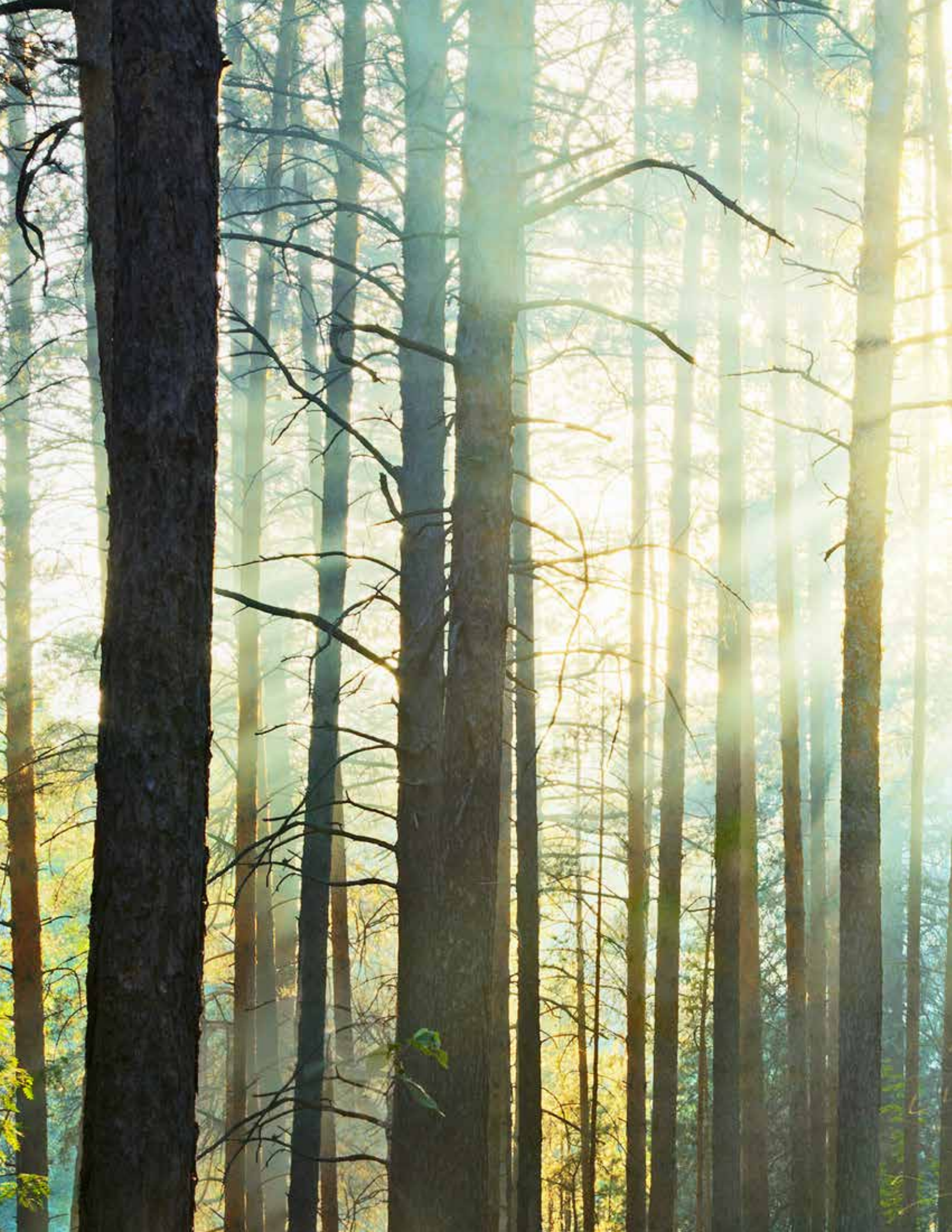


2014 MEDIA GUIDE



SERVING AMERICA'S PRIVATE FOREST LANDOWNERS

WHAT IS THE FOREST LANDOWNERS ASSOCIATION?

During the 1940s, unfavorable legislative action in Congress threatened to erode the best interests of timberland owners in the United States. In September 1940, W.M. Oettmeier Sr. set out to create the Forest Farmers Association (now the Forest Landowners Association), an organization whose core mission was to give timberland owners a stronger voice in matters affecting their business. The first meeting in October 1940 in Jacksonville, Florida was attended by 15 landowners representing 1,060,000 acres. Their goals included:

- Unifying the timber growing industry and giving landowners political weight.
- Assisting in the improvement of forest practices, including fire protection, cutting practices and cooperation with state and federal governments to bring about better forest conditions.
- Assisting landowners to market forest products at a better advantage.

