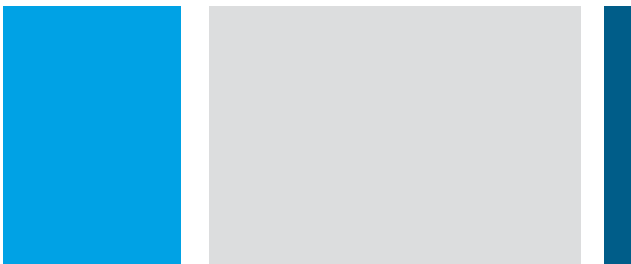


• Industry leading coverage
• to tie you into Canada's \$80
• billion plus forest products
• market

CANADIAN
**FOREST
INDUSTRIES**
2010 MEDIA KIT
PRINT • ONLINE • EMAIL



• For more information, contact:

• **Guy Fortin**

• Quebec and Atlantic Canada, France

• 514.457.2211 Ext 23

• gfortin@forestcommunications.com

• **Tim Shaddick**

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• tootalf@shaw.ca

• **Tim Tolton**

• USA, Ontario, Europe

• 514.237.6614

• ttolton@forestcommunications.com



• **Some things to consider when planning your 2010 print and web advertising campaign. Forestry in Canada is:***

• **A Massive Market**

- - Over 3% of Canada's GDP
- - \$80.3 billion in total revenues in 2006
- - Directly employs over 339,000
- - The world's largest exporter of forest products with 18% of the global market
- - Capital expenditures of \$4 billion annually

• **A Varied Market**

- It's not just saws and logging gear, although there's plenty of those. There's also:
- - Trucks & Trailers, as the second largest user of truck transport at 18 billion tonnes/km
- - Trains, as the largest user of rail transport
- - Boats, as the largest user of marine transport
- - Pick-up trucks. Joe consumer may be downsizing, but loggers can't. They continue to average four HD pick-ups per contractor, and replace them every three years.

- **Plus:** Lubes, tools, tires, chains, software, GPS, Insurance, safety gear, finance, cell and sat phones, etc...

• **A Captive Market**

- The professionals doing all this are remote, but we reach them just fine, to the tune of over 12,000 readers per issue through a carefully-managed BPA audited circulation. We've been doing it over 100 years, and our editor has 25 years experience in the field. That's the credibility you need.

• *- Source: Forest Products Association of Canada Annual Report (2006); NRCan State of the Forest Industry 2007.



• Respected, experienced
• and lively editorial means
• our readers spend more
• time with *Canadian Forest
• Industries, and your
• message.*

• **Targeted Message**

• *Canadian Forest Industries* is the only publication
• in Canada dedicating 100% of its editorial to the
• logging and forest management sector. And we
• do it from the contractors' – your customers'
• – perspective. Always have.

• **Editorial Excellence**

• Seasoned forestry editor Bill Tice creates an
• exclusive editorial environment for delivering
• your advertising message – we're the logging
• machinery and "getting it done" book! High colour
• printing quality and outstanding photography do
• the rest. Add to that exclusive, expert columns
• – like *The Log Haul* on trucks/trailers, *The Loggers'*
• *Commute* pick-up reviews, *CFI Advisor* operating
• tips, and our trademark field reports – and you
• can't miss.

• **On-Line Extras**

• *Canadian Forest Industries* also runs the industry's
• only active, information-driven web site, with news,
• views, events, show reports, links, and magazine
• extras, all updated regularly. Includes a full digital
• edition of each issue, where your ad gets extra
• mileage. Visit www.canadianforestindustries.ca,
• and see what the industry already knows.

2010 EDITORIAL GUIDE

Award-Winning editorial, outstanding national balance based in BC with other editorial offices in Ontario and Quebec, and over 40 combined years covering and working in the forest sector. No one else even comes close.

JANUARY/FEBRUARY

- **Safety in the woods – 2009 review**
- **CTL special**
- **Software for the logging game**
- **Pickup truck review**

Bonus Distribution:

Atlantic Heavy Equipment Show, Moncton, NB;
Oregon Logging Congress, Eugene, OR

Ad reservation: Jan 15

Material due: Jan 22

MARCH/APRIL

- **Loader guide – Log loaders for the bush**
- **Trucking report – Getting the logs to the mill**
- **Lube special – Keeping your gear running smoothly**

Forest Expo, Prince George, BC;

Expo Richmond, VA;

COFI, Prince George, BC;

NELA, Burlington, VT.

Ad reservation: March 12

Material due: March 19

MAY/JUNE

- **Feller buncher special**
- **Moncton Show review – Atlantic Heavy**
- **Roadbuilding 101 – Main haul roads**
- **Fire safety: Minimizing the risk**

Ad reservation: May 12

Material due: May 19

JULY/AUGUST

- **Forestry excavators – Purpose built news**
- **ATVs and Quads for loggers**
- **Remote communications: Safety and efficiency**

Bonus Distribution:

Wood Week/Logfor 2010, Dolbeau, QC;
AFPA, Jasper, AB

Ad reservation: July 16

Material due: July 23

SEPTEMBER/OCTOBER

- **BC Coastal Review – Big wood special**
- **Manual felling: Tools and safety**
- **Annual 2010 harvester head guide**
- **Get ready for winter – Maintenance and lubes**

Ad reservation: Sept 17

Material due: Sept 24

NOVEMBER/DECEMBER

- **Buyers' Guide: All you need**
- **Chipping for bioenergy**
- **Tires & tracks for logging gear**

Bonus Distribution:

TLA, Vancouver, BC

Ad reservation: Nov 12

Material due: Nov 19

PLUS

Every issue includes industry-leading commentary and views, new equipment news, contractor profiles and field reports, safety focus, industry-exclusive The Log Haul trucking column, and more.



