

# TIMBER

*Journal of  
Logging & Sawmills*

# WEST



**Editorial Calendar  
Events Calendar  
Advertising Rate Card**

OREGON | WASHINGTON | CALIFORNIA | IDAHO  
MONTANA | COLORADO | ALASKA | ARIZONA | NEW MEXICO

# 2012

**PROUDLY SERVING AMERICA'S LARGEST, MOST ACTIVE MECHANIZED  
HARVESTING & WOOD PROCESSING MARKET SINCE 1975**



# 2012

**TIMBER**  
WEST

# editorial calendar

## JANUARY/FEBRUARY

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**Ad Deadlines:** *Space: January 20 — Material: January 25*

- Features:**
- Oregon Logging Conference Official Show Guide
  - Big Wood Felling
  - Equipment Maintenance: OEM vs Aftermarket Parts
  - Reaching Global Markets
  - Salvage Logging

**Departments:** In the News, Machinery Row, Assoc. News, New Products

**Column:** Woody Biomass Industry

**Extra Distribution:** 2,500 Additional Copies Distributed at the 2012 OLC Show

## MARCH/APRIL

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**Ad Deadlines:** *Space: April 6 — Material: April 13*

- Features:**
- Oregon Logging Conference – In Review
  - Cut-to-Length – Logging Contractor Profile
  - Roads, Culverts & Bridges
  - Accessing Valuable Fiber: Heli-Logging
  - Getting More Life Out of Your Tires

**Departments:** In the News, Machinery Row, Assoc. News, New Products

**Column:** Woody Biomass Industry

**Tech Review:** Trailers – Chip & Logging

## MAY/JUNE

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**Ad Deadlines:** *Space: June 8 — Material: June 15*

- Features:**
- Thinnings & Biomass Fuel
  - Alder: Hardwood Harvesting & Processing
  - Profile of a Hog & Wood Grinding Contractor
  - Log Export Markets
  - Log Processing, Bucking and Sorting

**Departments:** In the News, Machinery Row, Assoc. News, New Products

**Column:** Woody Biomass Industry

**Tech Review:** Portable Chippers & Grinders

**Supplement:** Industry Targeted Wallchart

## JULY/AUGUST

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**Ad Deadlines:** *Space: August 10 — Material: August 17*

Annual Buyers Guide & Directory — A complete listing of industry equipment broken down and cross referenced by product, manufacturer and distributor

- Features:**
- Used Equipment – Cost Effective Way to Enter Logging
  - Moving your Equipment Efficiently
  - Logger Safety
  - Maintenance – Getting the Most Out of your Equipment

**Column:** Woody Biomass Industry

**Extra Distribution:** 2,000 Additional Copies Distributed at Tradeshows Through 2012

## SEPTEMBER/OCTOBER

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**Ad Deadlines:** *Space: October 12 — Material: October 19*

- Features:**
- Profile of a Successful Wood Energy Contractor
  - Wood Residue Options
  - Log Handling & Loading
  - Private Forest Land Management
  - Cable Logging Equipment
  - Pellet Operations in the West

**Departments:** In the News, Machinery Row, Assoc. News, New Products

**Column:** Woody Biomass Industry

**Tech Review:** Firewood Processing Equipment

## NOVEMBER/DECEMBER

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**Ad Deadlines:** *Space: December 9 — Material: December 16*

- Features:**
- 2013 Annual Western Forestry Calendar
  - Cut & Skid Contractor Profile
  - Equipment that Delivers Quality Logs to the Mill
  - Tree Length Harvesting & Processing –  
Buying the Right Combination of Equipment

**Departments:** In the News, Machinery Row, Assoc. News, New Products

**Column:** Woody Biomass Industry

**Tech Review:** Forwarders

**Supplement:** Log Exporting Capability Guide



# events planner

## JANUARY 10-12

Associated California Loggers  
42nd Annual Meeting, Reno NV  
916-441-7940  
www.calog.com

## JANUARY 11-12

9th Annual BC Natural  
Resource Forum,  
Prince George, BC  
250-640-7469  
bcnaturalresourcesforum.com

## JANUARY 12-14

Associated Oregon Loggers'  
42nd Annual Convention  
Eugene, OR  
800-452-6023  
www.oregonloggers.org

## JANUARY 16-18

Pacific West Biomass Conference  
& Trade Show  
Seattle WA  
701-746-8385  
pacificwestbiomassconference.com

