

: Industry leading coverage
 : to tie you into Canada's \$66
 : billion plus forest products
 : market

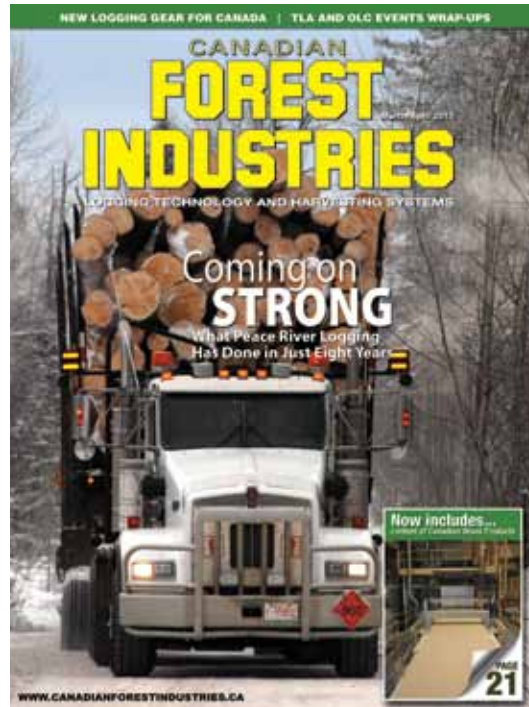
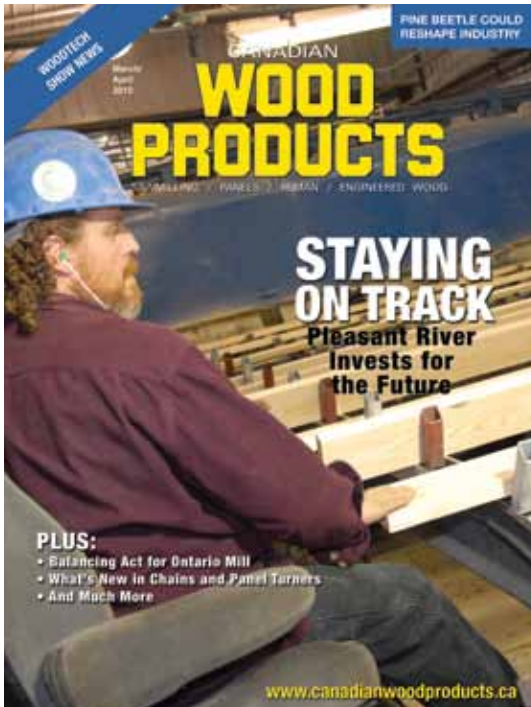
CANADIAN
**FOREST
 INDUSTRIES**
2012 MEDIA KIT
 PRINT • ONLINE • EMAIL

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Some things to consider when planning your 2012 print and web advertising campaign. Forestry in Canada is:*

A Massive Market

- \$66.0 billion in total revenues in 2010
- Employs over 694,000 Canadians
- The world's largest exporter of forest products with 18% of the global market
- Capital expenditures of \$5.3 billion annually

