

# 2010 EDITORIAL CALENDAR & EVENTS PLANNER



## JANUARY/FEBRUARY

**DEADLINES:** **Space: January 19 — Material: January 25**  
**Features:**

- Oregon Logging Conference Official Show Guide
- Tree-Length Harvesting & Processing: Buying the Right Equipment
- Challenging Terrain Harvesting in the Pacific Northwest
- Cutting for Export Markets

**Departments:**

- In the News, Machinery Row, Assoc. News, New Products
- Wood Energy & Biomass

**Column:**

- Portable Sawmills

**Tech Update:**

- 2,500 issues distributed at 2010 OLC Show

**Extra distribution:**

## MARCH/APRIL

**DEADLINES:** **Space: April 6 — Material: April 12**  
**Features:**

- New Approaches to Cut-to-Length
- Getting the Most Out Of Your Old Equipment
- Roads, Culverts & Bridges
- Steep-Slope Harvesting

**Departments:**

- In the News, Machinery Row, Assoc. News, New Products
- Wood Energy & Biomass

**Column:**

- Harvesting & Processing Heads

**Specification Chart:**

- Oregon Logging Conference - In Review

**Special Additions:**

- Photo Review of the Sierra Cascade Show

## MAY/JUNE

**DEADLINES:** **Space: June 1 — Material: June 7**  
**Features:**

- Chainsaw Technology
- High Production Harvesting & Forwarding
- Trees to Dollars: Using the Fiber Value Chain to Maximize Profits
- Thinnings & Biomass Fuel
- Hauling Biomass: New Trailer Configurations

**Departments:**

- In the News, Machinery Row, Assoc. News, New Products

**Column:**

- Wood Energy & Biomass

**Tech Update:**

- Log/Timber Loaders

**Special Additions:**

- Photo Review of Intermountain Show

## JULY/AUGUST

**DEADLINES:** **Space: August 10 — Material: August 16**  
**Features:**

- 6th PLC Live-in-the-Woods Official Show Guide
- Finding the Right Attachment for the Job
- Log Care: Harvesting Equipment that Delivers Better Quality Wood to the Mills
- High Productivity Log Loading & Sorting
- Cut & Skid Contractor Profile

**Departments:**

- In the News, Machinery Row, Assoc. News, New Products

**Column:**

- Wood Energy & Biomass

**Tech Update:**

- Brush Cutting & Mulching Equipment

**Extra distribution:**

- 3,000 Issues Distributed at 2010 Active PLC Show

## SEPTEMBER/OCTOBER

**DEADLINES:** **Space: October 1 — Material: October 8**  
**Features:**

- Annual Buyers Guide & Directory
- Extending Equipment Life
- Staying Productive through Diversification
- Engines: Meeting Tier 4 Emissions Standards
- Millyards: Sorting & Stacking Equipment
- PLC Live-in-the-Woods Show Review
- Wood Energy & Biomass

**Column:**

- 3,000 Additional Copies Distributed at Tradeshows through 2011

## NOVEMBER/DECEMBER

**Deadlines:** **Space: December 2 — Material: December 9**  
**Features:**

- 2011 Annual Western Forestry Calendar
- Profile of a Successful Wood Energy Contractor
- Salvaging Bug-Killed & Burned Timber
- Improving Efficiency through GIS & Software Systems
- Yarding Equipment

**Departments:**

- In the News, Machinery Row, Assoc. News, New Products

**Column:**

- Wood Energy & Biomass

**Tech Update:**

- Portable Chippers & Grinders

## Who, What, and How Many Will Be Reading Your Advertising Sales Message?

### Job Title or Classification

Percentage Total Circulation	
Presidents, Owners, Owner/Operators.....	68.1%
Operations Management.....	15.6%
Superintendents and managers, unless the title lends itself to a technical or support type function.	
Purchasing Management.....	9.2%
Those involved in purchasing equipment, but not in the purchasing of wood or logs for a company.	
Supervisory Personnel.....	5.9%
Supervisors, superintendents, foremen, leaders, managers and coordinators of technical and support type functions. Since titled individuals are supervising technical and support personnel, they would be classified on a supervisory level. All other technical and support personnel are classified as technical and support personnel.	
Technical and Support Personnel.....	1.1%
Titled technical and support people, such as operators, mechanics, choker setters, sawyers, chasers, etc.	
Others.....	0.1%
Titled personnel in sales, marketing, public relations, communications, and other personnel.	

