

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



NHHLA



2025
MARKETING AND
MEDIA KIT

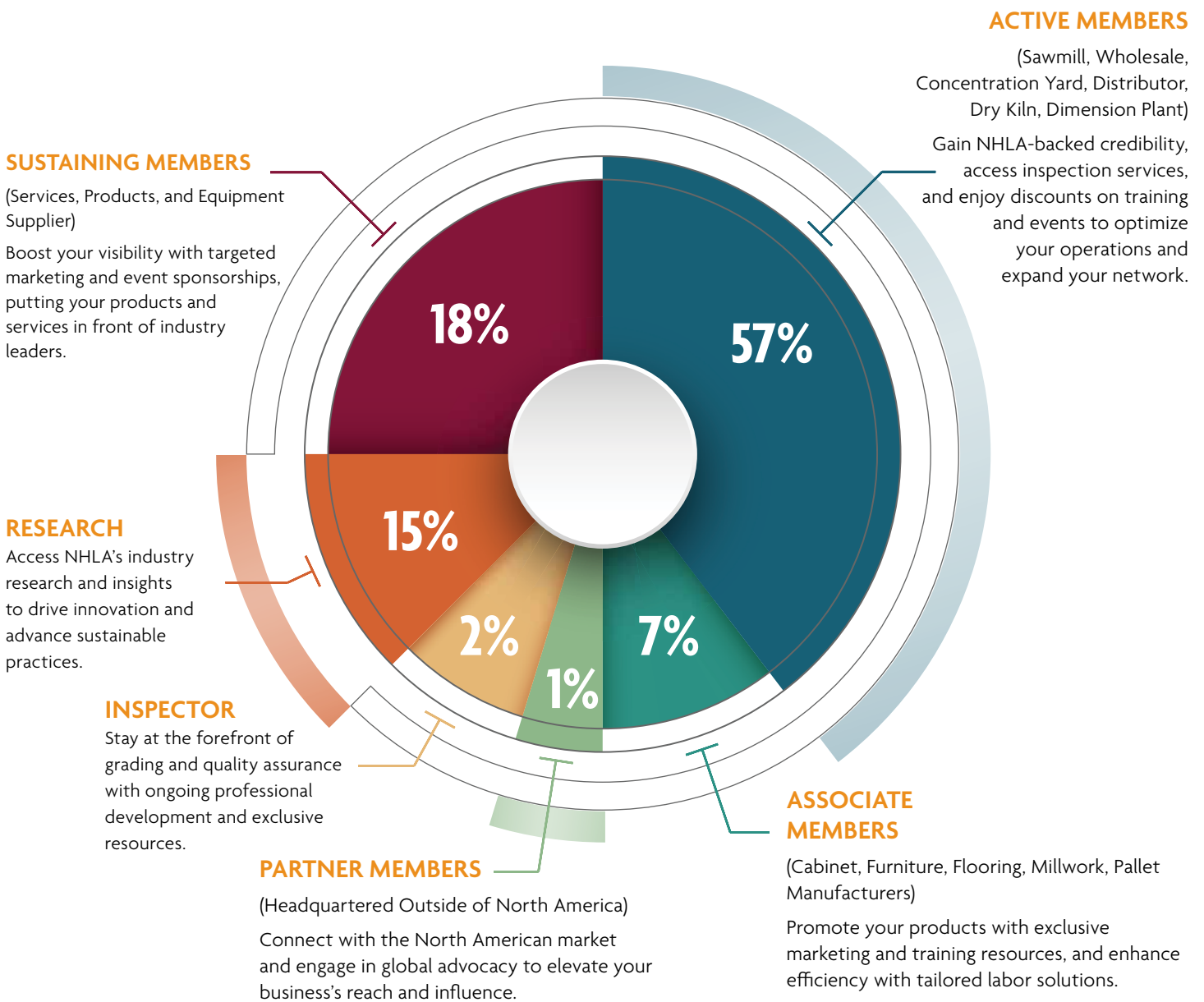
PRINT | DIGITAL | EVENT



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.