The organization became a chartered organization by early 1941 with 32 chartered members. Today, the Forest Landowners Association is governed by a Board of Directors comprised of leaders from the forestry community. Each of these individuals has made a commitment of service to the mission, objectives and goals of the Forest Landowners Association. We possess a passion to enhance the stewardship and sustainability of private forests by protecting the rights of the families who own them.

AD SUBMISSION INFORMATION

To reserve your print advertising space, contact:
Jeff Johnson | forestADs@graphcom.com | 717.253.9470

THE PERFECT ADVERTISING VEHICLE

Forest Landowner magazine reaches the largest private landowner association in the U.S. Our individual and corporate members control more than 40 million acres of timberland across the country. *Forest Landowner* is their magazine.

MAGAZINES ENGAGE AND INFLUENCE THEIR AUDIENCE

- When consumers read magazines, they are much less likely to engage with other media and/or take part in non-media activities compared to the users of TV, radio or the Internet.
- Consumers are more likely to have a positive attitude toward advertising in magazines compared to other media.
- Consumers trust ads in magazines.
- Magazines are the universal medium: 92 percent of Americans read them (including the hard-to-reach millennials).
- Magazine readers report that editorial and advertising are both important to the reader experience.
- Approximately 61 percent of magazine readers either took or planned to take action as a result of specific exposure to magazine ads.
- Magazines and social media go hand in hand. Approximately 69 percent of magazine readers have posted a magazine article on Facebook, and more than six in 10 have shared magazine content while chatting with friends on Facebook.
- Magazines mean engagement. The average reader spends 41 minutes reading an issue.
- Magazines reach more environmentally conscious consumers than the Internet or television advertising.
- Studies show that allocating more money to magazines in the media mix improves marketing and advertising ROI across multiple product categories.



Sources: Magazine Publishers of America, 2010-2011 Magazine Handbooks; GFK MRI Starch Advertising Research/January–December 2011; Hall's Magazine Reports, 2012; Magazine Publishers of America, 2010-2011 Magazine Handbook; Magazines and Social Media, GFK MRI/MPA, The Marketing Democracy, 2012; The Association of Magazine Media, Facebook 2012/2013.

AN INFLUENTIAL AUDIENCE

Forest Landowner influences the forestry product and services purchases of 93 percent of its readers.

FOREST LANDOWNER MAGAZINE READERS ARE

- Private Forest Landowners who own and operate more than 40 million acres of timberland in 48 states
- TIMOs and REIT
- Consultants
- Forest products professionals
- Forestry industry professionals
- Forestry educators
- Hunt clubs
- State foresters
- Extension agents

ACCORDING TO A RECENT READER SURVEY

- 58 percent of respondents use *Forest Landowner* as a source of information by purchasing a product or service
- 95 percent give their copies of *Forest Landowner* to one to three additional readers
- 78 percent read every issue of *Forest Landowner*
- 35 percent read an issue cover to cover, and 41 percent read most of an issue
- 78 percent use a consultant to help manage or reforest their forestland
- 60 percent use a real estate service experienced with forestland when they sell all or part of their land
- 52 percent lease their land to a hunting club, and RBK 45 percent hunt on their land with family and friends

IN THE NEXT 12 MONTHS, RESPONDENTS PLAN TO PURCHASE THE FOLLOWING

- Chemicals: 74 percent
- Tree seedlings or seed: 62 percent
- Hand tools, such as pruners or spreaders: 55 percent
- Marking paint: 46 percent
- Property signs: 44 percent
- Outdoor / safety clothing: 37 percent
- Tractor /ATV / Truck: 31 percent
- GPS: 26 percent
- Chainsaw: 24 percent
- Utility building / outdoor storage: 17 percent

FOREST LANDOWNER DELIVERS

WITH OPTIONS THAT ENRICH AND EXPAND YOUR ADVERTISING EXPERIENCE

- Customized advertising packages for industry vendors and service providers of all sizes and budgets.
- Average mailed distribution per issue of 4,200 copies.
- Bonus distribution opportunities at Forest Landowners Association conferences and events.
- Digital editions featuring fully clickable ads that link directly to advertisers' websites.
- Recognition of your support of the Forest Landowners Association in the advertiser's index that appears in every issue of *Forest Landowner* magazine.