### Business Analysis of Circulation

TYPE OF BUSINESS	Percentage of Total Circ.	Circulation Per issue
Loggers.....	77.67%	6,598
Mills <sup>1</sup> .....	11.38%	968
Forest & Land Managers.....	4.08%	347
Log Truckers <sup>2</sup> .....	2.43%	208
Road Builders <sup>3</sup> .....	2.13%	181
Suppliers & Consultants.....	1.45%	123
Material Producers.....	0.41%	35
Other Misc.....	0.47%	40

<sup>1</sup>Approx. 27% Mills are also Loggers  
<sup>2</sup>Approx. 59% of Log Truckers are also Loggers  
<sup>3</sup>Approx. 9% of Road Builders are also Loggers

### Territorial Analysis of Circulation

Alaska.....	0.3%
Arizona.....	1.1%
California.....	17.1%
Colorado.....	1.0%
Idaho.....	9.9%
Montana.....	10.8%
New Mexico.....	0.3%
Nevada.....	1.0%
Oregon.....	33.0%
Washington.....	23.5%
Canada/Foreign.....	3.5%

### Website Advertising

Statistics for [www.forestnet.com](http://www.forestnet.com)

- Buttons/Links
- E-Blasts
- Newsletter Sponsorships

Average Daily Unique Visits..... 1,156  
 Average Monthly Unique Visits..... 35,159  
 Yearly Unique Visits..... 421,909  
 Oct. 31, 2008 through Oct. 31, 2009

Please call for website advertising opportunities. A variety of locations to choose from and package rates available.

**JAN 5-7**  
 Associated California Loggers' 39th Annual Meeting, Reno, NV 916-441-7940, [www.catlog.com](http://www.catlog.com)

**JAN 14-16**  
 Associated Oregon Loggers' 40th Annual Meeting, Eugene, OR 503-364-1330, [www.oregonloggers.org](http://www.oregonloggers.org)

**JAN 20-22**  
 67th Annual Truck Loggers Assoc. Convention, Vancouver, BC 604-684-4291, [www.tla.ca](http://www.tla.ca)

**JAN 21-23**  
 Assoc. of Equipment Distributors (AED) & Condex, San Antonio, TX 800-388-0650, [www.aednet.org](http://www.aednet.org)

**FEB 2-3**  
 Exfor Annual & Meeting 2010, Montreal, QC 514-392-6969, [www.paptac.ca](http://www.paptac.ca)

**FEB 3-5**  
 Intermountain Forestry Assoc., 9th Ann. Forestry Forum, Coeur d'Alene, ID 208-667-4641, [www.ifia.com](http://www.ifia.com)

**FEB 4-6**  
 Panel & Engineered Lumber Int. Conference & Expo, Atlanta, GA 334-834-1170 <http://pellice-expo.com>

**FEB 11-13**  
 Sierra Cascade Logging 61st Conf. & Equip. Show, Anderson, CA 530-365-1173, [www.sierracascadeloggingconference.com](http://www.sierracascadeloggingconference.com)

**FEB 24-26**  
 California Forestry Association Annual Meeting, Sacramento, CA 916-444-6592, [www.foresthealth.org](http://www.foresthealth.org)

**FEB 25-27**  
 Oregon Logging Conference, 72nd Conf. & Equip. Show, Eugene, OR 541-686-9191, [www.oregonloggingconf.com](http://www.oregonloggingconf.com)

**MARCH 8**  
 Western Wood Products Assoc. Annual Meeting, Portland, OR 503-224-3930, [www.wvpa.org](http://www.wvpa.org)

**MARCH 9-11**  
 Wood Technology Clinic and Show, Portland, OR 800-933-8735, [www.woodtechexpo.com](http://www.woodtechexpo.com)

**MARCH 13-15**  
 Forest Resources Assoc. Annual Meeting, Hilton Head, SC 301-838-9385, [www.forestresources.org](http://www.forestresources.org)

**MARCH 18-21**  
 Bois-Energie 2010, Saint-Etienne, France +33 384 86 89 30, [www.boisenergie.com](http://www.boisenergie.com)