A Varied Market

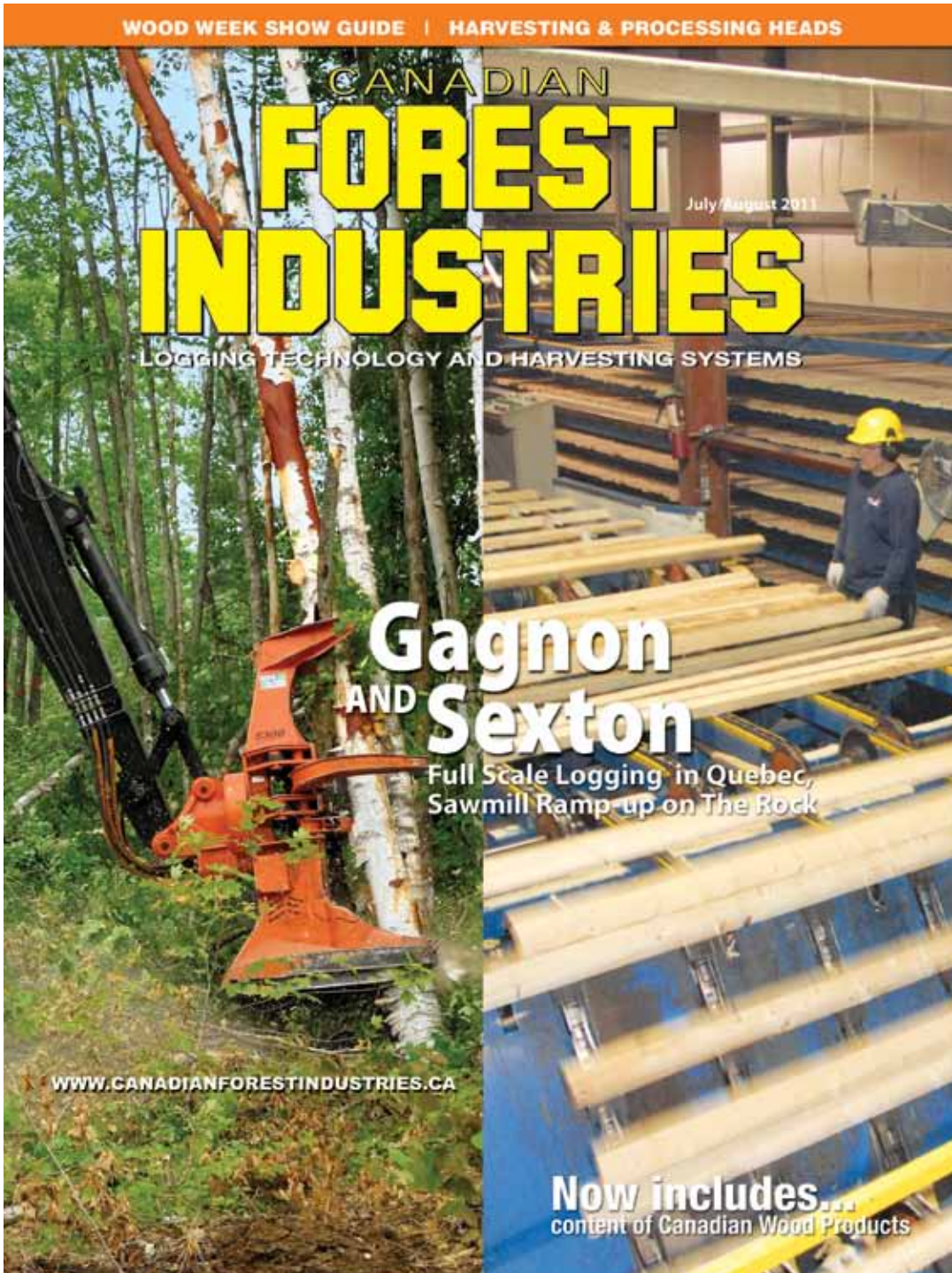
- It's not just logging and sawmilling gear, although there's plenty of that. There's also:
- Trucks & Trailers, as the second largest user of truck transport at 18 billion tonnes/km
 - Trains, as the largest user of rail transport
 - Motors, drives and conveyors
 - Pick-up trucks. Joe consumer may be 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, hydraulics, boilers, etc...

A Captive Market

The professionals doing all this are remote, but we reach them just fine, to the tune of over 14,000 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 (2007); NRCan State of the Forest Industry 2010.



Respected, experienced and lively editorial means our readers spend more time with *Canadian Forest Industries*, and your message. Now including the content of *Canadian Wood Products*!

Targeted Message

Canadian Forest Industries dedicates 100% of its editorial to the logging and wood processing sectors. And we do it from the contractors' and sawmillers' – 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 and sawmilling machinery and "getting it done" book! High colour printing quality and outstanding photography do the rest. Add to that exclusive, expert columns on hauling, lumber drying, safety and markets – and you can't miss.

