
Advertising with Madison's

Madison's publishes weekly *Madison's Lumber Reporter* and annually *Madison's Sawmill Directory*. Both publications were first printed in 1952.

Madison's products are desktop tools used every working day by key players in the North American forest industry.

Immediately reach executives, decision makers, and managers in the natural resources sector, specifically related to timber products.

THE REPORTER

Madison's Lumber Reporter is a weekly newsletter detailing current US and Canadian lumber and panel prices.

THE PREMIERE WEEKLY NEWSLETTER!

LUMBER AND PANEL COMMODITIES TRACKED WITH A UNIQUE PERSPECTIVE

- North American lumber and panel international cash prices updated weekly and on reader desktops every Friday
- extensive coverage of Western and Eastern Spruce-Pine-Fir (SPF), coastal and inland species, Southern Yellow Pine, and more
- a full page of Western Red Cedar--more cedar coverage than anywhere else

Madison's has been publishing quality news and price information about Canadian lumber products since 1952. For over 65 years, we've built a reputation as an independent, opinionated, always right-on source of market news.

We are the exclusive perspective on British Columbian and Canadian policies and companies that affect major investment decisions.

Our subscribers are in Canada, USA, Japan, Germany, Great Britain, Australia, New Zealand, China, and the Russian Federation, plus more. Circulation is approximately 600; readership is approximately 2,000 or more. Please see the *Reporter* rate sheet for more information.

Institutional subscribers include: federal, provincial, and municipal governments, universities, ports, railways, banks, investment advisors, and analysts of natural resources in Canada and the US.

THE DIRECTORY

Madison's Canadian Sawmill Directory is Canada's only national directory of the forest industry.

The Directory is used by:

- Companies and individuals who want to buy Canadian lumber or lumber products;
- Companies and individuals who want to sell to the Canadian lumber & forest industry;

- Anyone who requires information about the Canadian forest industry.

The *Directory* lists all of Canada's sawmills, remanufacturers, wholesalers, pulp & paper mills, panel plants, cedar mills, and exporters. *Directory* buyers include all of the aforementioned companies, as well as financial institutions, government agencies, libraries, and generally any person or company who deals with the Canadian lumber industry.

The *Directory* is available as a read-only online tool, used through a live web browser.

Advertising in the *Directory* will give you a full year's exposure to your target market for a price comparable to what many publications charge for just one month. If you advertise, you automatically **receive the Directory at a discount**. It is a complete reference guide to the Canadian forest industry and an invaluable prospecting tool.

A visit to our website, <http://www.madisonsreport.com> will provide further information about our publications.

All prices on the advertising rates sheets are in Canadian dollars.