**MARCH 24-27**  
 Expobois 2010 Wood Industry Exhibition, Paris, France +33 (0)1 49 68 56 68, [www.expobois.net](http://www.expobois.net)

**MARCH 25-27**  
 Washington Contract Loggers' Ann. Meeting, Grand Mound, WA 800-422-0074, [www.loggers.com](http://www.loggers.com)

**MARCH 25-27**  
 Redwood Region Logging 73rd Conference & Show, Ukiah, CA 707-443-4091, [www.rlic.net](http://www.rlic.net)

**MARCH 29-31**  
 Intl. Wood Composites Symposium & Workshop, Seattle, WA 509-335-2811, [www.woodsymposium.wsu.edu](http://www.woodsymposium.wsu.edu)

**APRIL 8-9**  
 ExpoFor 2010, Assoc. of BC Prof. Foresters AGM, Kelowna, BC 604-639-9187, [www.abcfp.ca](http://www.abcfp.ca)

**APRIL 8-9**  
 Atlantic Heavy Equipment Show, Moncton, NB 888-454-7469, [www.masterpromotions.ca](http://www.masterpromotions.ca)

**APRIL 8-10**  
 72nd Intermountain Logging Conference, Spokane, WA 208-245-3425, [www.intermountainlogging.org](http://www.intermountainlogging.org)

**APRIL 12-15**  
 GeoTec Event 2010, Toronto, ON 303-530-3512, [www.geotecevent.com](http://www.geotecevent.com)

**APRIL 19-22**  
 34th Annual National Indian Timber Symposium, Mescalero, NM 503-282-4296, [www.itcnet.org](http://www.itcnet.org)

**APRIL 23-24**  
 Associated Logging Contractors Annual Meeting, Orofino, ID 208-667-6473, [www.idahologgers.com](http://www.idahologgers.com)

**APRIL 28-30**  
 Int. Wood Products Assoc. 54th Ann. Convention, Miami Beach, FL 703-820-6696, [www.iwpawood.org](http://www.iwpawood.org)

**APRIL 28-30**  
 Technibois 2010, Quebec City, QC 819-344-2247, [www.technibois.com](http://www.technibois.com)

**APRIL 29-30**  
 Olympic Logging Conference 65th Annual Meeting, Victoria, BC 360-452-9357, [www.olympicloggingconference.com](http://www.olympicloggingconference.com)

**MAY 4-6**  
 Int. Biomass Conference & Expo, Minneapolis, MN 701-746-8385, [www.biomassconference.com](http://www.biomassconference.com)

**MAY 7-8**  
 Northeastern Forest Products Equipment Expo, Essex Junction, VT 315-369-3078, [www.nefpexpo.net](http://www.nefpexpo.net)

**MAY 11**  
 PricewaterhouseCoopers Global Forest, Paper & Packaging Ind. Conf., Vancouver, BC 604-806-7032, [www.pwc.com/tpp](http://www.pwc.com/tpp)

**MAY 20-21**  
 Expo Richmond, Richmond, VA 804-737-5625, [www.exporichmond.com](http://www.exporichmond.com)

**MAY 21-22**  
 Montana Logging Association 26th Annual Meeting, Kalispell, MT 406-752-3168, [www.logging.org](http://www.logging.org)

**MAY 25-27**  
 World Bioenergy Conference & Exhibition, Jönköping, Sweden +4608 441 70 80 [www.worldbioenergy.se](http://www.worldbioenergy.se)

**MAY 28-29**  
 Heavy Construction Show, Langley, BC 604-291-1553

**JUNE 3-5**  
 Resources Expo 2010, Prince George, BC 250-563-8833, [www.bcreourcesexpo.com](http://www.bcreourcesexpo.com)

**JUNE 8-10**  
 BioEnergy Conference & Exhibition 2010, Prince George, BC 250-961-6611, [www.bioenergyconference.org](http://www.bioenergyconference.org)

**JUNE 9-10**  
 Maritime Lumber Bureau 66th AGM, Halifax, NS 902-667-3889, [www.mlb.ca](http://www.mlb.ca)

**JUNE 12-13**  
 Deming Logging Show - 46th Annual Log Show, Deming, WA 360-592-3051, [www.demingloggingshow.com](http://www.demingloggingshow.com)