MEMBERSHIP CATEGORIES & EXCLUSIVE BENEFITS



NHLA

BY THE NUMBERS



PRINT

Hardwood Matters

3,500
Distributed

11

Issues Per Year

Hardwood & Design

6,000
Distributed

2

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

8500
Subscribers

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



Total Social Following: 25K+

Monthly Impressions: Avg. 300K Impressions

SOCIAL

280K+

LinkedIn Impressions

5.55%

LinkedIn
Engagement Rate

815K+

Facebook Impressions

1.5%

Facebook
Engagement Rate

12K+

Facebook Followers

8,300+

LinkedIn Followers

2.2K+

X Followers

2.1K+

Instagram Followers

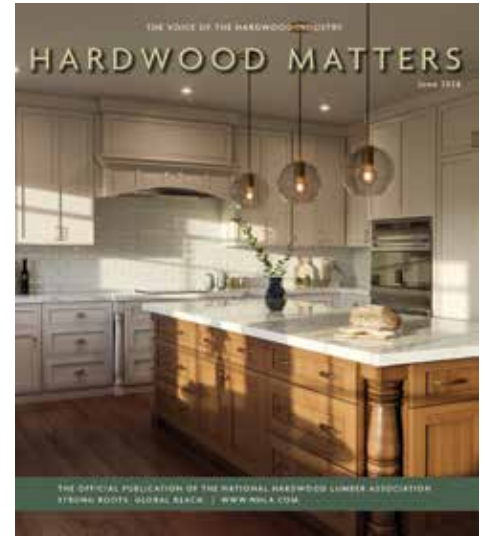
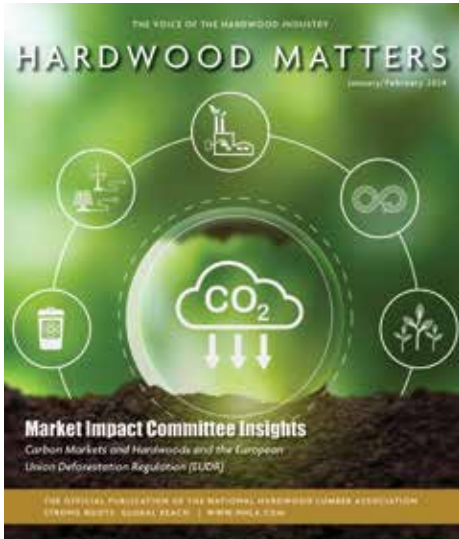




2025 *HARDWOOD MATTERS* EDITORIAL CALENDAR

ISSUE	ISSUE CLOSE	ART DUE	
January/February	December 2	December 6	Market Impacts Q1 A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses.
March	January 29	February 5	Global Logistics and Transportation News on logistics and transportation and how they affect the hardwood industry.
April	February 27	March 5	Market Impacts Q2 A look at political, economic, social, technological, legal, and environmental factors affecting the hardwood market and businesses.
May	March 26	April 3	Membership News and insights on hardwood industry leaders, their companies and best practices for building successful organizations
June	April 25	May 1	Domestic Market Trends Domestic consumer market trends in hardwood consumption
July	May 26	June 3	Convention Preview Special Edition
August	June 25	July 2	Advocacy Key legislative issues affecting the hardwood industry, advocacy events and resources
September	July 29	August 5	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 25	September 2	Global Markets Overview of the international hardwood markets, product breakdown, and emerging market trends
November	September 26	October 6	Technology Advances News on Automation, Robotics, digital tools and other emerging technology
December	October 29	November 5	Year in Review Convention Recap, reflections of the past year and future forecasts

2025 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.

2025 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





"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 Moffert, who invented the Moffert Truck Mounted Forklift (*the 3-Wheel Forklift*), which revolutionized job-site delivery across the globe.

Then, in 1998 Robert Moffert & 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 remember 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 credit 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 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.

