THE Northern Logger
& TIMBER PROCESSOR

Bringing you the latest industry news



2027 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

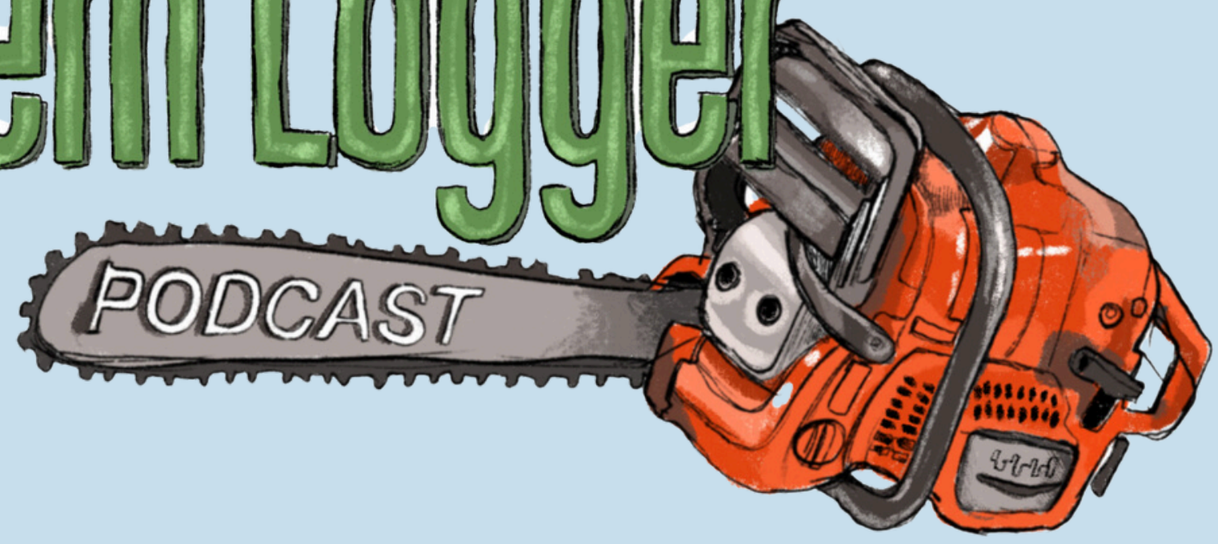
THE Northern Logger PODCAST

5500+ Subscribers

THE Northern Logger NEWSLETTER

3800+ Subscribers

THE Northern Logger PODCAST



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)

2027 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

2027 Rates...

Exclusive Sponsorship
$400 per newsletter
$3600 per year

Shared Sponsorship*
$200 per newsletter
$1800 per year

*Limit of 3 ads per newsletter

2027 Editorial Calendar

JANUARY **Transportation**	Timber hauling is a tough job. In this issue, we highlight **the log haulers** who are the link between the woods and the mill. We also cover innovations in **transportation optimization**. If you manufacture or sell trucks, trailers, or other trucking-related products, the January Transportation Issue is the place to be!
FEBRUARY **Wood in the Bioeconomy**	Wood is emerging as a **key material in the bioeconomy**, from construction to textiles and bioenergy. In this issue, we examine topics such as biomass for alternative fuels, engineered wood products, biochemicals, and more, along with their role in sustainable forestry and as a natural climate solution.
MARCH **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% 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 **value-added products and services** like road building, excavating, and firewood processing. It 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**	In July, we look at new **innovations**, **technology**, **equipment**, and **ideas** that are driving the forest products industry today.
AUGUST **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 **The Northern Logger & Timber Processor** is one of the first things they look for.
OCTOBER **Markets**	Diverse markets are critical for sustainable forest management. They are also an important outlet for the variety of wood species and grades found in our northern forests. In today's timber industry, markets are changing rapidly. This issue explores both **traditional and emerging markets** that are essential for a viable logging or wood products business.
NOVEMBER **Resilient Mill Operations**	What makes a successful wood processing operation? Whether it's maximizing efficiency or finding niche markets, in this issue we cover the **ins and outs of processing wood**, operations management, saw filing, sawmill safety, and more.
DECEMBER **Year in Review**	This issue is a wrap up of the year, highlighting notable news, markets, and innovations that occurred over the last year. **Reserve your place in our biggest issue of the year!**

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PO Box 69, Old Forge, NY 13420 (315) 369-3078 | Fax: (315) 369-3736 **www.northernlogger.com**

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Display Ad Submission Dates

Issue Date	Space Hold Deadline	Artwork due
January	12/10/26	12/15/26
February	01/15/27	01/19/27
March	02/17/27	02/19/27
April	03/17/27	03/19/27
May	04/14/27	04/20/27
June	05/14/27	05/18/27
July	06/16/27	6/18/27
August	07/16/27	07/20/27
September	08/18/27	08/20/27
October	09/17/27	09/21/27
November	10/15/27	10/20/27
December	11/17/27	11/22/27

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Advertising Rates

Payable in U.S Funds

Color Ad pricing shown. For black and white please reach out

Ad Size	Cost per Issue
Double Page Spread	$4000
Full Page	$2600
2/3	$2250
1/2 Page	$1800
1/4 Page	$1000
1/6 Page	$600

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

Cover Position: Back Cover, additional $175
Inside Covers, additional $100

Discounts

(ads may be updated monthly)

3 Month Discount.....5%

6 Month Discount.....15%

12 Month Discount.....25%

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”
1/4 Vertical	3.4375” x 4.875”
1/6 Vertical	2.25” x 4.875”

Classified Advertising

classified ads are 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. Classifieds are also available on website for two consecutive months.

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

REGIONAL ADVERTISING OFFICES

HOME OFFICE

The Northern Logger & Timber Processor
PO Box 69, Old Forge, NY 13420
(315) 369-3078
(315) 369-3736 FAX

Kayla Chauncey
Display Advertising
International & Classifieds
kayla@northernlogger.com
315-369-3078

Kristin Armendola
Publisher
kristin@northernlogger.com

Erin Kessler
Executive Editor
erin@northernlogger.com

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!

"We advertise with many publishers and on several different platforms. Without a doubt, *The Northern Logger* is one of most effective ads for our niche black locust business. We will certainly be advertising with them for many years to come!" J. Rarick, Owner - Kingdom Forestry Products, LLC