On-Line Extras

We also run 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.

CANADIAN FOREST INDUSTRIES

CANADIAN WOOD PRODUCTS

2012 EDITORIAL GUIDE

With two separate and dedicated sections – one for logging and forestry and one for wood products processing – we bring you the entire forest industry in one publication. With award-winning editorial, outstanding national balance based in B.C. with other editorial offices in Ontario and Quebec, and almost 50 combined years covering and working in the forest sector, no one else even comes close.

JANUARY/FEBRUARY

- Pickup Truck Review – What's new for 2012
- 2012 State of the nation – where is the industry heading?
- Felling the big wood
- Sawfiling Tech Round-up
- Kiln Drying

Bonus distribution: Atlantic Heavy Equipment Show and CWF AGM, Moncton, NB

Ad reservation: January 2

Material due: January 9

MARCH/APRIL

- Safety in the Woods – How did we do in 2011
- Bush Chipping
- Wood Markets - Is China still leading the way?
- Trimmer Technology

Ad reservation: March 2

Material due: March 9

MAY/JUNE

- Portland & CWF Spring Meeting Coverage
- Blasting for Roadbuilding
- 2012 Mulcher Guide
- Panel Focus
- U.S. Housing – Are we back on track?

Ad reservation: May 9

Material due: May 16

JULY/AUGUST

OFFICIAL SHOWGUIDE – DEMO 2012: Includes full exhibitor listings, maps, hotel info, and more!
Commercial Thinning Focus

- Guide to Forwarders
- Log & lumber handling gear
- Log Profiles – Getting the most from your mill

Bonus Distribution: DEMO 2012, Saint-Raymond, QC

Ad reservation: July 20

Material due: July 25

SEPTEMBER/OCTOBER

- Log Truck Technology – What's New
- Timber Processing & Energy Expo Preview
- Where are we at on forest certification?
- Engineered Wood Special
- Sawmill: Primary breakdown update

Bonus distribution: Timber Processing & Energy Expo, Portland, OR

Ad reservation: September 11

Material due: September 18

NOVEMBER/DECEMBER

- Feller Buncher Guide
- Sawmill: Secondary breakdown update
- Log Loader Focus
- Markets – Is there a premium for certified products?
- Kiln Technology – What's new?

Ad reservation: November 6

Material due: November 9

PLUS

Every issue includes industry-leading commentary and views, new equipment, news, contractor and mill profiles, field reports, safety trends and exclusive columns on technology, equipment and markets.



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WRITER'S BLOCK

Friday, July 30th

MILL RE-START

Western Forest Products' Ladysmith, B.C. sawmill on Vancouver Island will be **starting up again** after more than a two-year shutdown.

The mill had been idle since the end of April, 2008 when it indefinitely closed due to poor market conditions. The scheduled re-start for the mill is September 7 and it will **employ 29 workers** on a one-shift basis.

At the same time, Western announced the **rediffusion of a new labour agreement** with Local 8 of the Pulp and Paper Workers of Canada Union ("PPWC"), which represents the hourly employees at the Ladysmith sawmill. Key provisions of the agreement include: a four year term expiring on December 31, 2014 with annual wage increases of 0%, 0%, 2%, and 2% respectively. The last agreement with the PPWC expired on June 15, 2009.

Western is an integrated Canadian forest products company and the largest coastal British Columbia woodland operator and lumber producer. They have an annual available harvest of approximately 7.4 million cubic metres of timber of which approximately 7.1 million cubic metres is from Crown lands. On the manufacturing side, the company has an annual lumber capacity in excess of **1.5 billion board feet** from eight sawmills and four remanufacturing plants.

While the Western news was positive, **two mills in nearby Washington State were down this week**. Weyerhaeuser's sawmill in Raymond, Wash. and Interflor's sawmill in Port Angeles, Wash. are both scheduled to re-start next week, following the one week hiatus. Frank Lumber in Lyons, Ore. is down for three weeks for maintenance and is scheduled to re-start in August.