2025 PRINT ADVERTISING RATES



ISSUE	ISSUE CLOSE	ART DEADLINE
May	March 31	April 7
October	August 22	August 29

HARDWOOD & DESIGN 2 Issues
 Introducing *Hardwood & Design*, NHLA’s biannual publication crafted for 6,000 architects, designers, and influential industry players. Launching in May and October 2025, each 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	2 ISSUES
Full Page Options:	MEMBERS Only	MEMBERS Only
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, etc.
 Rates include full color & full bleed.

2025 PRINT ADVERTISING RATES



The deadline for ad placement is October 15, 2025.

Artwork is due by October 30, 2025.

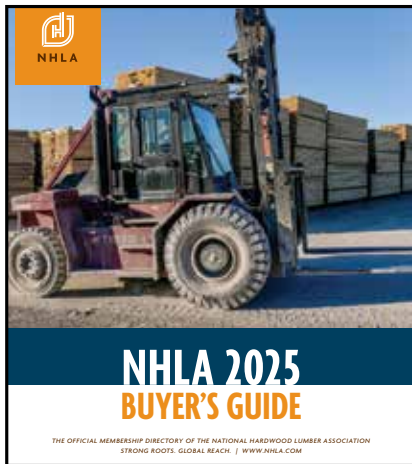
INTERNATIONAL HARDWOOD MATTERS 2026

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.



BUYER'S GUIDE 2027

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, 2026.

Artwork is due by October 30, 2026.

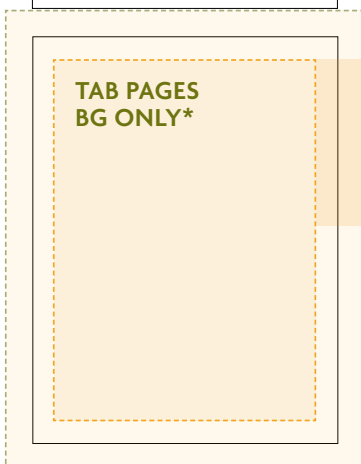
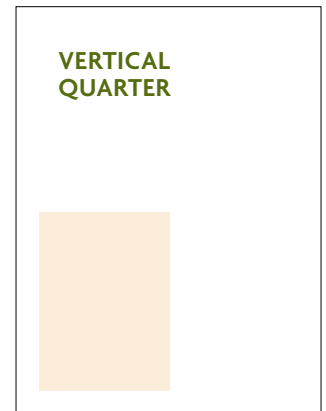
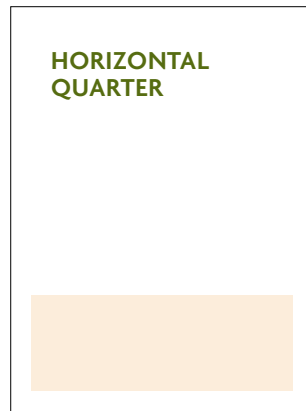
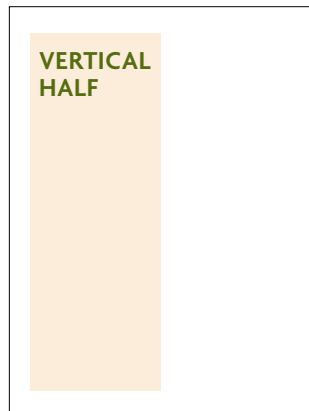
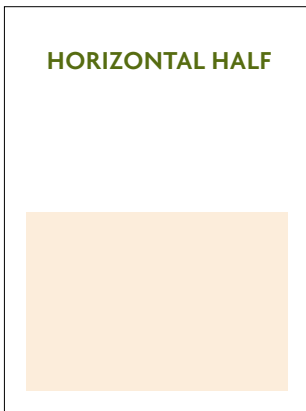
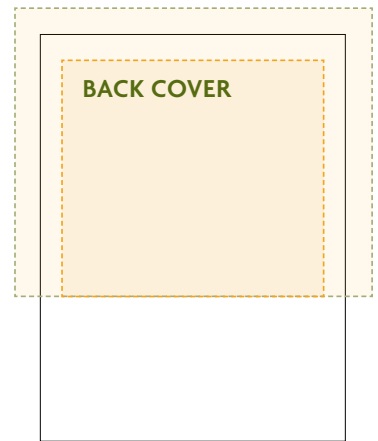
AD SIZES	RATES
Premium Placement Options:	MEMBERS Only
Back Cover	\$3,250
Page One	\$2,750
Inside Front Cover	\$3,000
Inside Back Cover	\$2,750
Front: Table of Contents	\$2,750
Tab Page - Products	\$2,750
Tab Page - Equipment/Services Supplies	\$2,750
Tab Page - Research & Inspector	\$2,750
Standard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

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.

