
Advertising with Madison's

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

THE WEBSITE

Madison's website has a high search ranking within the relevant subject ranges (specific to solid wood manufacturing, and construction and building). The site has a very strong draw of traffic with those involved in: log procurement, wood production, transportation, financial analysis of the forest industry, and more.

Niche audiences are valuable to content publishers because they are highly targeted.

Madison's website is used every working day by key players in the North American forest industry. Reach executives, decision makers, and managers in the natural resources sector, specifically in timber products.

Strategically position your content alongside our respected, well-read content.

OUR PRODUCTS

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

Madison's has been publishing quality news and price information about Canadian lumber products since 1952. For over 60 years, we've built a reputation as an independent, opinionated, always right-on source of market news.

Our readers take advantage of *Madison's Lumber Reporter*, the source for weekly updates on the lumber market.

OUR REACH

Madison's website has an audience too specialized to ignore! Have instant access to executives, mill managers, and decision makers at North America's forest products companies. Also reach strategic players in finance, supply chain, transportation, agency/organization, government, and educational institutions.

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

As of June 2014, *Madison's* new WordPress website had 5,000 million unique visitors monthly, with slightly more than half coming from Google searches and the other half from bookmarks. Our website enjoys about 40 per cent new and 60 per cent returning viewers. With each visiting approximately 4.05 pages, that's over 20,000 pageviews to our site monthly.

Viewer geographical breakdown is: 65 per cent Canadian, 17 per cent USA, 2.5 per cent China.

SPONSORED CONTENT

Take advantage of our **SEO-optimized** website to maximize exposure through custom-tailored editorial content, or attach your name to an existing article.

All Sponsored Posts also receive social media exposure through our **multi-channel network**.

WHY MADISONSREPORT.COM

Studies show that visitors to websites are more likely to trust advertising from newspaper websites than from other types of websites. We offer a loyal, desirable and engaged audience.

As a leading North American online destination for lumber prices, as well as market information and news, madisonsreport.com provides a full range of creative advertising solutions to reach your target audience starting at as little as \$500!

RATES

Currently we are charging equal rates on our website as we do in the weekly newsletter. Please refer to separate rate sheet for prices.