities**
  - Title: Module 1, Online Inspector Training School**
  - Date:** November 29 - December 10, 2021
  - Where:** NHLA Headquarters in Memphis, TN
  - Instructor:** Roman Matyushchenko, ITS Instructor
  - CLICK TO REGISTER**
- Title: Class 197 of the Inspector Training School**
- Date:** January 10 - March 4, 2022
- Where:** NHLA Headquarters in Memphis, TN
- Instructor:** Roman Matyushchenko, ITS Instructor
- CLICK TO REGISTER**



# 2024 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

## NHLA.COM

Increase your visibility with an online advertisement on NHLA's website, nhla.com. With the user experience in mind, nhla.com offers an inviting, easy-to-navigate source infused with the latest technological innovations. Packed with new resources and eye-catching visuals, NHLA.com is the go-to site for NHLA members and the industry to look for information and resources.

**204K**  
Pageviews  
yearly average



### AD SIZE AND AD RATE

#### AD PLACEMENT

**Ad Size:** 2500 x 528 pixels

#### MONTHLY

\$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 one size: 2500 x 528 pixels. File size must be under 25KB. Artwork must be submitted digitally via email. The following file formats are acceptable: GIF or JPEG. All ad links will open a new browser window upon click.

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

**Turnaround Time:** 7 business days on all standard creative submitted

# SAMPLES



# 2024 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

## LINKEDIN ADS



nhlaofficial

12 times a year (1 ad per month)

The advertiser will supply the message and graphics. NHLA will build, schedule, and place the ad. Ads will run 7 days and will be monitored as to the status of delivery. A report will be delivered to the advertiser.

7,000+  
Linkedin Followers

### AD RATES AND AD SIZES

1 Time

\$750 per ad

**Turnaround Time:** 7 business days on all standard creative submitted



## WEBINAR SPONSORSHIP

Proven Format that Generates High Quality Leads

This is a unique format with subject matter experts and engaged audiences that are looking for answers to their biggest challenges.

Sponsor a webinar and receive recognition with pre-webinar promotion ads (digital and print), on the registration page, in the email reminders, in the webinar waiting room and during the live event.

### RATES

1 Time

\$3000 for a single sponsor

# 2024 IN-PERSON EVENT - CONVENTION

The biggest hardwood industry event of the year is the NHLA Annual Convention & Exhibit Showcase. Become a sponsor to increase awareness of your brand, products, and/or services. Whether you are looking to sponsor one of our programmed events, provide breakfast for attendees, sponsor an official cocktail party, or provide a unique gift in the registration bag, we have you covered. Lock in your NHLA Convention sponsorship early so you can reap the benefits of months of pre-event promotion such as logo inclusion in marketing emails, social posts, and more. **Learn more: [www.nhla.com/sponsor](http://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.

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## Placement Policy

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

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## NHLA Logo Specifications

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

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## CONTACTS

### ADVERTISING SPONSORSHIPS EXHIBITS MEMBERSHIP

**John Hester**  
**Chief Development Officer**  
901-399-7558  
[j.hester@nhla.com](mailto:j.hester@nhla.com)

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### EDITOR MARKETING/ COMMUNICATIONS & EVENTS

**Renee Hornsby**  
**Chief Operating Officer**  
901-399-7560  
[r.hornsby@nhla.com](mailto:r.hornsby@nhla.com)

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### PRINT & DIGITAL ADVERTISING MATERIAL SUBMISSIONS

**Melissa Ellis Smith**  
**Creative Director**  
901-399-7553  
[m.ellis@nhla.com](mailto:m.ellis@nhla.com)

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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](http://www.nhla.com)