Editorial contacts:

BILL TICE, Editor
btice@annexweb.com
604-346-8416

SCOTT JAMIESON,
Editorial Director
sjamieson@annexweb.com
1-888-599-2228, ext 244

2010 Integrated Advertising

The best way to brand your company and market your products to our forestry community – your clients – is by investing in an integrated media plan, reinforcing your print advertising on our interactive website, through our email blasts, or via our digital advantage online edition sponsorship.

To be a part of our print and online communities, contact your sales manager for package pricing.

General advertising rates – Black & white only. Quoted in Canadian dollars. Effective January 1, 2010.

Magazine Advertising Rates

	1x	6x	12x	18x	24x
Full page	3983	3834	3713	3596	3479
2/3 page	3596	3474	3363	3262	3156
1/2 page island	3215	3087	3007	2917	2822
1/2 page	2822	2711	2630	2556	2530
1/3 page	2055	1973	1920	1862	1803
1/4 page	1665	1596	1554	1517	1470
1/6 page	1273	1209	1172	1140	1098

Premium positions

All cover positions are sold at a 25% premium where available.

Colour Rates

	Full page	1/2 page	1/3 or smaller
Standard 2nd colour	\$495		
Matched colour	\$715		
Four colour	\$1495	\$1055	\$695

Online Advertising Rates (per month/per rotation)*

	1 mo	3 mo	6 mo	9 mo	12 mo
Leaderboard	900	855	810	765	720
Super Box	900	855	810	765	720
Button	700	665	630	595	560
Mini Box	700	665	630	595	560
E Blast	1500				
Digital Advantage	1000				

* Contact your sales manager for specifications, requirements or more details.

www.canadianforestindustries.ca

Printing Specifications

Standard Unit Sizes	Width	Depth	Width	Depth
Full page	7"	10"	178 mm	254 mm
2/3 vertical	4 1/2"	10"	114 mm	254 mm
2/3 horizontal	17"	6 1/2"	178 mm	165 mm
1/2 vertical	3 3/8"	10"	86 mm	254 mm
1/2 horizontal	7"	4 7/8"	178 mm	124 mm
1/2 island	4 1/2"	7 1/2"	114 mm	190 mm
1/3 vertical	2 1/8"	10"	54 mm	254 mm
1/3 horizontal	7"	3 1/4"	178 mm	83 mm
1/3 square	4 1/2"	4 7/8"	114 mm	124 mm
1/4 vertical	3 3/8"	4 7/8"	86 mm	124 mm
1/4 horizontal	7"	2 1/4"	178 mm	57 mm
Bleed page	8 3/8"	11 1/8"	213 mm	283 mm
Double page Spread	15 1/4"	10"	388 mm	254 mm
Bleed Double page Spread	16 3/4"	11 1/8"	426 mm	283 mm

Digital Requirements:

Please prepare all digital files to specifications. Ads must be sized to publication standards in keeping with size/shape ordered. All material scanned for colour or half-tone color reproduction must be scanned at: 300 dpi. Scans may be saved as TIFF or EPSAll documents must be converted to CMYK

Publication Trim Size: 8 1/8" wide x 10 7/8" deep
206 mm wide x 276 mm deep

Classified ads

Appointment notices and used equipment ads available at \$91/column inch. Contact Josée Crevier at jcrevier@forestcommunications.com, 1-888-457-3155, ext 21. Non commissionable.

Terms

Net 30 days. 2% interest per month is charged on overdue accounts.

Published by Annex Publishing & Printing

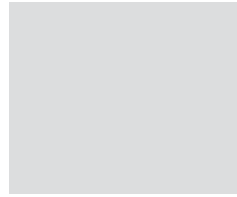
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Baie d'Urfe, QC. H9X 3A8
514-457-2211 • Fax: 514-457-2558

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Circulation Department

Carol Nixon • cnixon@annexweb.com



And there's more!

North American Marketing Alliance

For over 15 years the two premier forest industry publishers have offered advertisers the only such alliance. Annex Publishing (*Canadian Forest Industries, Canadian Wood Products, Canadian Biomass, and Opérations forestières*) and Hatton Brown Publishers (*Timber Harvesting, Timber Processing, Southern Loggin' Times, Panel World, and Southern Lumberman*) offer all the markets, with a joint frequency rate and shared editorial. Contact your sales manager to discuss how this alliance can be put to work for you.

Other Markets

Canadian Forest Industries is just one magazine in our stable of respected forestry and heavy construction publications. Work with any of these for combined frequency discounts and to simplify your marketing plans.

Canadian Wood Products: Serving the solid wood products manufacturing sector – Sawmills, panel mills, engineered wood, log homes, remanufacturing, pre-fab housing and components.

Canadian Biomass: Reaching the entire forest sector with biomass and bioenergy coverage.

Opérations forestières et de scierie: Logging and solid wood products for the key French market.

Aggregates & Roadbuilding: Canada's only rock to road magazine.

