

THE Northern Logger & TIMBER PROCESSOR

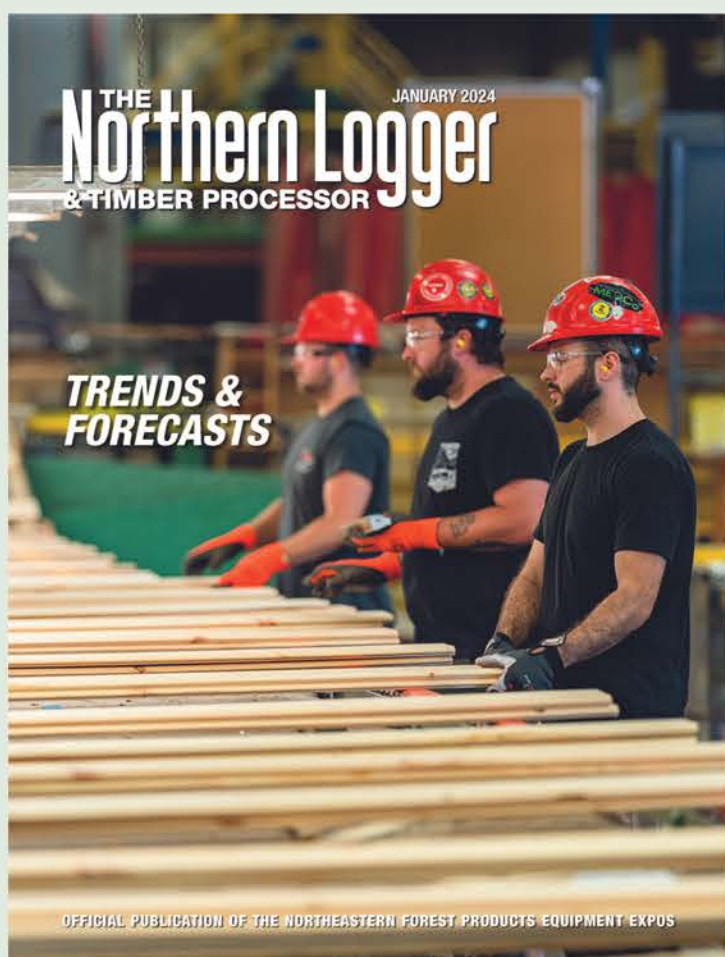
Bringing you the latest industry news



2025 Media Kit

www.northernlogger.com

The Northern Logger and Timber Processor is the only monthly trade publication edited exclusively for loggers, sawmillers, timberland managers and processors of primary forest products in the Northeast and Lake States region. The magazine's 100 percent paid circulation is largely contained within the region from Maine to Minnesota in the north and Missouri to Maryland in the south.



5300+ Subscribers
Paid subscriptions



5500+ Subscribers



3800+ Subscribers



WHAT YOU GET...

- Customized audio advertisement in episode (narration provided by advertiser)
- Mention in the show notes (the description that shows up in all podcast feeds + on the podcast website)
- Sponsored shout-out in eNewsletter (the newsletter that announces the podcast episode)
- Social media shout-out (along with the announcement of podcast)

2025 Rates...

Exclusive Sponsorship

\$400 per episode
\$3600 per year

Shared Sponsorship

\$200 per episode
\$1800 per year

THE Northern Logger NEWSLETTER

**For the latest in forest industry news,
announcements, events, photos from the job, and
more!**

WHAT YOU GET...