**JUNE 20-22**  
 Forest Products Society 64th Intl Convention, Madison, WI 608-231-1361, [www.forestprod.org](http://www.forestprod.org)

**JUNE 25-26**  
 Assoc. of Consulting Foresters of America Nat'l Conference, Louisville, KY 703-548-0990, [www.acf-foresters.com](http://www.acf-foresters.com)

**JUNE 26-27**  
 34th Buckley Log Show, Buckley, WA 360-829-0474, [www.buckleylogshow.org](http://www.buckleylogshow.org)

**JUN 28-JUL 2**  
 Commonwealth Forestry Conf., Edinburgh, Scotland +44 (0)131 339 9235, [www.cfc2010.org](http://www.cfc2010.org)

**JULY 1-4**  
 76th Annual Loggerdeeo, Sedro-Woolley, WA 360-770-8452, [www.loggerdeeo.com](http://www.loggerdeeo.com)



**JULY 16-17**  
 8th Annual Darby Logging Days, Darby, MT, [www.darbyloggingdays.com](http://www.darbyloggingdays.com)

**JULY 14-18**  
 Interforst 2010, Munich, Germany +49 89 949-11548, [www.interforst.de](http://www.interforst.de)

**AUG 12-15**  
 Morton Loggers Jubilee, Morton, WA 360-496-6362, [www.loggersjubilee.com](http://www.loggersjubilee.com)

**AUG 25-28**  
 International Woodworking Fair, Atlanta, GA 404-693-8333, [www.iwfatlanta.com](http://www.iwfatlanta.com)

**SEPT 2-4**  
 FinMETKO 2010, Jämsänkoski, Finland +358 40 900 9421, [www.finmetko.fi](http://www.finmetko.fi)

**SEPT 27-29**  
 102nd Canadian Institute of Forestry AGM, Jasper, AB 705-744-1715, [www.cif-ifc.org](http://www.cif-ifc.org)

**SEPT 9-11**  
 65th Lake States Logging Congress, Greenbay, WI 715-282-5828, [www.lumberpa.com](http://www.lumberpa.com)

**SEPT 16-18**  
 PLC 2010 Live-in-the-Woods Show, Clatskanie, OR 425-413-2808, [www.pacificlogging-congress.org](http://www.pacificlogging-congress.org)

**OCT 21-22**  
 SIBO Industrial Woodworking Show, Laval, QC 905-405-6258, [www.sibo.ca](http://www.sibo.ca)

**OCT 27-31**  
 SAF 2010 National Convention, Albuquerque, New Mexico 301-897-8720, [www.safnet.org](http://www.safnet.org)

**NOV 4-6**  
 NAWLA Traders Market, Chicago, IL 800-527-8258, [www.nawla.org](http://www.nawla.org)

**SEPT 17-18**  
 Mid-South Forestry Equipment Show, Starkville, MS 662-325-2191, [www.midsouthforestry.org](http://www.midsouthforestry.org)

**SEPT 23-25**  
 APF 2010 International Forest Machinery Exh., Staffordshire, England + 4401737 254081, [www.apfexhibition.co.uk](http://www.apfexhibition.co.uk)

**SEPT 23-25**  
 American Loggers Council, Annual Meeting, Pendleton, OR 409-625-0206, [www.americanloggers.org](http://www.americanloggers.org)

**OCT 13-16**  
 National Hardwood Lumber Association Annual Convention, Vancouver, British Columbia 901-377-1818, [www.nathardwood.org](http://www.nathardwood.org)

**OCT 16-19**  
 APA Annual Meeting and EWTA Info Fair, Tucson, AZ 253-565-6600, [www.apawood.org](http://www.apawood.org)

**OCT 21-22**  
 Alaska Forest Association 53rd Annual Meeting, Anchorage, AK 907-225-6114, [www.akforest.org](http://www.akforest.org)

**OCT 21-23**  
 SIBO Industrial Woodworking Show, Laval, QC 905-405-6258, [www.sibo.ca](http://www.sibo.ca)

**OCT 27-31**  
 SAF 2010 National Convention, Albuquerque, New Mexico 301-897-8720, [www.safnet.org](http://www.safnet.org)

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