2014 PRODUCTION SCHEDULE

JANUARY/FEBRUARY

Reserve by November 15

Materials by December 2

MARCH/APRIL

Reserve by January 20

Materials by February 3

MAY/JUNE

Reserve by March 17

Materials by March 31

JULY/AUGUST

Reserve by May 19

Materials by June 2

SEPTEMBER/OCTOBER

Reserve by July 14

Materials by August 4

NOVEMBER/DECEMBER

Reserve by September 15

Materials by October 6

EDITORIAL INCLUDES

- Market Updates
- Intergenerational Transfer
- 2014 National Forest Landowners Conference
- Tax Issues
- Ecosystem Management
- Fish & Wildlife Management
- Habitat Improvement / Food Plots
- Legal Issues
- Forest Portfolio Management
- Replanting and Stand Establishment
- Alternative Income Generation
- Essentials of Forest Health
- Silvicultural Management
- Forest Technology

2014 ADVERTISING RATES

Ad rates are on a per issue basis:

FOUR-COLOR PROCESS	1X	3X	6X
Full Page	\$2,100	\$1,875	\$1,695
1/2 Page	\$1,500	\$1,275	\$995
1/3 Page	\$900	\$850	\$795
1/4 Page	\$775	\$675	\$595

PREMIUM POSITION	1X	3X	6X
Inside Front Cover or Inside Back Cover	\$2,775	\$2,575	\$2,375
Back Outside Cover	\$3,000	\$2,800	\$2,600

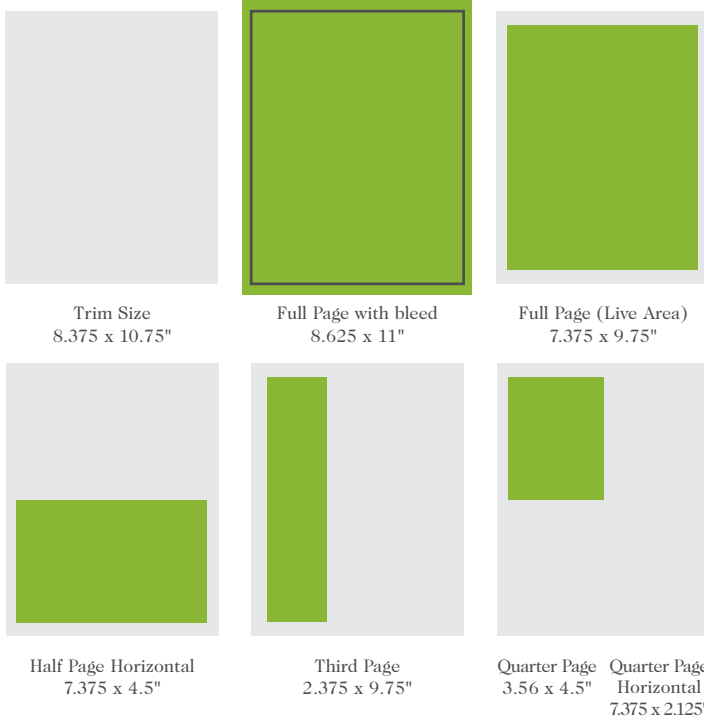
DISCOUNTS (*No two discounts can be combined*)

- Discount: 10 percent if ad reservation of three or more ads is paid in full up front
- Discount: 15 percent for corporate members

AD SUBMISSION INFORMATION

To reserve your print advertising space, contact:
Jeff Johnson | forestADs@graphcom.com | 717.253.9470

ADVERTISING REQUIREMENTS



- All materials must be sent digitally via email or on CD.
- Ads should be submitted as flattened Photoshop, Illustrator, or PDF files. Either Mac or PC files are acceptable. Ads submitted in Word or Publisher will be recreated by our design staff and will require a labor charge (\$100/hour, one-hour minimum) with approval by the advertiser.
- Line art must be at 600 dpi minimum. Other artwork must be saved at 300 dpi at the size it will reproduce. If images are not at the required size, they will be adjusted to the next closest size down to avoid fuzziness or pixilation.
- All ads must be submitted as Four-Color Process (CMYK).

ADVERTISEMENT DESIGN

Forest Landowner is pleased to offer Graphcom's advertising design services for a charge of \$100/hour labor with a one-hour minimum.

- Logos and image assets must be submitted electronically in .eps or .tiff format. Logos cannot be pulled off of company websites.
- Graphcom staff will prepare your ad to send to other publications for the cost of materials plus \$100/hour labor charge with a one-hour minimum.

PAYMENT

Ads may be paid for at time of placement with a check (made out to Forest Landowners Association, or credit card (Visa, MasterCard, or American Express). FLA can also invoice you per issue after the ad runs in the magazine (invoices are sent out within 10 days of publication date). Payment is due within 30 days of invoice date.

AD SUBMISSION INFORMATION

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Jeff Johnson | forestADs@graphcom.com | 717.253.9470

OFFER YOUR MESSAGE ONLINE

Whether you are a small or large industry vendor or service provider looking to reach *Forest Landowner* readers, online advertising produces the best ROI available. *Forest Landowner* boasts a strong online presence. Not only do our e-Newsletter and website complement our print magazine, these digital mediums are our fastest growing forms of making news and information available to our audience. Deliver your message directly to our readers when they're most ready to receive it.