[Bill Tice, Editor](#)

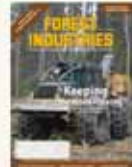
[Click here for previous news & views](#)

SHOW STUMPIN'

CWF SPRING MEETING 2010 WRAP-UP. CLICK HERE FOR THE REPORT.

BIG CROWDS AT ATLANTIC SHOW. FIND OUT MORE BY CLICKING HERE.

CURRENT ISSUE



- Keeps the Wood Flowing
- The CSE of Forest Farms
- Taking It On At Byttj Eoda



BUSH GEAR

NEW LANDRICH HARVESTER



[CLICK HERE FOR MORE INFO...](#)

CAT INTRODUCES NEW HEAD



[MORE ABOUT THIS AND OTHER PRODUCTS](#)

FOREST FILMS

ELMIA WOOD 2009



[View Full Size](#)

Elmia Wood 2009 was held in early June in Jönköping, Sweden. Over 500 exhibitors showcased equipment and services, including Kamatsu Forest (Valmet), Volvo, John Deere, Logset, and Grimo.

[Video Archive](#)

EVENTS

[VIEW ALL EVENTS](#)

- August 26 - 28, 2010
Demo Forest 2009
Dolbeau-Mistassini, Que
- August 26 - 28, 2010
Sustainable Forestry Initiative 2010 Annual Conference
Vancouver, BC
- August 31 - September 4, 2010
Forest Bioregistry 2010
Tampere, Finland
- September 15 - 18, 2010
Pacific Logging Congress "In the Woods" Show
Clatskanie, OR

Canadian Forest Industries ONLINE

Whether you have time-sensitive marketing needs, want to approach this growing market from several angles, or want to tap into a new medium for this new market, we've got options.

BANNER ADVERTISING

Canada's premiere forestry website, with news, views, and analysis updated daily. Add our vast e-news contact list drawing traffic bi-weekly and our constantly growing community, and you can't miss.

Banner	Size (pixels - w x h)	Max. file size
Leaderboard	468 x 60	30kb
Big Box	300 x 300	30kb
Button	150 x 60	15kb

E-NEWS SPONSORSHIPS

Our exclusive weekly e-news keeps the industry up-to-date on new projects, start-ups, government programs, fibre supply and more. Be part of the news cycle.

E-BLAST

Last-minute event to promote? Want to supplement your print ads with a reminder or teaser? No worries - these exclusive digital brochures are available when you need them. Ask your sales manager for samples.

DIGITAL ADVANTAGE

Be front-and-centre when we let our readers know that the digital edition of Canadian Forest Industries is ready. It includes email sponsorship plus a full-page ad opposite the digital edition cover. Limit of six per year, first come first serve.

2012 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, 2011.

Magazine Advertising Rates

	1x	6x	12x	18x	24x
Full page	4059	3910	3787	3668	3549
2/3 page	3668	3543	3430	3327	3219
1/2 page island	3280	3149	3067	2975	2878
1/2 page	2878	2765	2683	2607	2580
1/3 page	2096	2012	1958	1899	1839
1/4 page	1698	1630	1585	1547	1499
1/6 page	1298	1233	1195	1162	1120

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.

Printing Specifications

Standard Unit Sizes	Width	Depth	Width	Depth
Full page w/bleed	8 3/8"	11 1/8"	213 mm	283 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
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 EPS All 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@annexweb.com, 514-425-0025. Non commissionable.

Terms

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

Published by Annex Publishing & Printing

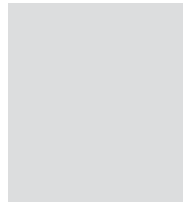
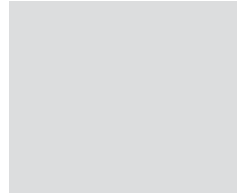
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And there's more!

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 Biomass: Reaching the growing biomass and bioenergy sector.

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

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