

National Woodlands Magazine

NATIONAL WOODLANDS MAGAZINE has a subscription-based mailing to over 20,000 woodland owners, consulting foresters, State Foresters and other natural resource professionals in all 50 states.

Northeast Affiliates:

Small Woodland Owners of Maine, Vermont Woodlands Association, Massachusetts Forestry Ass'n, New Hampshire Timberland Owners Ass'n, Rhode Island Forest Conservators, Connecticut Forest & Park Ass'n, New Jersey Forestry Ass'n, Pennsylvania Forestry Ass'n

North Central Affiliates:

Ohio Woodland Owner Ass'ns, Michigan Forest Ass'n, Indiana Forestry & Woodland Owners Ass'n, Wisconsin Woodland Owners Ass'n, Minnesota Forestry Ass'n, Delaware Forestry Ass'n, Iowa Woodland Owners Ass'n, Maryland Woodland Owners Council, Missouri Woodland Owners Council, Woodland Owners Ass'n of West Virginia

Western Affiliates:

Washington Farm Forestry Ass'n, Oregon Small Woodlands, Forest Landowners of California, Idaho Forest Owners land Owners Ass'n, Montana Forest Owners Ass'n, Colorado Forestry Ass'n, Utah Woodland Owners Council, Hawaii Forest Owners, Ozark Woodland Owners Ass'n (Ark.), Landowners Network, Alaska Forest Owners Council, Texas Forest Owners Ass'ns

Southern Affiliates:

Alabama Treasure Forest Ass'n, Kentucky Woodland Owners Association, North Carolina Woodlands, Georgia Federation of Forest Owners, Virginia Woodlands Ass'n, Tennessee Woodland Owners Council, Oklahoma Woodland Owners Association

<u>Full Page</u>	<u>2/3 Page</u>	<u>1/2 Page</u>	<u>1/3 Page</u>	<u>1/4 Page</u>	<u>1/6 Page</u>	<u>1/8 Page</u>
\$1,365	\$960	\$780	\$540	\$450	\$315	\$225

(Color rates per issue, assuming four (4) inserts. Inserts in only one to three (1-3) issues are 15% higher.)

How we compare with the three leading national magazines going to forest and woodland owners:

	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/4 Page</u>
National Woodlands	\$68.25 / 1000	\$39.00 / 1000	\$22.50 / 1000
Magazine A	\$84.00 / 1000	\$63.00 / 1000	\$26.00 / 1000
Magazine B	\$72.50 / 1000	\$37.20 / 1000	\$25.20 / 1000
Magazine C	\$130.00 / 1000	\$84.60 / 1000	\$44.40 / 1000

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Background

National Woodlands is a quarterly magazine directed at woodland owners, consulting foresters and other forestry and natural resource professionals across the United States.

The magazine features articles and news about woodlot management, legislation affecting woodland owners and managers, tax guidelines and other information of interest and importance to those who grow, manage and harvest the nation's forest resource.

Circulation

National Woodlands is published quarterly (January, April, July and October) and reaches subscribers in all 50 states, the District of Columbia, Canada and other foreign countries.

Circulation is approximately 20-25,000 per issue.

Advertising Policy

National Woodlands carries advertising that will be both useful and of interest to its primary audience.

Advertisers are responsible for submission of copy and materials. Cancellations are not accepted after closing dates. The publisher reserves the right to repeat previous advertisements if new materials are not received on or before the closing date. The publisher also reserves the right to reject any advertising materials considered objectionable in wording or appearance.

Publisher accepts ad copy set in type, negatives (minimum 133-line screen, maximum 150-line screen), positives, paste-ups and repros. Electronic files are preferred. High-resolution PDF format is best. Mats are not accepted.

Production services are also available at cost. These include: design, layout, illustration, typesetting, negative work, color separations, changes, revisions, etc. Please call to request a quote.

Closing Dates

Camera-ready copy is due by the 1st of the month preceding publication.

Issue Closing Date

Winter 2008/09	December 1
Spring 2009	Call our office
Summer 2009	Call our office
Fall 2009	Call our office

Contact:

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Ph: (703)255-2700 Fax: (703)281-9200 email: argow@nwoa.net

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Mechanical Data

Printing is by offset lithography, sheet fed on high-grade coated stock from camera-ready copy scaled to size. Binding is by saddle stitch.