WWW.FORESTLANDOWNERS.COM

With one click, our visitors find:

- Timely information on policy issues
- Calendar of events
- Action alerts to policy makers
- Cutting-edge knowledge and shared resources advice
- Digital magazines (full issues available to members)
- E-Newsletter archives

E-NEWSLETTER

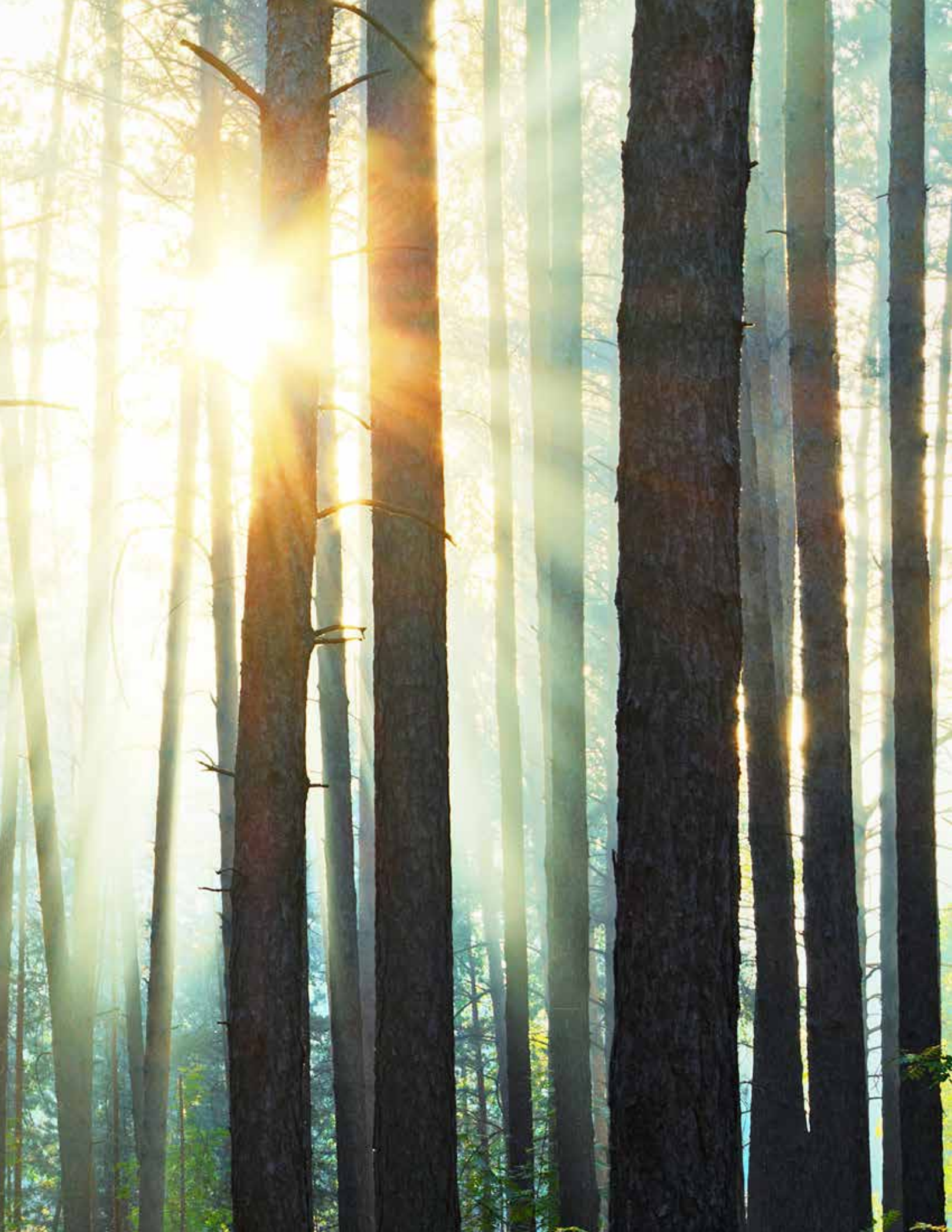
The Forest Landowners Association's biweekly e-Newsletter alerts members about current government affairs issues affecting them, in the effort to mobilize our national grassroots network on behalf of private forest landowners across the country. Our e-Newsletter subscribers find:

- Calls to action for legislation affecting the interests of private forest landowners
- "Landowner to Landowner"—an opportunity to ask questions and share your thoughts on topics (and a chance to have your responses published in *Forest Landowner* magazine)
- Updates on the community website project
- Previews of special events and conferences

OPPORTUNITIES AWAIT YOU ... ONLINE

To reserve your online advertising space, contact:

Katelin Baker | kbaker@forestlandowners.com | 800.325.2954





FOREST LANDOWNERS ASSOCIATION

900 Circle 75 Parkway | Suite 205 | Atlanta, GA 30339 | tel.800.325.2954 | www.forestlandowners.com