2025 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.

2025 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

SPECIAL ADVERTISING NEWSLETTER

Learn how Frank Miller Lumber Co. partnered with DMSI to build a strong technology backbone for their production facility in Union City, IN.

See Their Story

DMSI helps lumber businesses do more with less through industry management solutions made for hardwoods.

at DMSI | Apply | TallyExpress | Thermal Gender

DMSI is your one software partner from timber to customer.

Learn more at dmsi.com/industry

DMSI

Thank you for your interest in the National Hardwood Council. Questions on this topic or this newsletter can be directed to info@nhla.com.

Source(s):
News from NHLA

Used by Member

NHLA News

The October 20th edition of the *NHLA Hardwire*

What's Happening at NHLA

Supply Chain Disruption;
Halloween isn't the only scary thing happening this month

Supply chain issues are causing us all to take pause, both as a consumer and a supplier. But what's causing all the chaos, and what can be done?

If you haven't seen these articles, click on the Read more below.

What's causing America's massive supply-chain disruptions?

The supply-chain bottlenecks – around the world – have caused record shortages of many products that American consumers are used to having readily available, from household goods to electronics to automobiles. Moody's Analytics has warned that...

[aboutnhl.com](https://www.aboutnhl.com)

America isn't running out of everything just because of...

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, the National Retail Federation said. "Spending might have been higher if not for shortages of items..."

www.businessinsider.com

First Banner

Where can JS-50 WX deliver in your hardwood mill?

JobScan

NHLA NEWS

Inspector Training School to Join Apprenticeship TN

The NHLA Inspector Training School is in the final stages of acceptance into the Apprenticeship, TN program. Atlanta Hardwood Group of Clarksville, TN has agreed to join us as a Tennessee partner to provide the one year on the job training, post-graduation from the Inspector Training School.

NHLA recognizes the challenges our industry is facing with finding qualified candidates to fill positions and feel this will initiate the process of a resolution for this challenge. This program would attract independent students who are not already employed within the hardwood lumber industry and are looking to begin their career as a Hardwood Lumber Inspector.

The Apprenticeship TN program is a statewide initiative powered by the Tennessee Workforce Development System. It is partnered with The Department of Labor and Workforce Development, Tennessee College System, Tennessee Higher Education Commission, Department of Education, Department of Economic and Community Development, Department of Human Services, and Department of Correction.

Learn More about the Apprenticeship TN program.

Have questions about the program or want to know how your company can participate? Contact Carol McElya at c.mcelya@nhla.com or 901-399-7563.

Second Banner

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](#)

The NHLA Online Training Program is comprised of 3 modules. Module 1 is 2 weeks on campus, Module 2 is online/independent study and training up to 12 months, and Module 3 is a final 3 weeks on campus. This program is perfect for self-motivated students looking for a flexible schedule.

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](#)

2025 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: 2500 x 528 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 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



2025 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 FOR 2025:

Thermal Modification

Export 101

Structural Hardwood

Automation Vs Optimization

Air and Kiln Drying 101

Biophilic Design

Insurance

Explain Carbon

Marketing Carbon

AI Grading

OSHA Proposed Heat Regulation

Employee Benefits and Retention

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

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

2025 IN-PERSON EVENT - CONVENTION

OCTOBER 1-3, 2025 | SAN ANTONIO, TX

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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WRITER/EDITOR COMMUNICATIONS

Brennah Hutchison
Content Strategist & Editor
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b.hutchison@nhla.com

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