- Horizontal color graphic (*let us know if you have specific requests*)
- Up to 100 words including links to your website
- Social media shout-out with the announcement of newsletter
- Noticable heading (e.g.):

The Northern Logger Newsletter is sponsored by

2025 Rates...

Exclusive Sponsorship

\$400 per newsletter
\$3600 per year

Shared Sponsorship*

\$200 per newsletter
\$1800 per year

*Limit of 3 ads per newsletter

JANUARY International Edition	This issue looks at trade and international markets. How does trade across borders effect business in the US? How do forestry companies do things differently in other parts of the world? The International Edition is a good place to show readers how your company can help them compete in the fast-paced global marketplace.
FEBRUARY Trucking & Trailers	Timber hauling is a tough job, and an essential link in the wood supply chain. In this issue, we highlight these essential workers in the industry. If you manufacture or sell trucks, trailers, or other trucking-related products, the February Trucking & Trailers issue is the place to be!
MARCH Highlighting Women in the Industry	March is Women's History Month. This issue celebrates the women in the industry who have chosen a career path in what has largely been a male-dominated industry in the past. As 50 percent of the national workforce, we'd like to highlight successful women who can be an inspiration to others.
APRIL Diversification	April's editorial focuses on diversifying one's business through additional products and services like firewood and maple sugaring, and covers the products, skills, and equipment that allow loggers and timber processors to stay agile in a changing economy.
MAY The Loggers' Expo	Our May issue focuses on the timber industry of the Northeast. We focus on what products, ideas, and insights they need to do the job right. This issue will be distributed to thousands at our annual Loggers' Expo in Bangor, Maine!
JUNE Work Hard, Play Hard	This issue is all about strengthening our forest sector community by highlighting everyday heroes both on and off the job. We focus on the men and women who make the logging and timber processing industry what it is, telling stories that go beyond the workday and into the weekend.
JULY Innovation and Technology	In July, we look at all the new technology, equipment, and ideas that make logging and timber processing what it is today.
AUGUST Spotlight on the Next-Generation	In this issue, we'll shine a spotlight on "young" up-and-coming leaders in the industry from New England to the Lake States. We know that inspiring young forestry professionals are out there, and we want to let the forest products community know and generate enthusiasm among younger generations! This issue is distributed at the annual New York State Woodsmen's Field Days in Boonville, NY, which draws several thousand attendees each year.
SEPTEMBER The Lake States	In September, we travel to the Great Lakes Logging & Heavy Equipment Expo with another big issue devoted to the Lakes States forest products industry. Everybody who's anybody in the industry attends this show, and <i>The Northern Logger & Timber Processor</i> is one of the first things they look for.
OCTOBER Business Management	In our Business Management Issue, we talk about all the ins and outs of professionalism important to the forest sector, from accounting to marketing and more. This is one of our most popular issues of the year.
NOVEMBER Education and Safety	These topics go hand in hand with logging operations, timber processing, and forestry. In November we cover safety best practices, protective equipment, continuing education, and more.
DECEMBER Year in Review	This issue is a wrap up of the year, highlighting notable new markets and innovations and notable companies that were bought or sold. We'll also include an essential reference guide to the industry in the Northeast and Lake States. Reserve your place in our biggest issue of the year!

Issue Date	Space Hold Deadline	Artwork due
January	12/13/24	12/17/24
February	01/17/25	01/21/25
March	02/17/25	02/20/25
April	03/17/25	03/20/25
May	04/17/25	04/21/25
June	05/16/25	05/20/25
July	06/17/25	06/20/25
August	07/17/25	07/21/25
September	08/15/25	08/20/25
October	09/17/25	09/22/25
November	10/17/25	10/21/25
December	11/17/25	11/20/25

Black and White Ad pricing shown. For Color Ads, add additional color pricing shown below

Frequency	1	3	6	9	12
Double Page Spread	\$3790	\$3350	\$2970	\$2900	\$2830
Full Page	\$1895	\$1765	\$1675	\$1580	\$1485
2/3	\$1465	\$1350	\$1280	\$1210	\$1140
1/2 Page Island	\$1295	\$1175	\$1115	\$1050	\$955
1/2 Page	\$1095	\$1040	\$985	\$930	\$875
1/3 Page	\$795	\$740	\$705	\$665	\$625
1/4 Page	\$595	\$560	\$535	\$500	\$475
1/6 Page	\$435	\$375	\$355	\$340	\$330

Frequency Rates: Based on number of insertions used within any 12-month period

Editing/ Formatting : Will be billed at cost for all ads requiring editing, formatting, color separations, etc. No commission on mechanical charges, insertion charges or backing up of inserts

Commission: 15 percent to recognized advertising agencies

Cover Position: Back Cover, additional \$200
Inside Covers, additional \$170

Discounts: Pre-pay discounts available,. Please reach out to discuss.