Page Size:	7 3/4" x 11"
Gutter:	1/4"
Side Margin:	7/16"
Binding Margin:	3/8"
Top/Bottom Margin:	1/2"
Columns:	1/4"
Bleed:	Allow 1/8" at outside, top and bottom of page. Live matter should be 3/8" from edge of art or film, or 1/4" from trim.

Advertising Rates*

Ad Description	Ad Size (Inches)	1 Issue	4 Issues
Full Page	7 x 10	\$1,455	\$5,460 (\$1,365/issue)
2/3 Page	4 1/2 x 10 • 7 x 6 1/2	\$1,035	\$3,840 (\$960/issue)
1/2 Page	7 x 5 • 3 3/6 x 10 • 4 1/2 x 7 1/2	\$825	\$3,120 (\$780/issue)
1/3 Page	7 x 3 1/4 • 2 1/6 x 10 • 4 1/2 x 5	\$600	\$2,160 (\$540/issue)
1/4 Page	3 3/8 x 5 • 4 1/2 x 3 3/4 • 2 1/6 x 7 1/2	\$495	\$1,800 (\$450/issue)
1/6 Page	2 1/6 x 5 • 3 3/8 x 3 1/4 • 4 1/2 x 2 1/2	\$330	\$1,260 (\$315/issue)
1/8 Page	3 3/8 x 2 1/2	\$270	\$1,020 (\$255/issue)
Cover - Back	7 x 10	\$1,740	\$6,600 (\$1,650/issue)
Cover - Inside	7 x 10	\$1,650	\$6,360 (\$1,590/issue)
Consulting Forester			
Directory	4 lines N/A		\$180 (\$45/issue)

* **Note:** Color is offered at the same rates.

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LEADING MAGAZINE ADVERTISING COST COMPARISON

<u>Pub</u>	<u>Ad (Color)</u>	<u>Rates</u>
National Woodlands	Full	1x = \$1455, 4x = \$1365
Northern Woodlands	Full	1x = \$1297, 2x = \$1168, 4x = \$1038
Tree Farmer	Full	1x = \$2300, 3-4x = \$2215, 5x = \$2055
Forest Landowner	Full	1x = \$1806, 3x = \$1694, 6x = \$1637
National Woodlands	1/2	1x = \$825, 4x = \$780
Northern Woodlands	1/2	1x = 787, 2x = \$708, 4x = \$629
Tree Farmer	1/2	1x = \$2010, 3-4x = \$1945, 5x = \$1810
Forest Landowner	1/2	1x = \$944, 3x = \$880, 6x = \$848
National Woodlands	1/3	1x = \$600, 4x = \$540
Northern Woodlands	1/3	1x = \$564, 2x = \$507, 4x = \$451
Tree Farmer	1/3	1x = \$1195, 3-4x = \$1165, 5x = \$1110
Forest Landowner	1/3	1x = \$666, 3x = \$622, 6x = \$597

	<u>\$/K (Cost per thousand)</u>	<u>Best Value</u>
National Woodlands	1x = \$72.75/K, 4x = \$68.25/K	#1
Northern Woodlands	1x = \$108.08/K, 2x = \$97.33/K, 4x = 86.50/K	#2
Tree Farmer	1x = \$115.00/K, 3-4x = \$110.75/K, 5x = \$102.75/K	#3
Forest Landowner	1x = \$361.20/K, 3x = \$338.80/K, 6x = \$327.40/K	#4
National Woodlands	1x = \$41.25/K, 4x = \$39.00/K	#1
Northern Woodlands	1x = \$65.58/K, 2x = \$59.00/K, 4x = \$52.42/K	#2
Tree Farmer	1x = \$100.50/K, 3-4x = \$97.25/K, 5x = \$90.50/K	#3
Forest Landowner	1x = \$188.50/K, 3x = \$176.00/K, 6x = \$169.60/K	#4
National Woodlands	1x = \$30.00/K, 4x = \$27.00/K	#1
Northern Woodlands	1x = \$47.00/K, 2x = \$42.25/K, 4x = \$37.58/K	#2
Tree Farmer	1x = \$59.75/K, 3-4x = \$58.25/K, 5x = \$55.50/K	#3
Forest Landowner	1x = \$133.20/K, 3x = \$124.40/K, 6x = \$119.40/K	#4