Color: Billed per page or fraction of a page extra per insertion

CMYK 4-Color Process

Double Page Spread.....	\$1,275
Full Page.....	\$850
2/3 Page.....	\$765
1/2 Page.....	\$725
1/3 Page.....	\$425
1/4 Page.....	\$325
1/6 Page.....	\$195

Dimensions

Offset - Web Press - Saddle Stitched	Horizontal x Vertical
Double Page Spread Bleed	16.5" x 11.125"
	Live area: 15.25" x 10"
Double Page Spread	15.25" x 10"
Full Page Bleed	8.375" x 11.125"
	Live area: 8.125" x 10.875"
	Content Safe area: 7.125" x 10"
Full Page	7.125" x 10"
2/3 Vertical	4.75" x 10"
1/2 Horizontal	7.125" x 4.875"
1/2 Vertical	3.5" x 10"
1/2 Vertical Island	4.75" x 7.5"
1/3 Vertical	2.25" x 10"
1/3 Horizontal	4.75" x 4.875"
1/4 Vertical	3.4375" x 4.875"
1/4 Banner	7.125" x 2.3125"
1/6 Vertical	2.25" x 4.875"

Classified Advertising

is printed in the "Wood Industries Classifieds" section of the magazine and is billed by the vertical column inch. Billing is at \$75 per column inch (a column is 2.25 inches wide) and \$70 per column inch if paid in advance. Repeating ads are \$65 per column inch if paid in advance.

**Published monthly by NL Publishing, Inc. a wholly owned subsidiary of the
Northeastern Loggers' Association, Inc.**

Issues and Closing Dates

The magazine is published monthly and issued the first of the month of publication date. Space reservation and ads requiring design work are generally due by the 15th day of the preceding the publication date.

Ex. The deadline for the July issue would be June 15th.

Electronic advertising files are generally due by the 20th day of the month preceding publication. High-resolution PDF files are the most common and the preferred format.

*See **Display Ad Submission Dates** for exact dates*

Cancellation Policy

No cancellations of space will be accepted after the 15th of the month preceding publication date. If ad copy is not received by deadlines, or before expiration of extension (if granted), publisher reserves the right to repeat the most recent insertion of the same size.

Terms

Net is due within 30 days and payable in U.S. funds only. Account delinquency will be considered a violation of the advertising contract (whether oral or written) and grounds for cancellation either in part or wholly. This applies to all accounts (individual, corporate and agency).

Credit policy is available upon request.

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Contact Us

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Reasons to Choose Print Advertising:

Focused Readers: When you choose print advertising, you choose focused people. Most online content is scanned while multitasking. Readers have chosen to take the time to read, and read more thoroughly.

Trusted Media: Print media is more authentic; and so, too, are our readers. Trusted magazine articles lead to trusted advertising.

A Targeted Audience: Reach your specific demographic; it's a better return on investment. Reach the 'Unplugged': Many of our readers choose to limit online consumption or they do not consume digital media at all. With print advertising, you will be able to reach a broad range of people, young and old alike. We are also seeing a resurgence in the importance of print publications. Many prefer consuming physical media versus digital. Just look at the resurgence in vinyl records!

“It has been the most productive advertising that I have done personally. Which certainly makes sense as the equipment was forest industry related, and NL has a captive audience.” The A. Johnson Co., LLC