## JANUARY 18-19

Forest Products Association of  
Nova Scotia AGM, Halifax, NS  
902-895-1179  
www.fpans.ca

## JANUARY 18-20

69th Annual Truck Loggers  
Association Convention  
Victoria, BC  
604-684-4291  
www.tla.ca

## JANUARY 18-20

Association of Equipment  
Distributors (AED) & Condex  
National Harbor, MD  
800-388-0650  
www.aednet.org

## JAN. 30-FEB. 2

Paper Week Canada 2012  
Montreal, QC  
514-392-6956  
www.paperweekcanada.ca

## FEBRUARY 1-3

Western Silviculture Contactors'  
Assoc. Conference &  
Trade Show, Kamloops, BC  
604-736-8660  
www.wsca.ca

## FEBRUARY 8-10

Inland Forestry Assoc.  
10th Ann. Forestry Forum  
Coeur d'Alene, ID  
208-667-4641  
www.iffia.com

## FEBRUARY 8-11

Expo Bois 2012 Wood Industry  
Exhibition, Paris, France  
33 (0) 1 49 68 56 68  
www.expo Bois.net

## FEBRUARY 9-11

Sierra Cascade Logging  
63rd Conf. & Equip. Show  
Anderson, CA  
530-222-1290  
www.sierracascadeexpo.com

## FEBRUARY 22-24

California Forestry Assoc. Annual  
Meeting, Sacramento, CA  
916-444-6592  
www.foresthealth.org

## FEBRUARY 23-25

Oregon Logging Conference  
74th Conf. & Equip. Show  
Eugene, OR  
541-686-9191  
www.oregonloggingconf.com

## FEBRUARY 28-29

Bioenergy Fuels & Products  
Conference & Expo, Atlanta GA  
334-834-1170  
bioenergyshow.com

## MARCH 1-2

Panel & Engineered Lumber  
Int. Conference & Expo  
Atlanta, GA  
334-834-1170  
www.pelice-expo.com

## MARCH 2

Western Wood Products  
Assoc. Annual Meeting  
Portland, OR  
503-224-3930  
www.wmpa.org

## MARCH 12-15

Beijing International Modern  
Forestry Equipment Expo  
Beijing, China  
852-2516-3363  
www.modernforestry.com

## MARCH 15-17

Redwood Region Logging  
74th Conference & Show  
Ukiah, CA  
707-443-4091  
www.rlic.net

## MARCH 16-17

Washington Contract  
Loggers' Annual Meeting  
Ocean Shores, WA  
800-422-0074  
www.loggers.com

## MARCH 22-25

Bois-Energie 2012,  
Saint-Etienne, France  
33 38 486 8930  
www.boisenergie.com

## MARCH 28-29

Canadian Woodlands Forum  
Spring Meeting, Moncton, NB  
902-897-6961  
www.cwfcf.org

## MARCH 28-30

IWPA World of Wood Convention,  
Indian Wells, California  
760-341-2200  
www.ipawood.org

## MARCH 29-30

Atlantic Heavy Equipment  
Show, Moncton, NB  
888-454-7469  
www.masterpromotions.ca

## MARCH 29-31

AusTimber Expo 2012, Mount  
Gambier, South Australia  
61-887-258-692  
www.austimber2012.com.au

## APRIL 12-14

74th Intermountain Logging  
Conference, Spokane, WA  
208-245-3425  
www.intermountainlogging.org

## APRIL 16-19

Int. Biomass Conference  
& Expo, Denver, CO  
701-746-8385  
www.biomassconference.com

## APRIL 18-21

Forest Resources Assoc. Annual  
Meeting, Jacksonville, FL  
301-838-9385  
www.forestresources.org

## APRIL 18-20

Olympic Logging Conference  
Annual Meeting, Victoria, BC  
360-452-9357  
www.olympicloggingconference.com

## APRIL 27-28

Idaho Associated Logging  
Contractors Annual Meeting  
Lewiston, ID  
208-667-6473  
www.idahologgers.com

## APRIL 27-29

Forest Products Convention  
Smallwood 2012, Flagstaff, AZ  
608-231-1361  
www.forestprod.org

## LATE APRIL

BC Sawmillers AGM and Trade  
Show, Prince George, BC  
604-585-4012  
www.bcsawmillers.com

## APRIL 29-MAY 2

American Wood Preservers  
Assoc. Annual Meeting  
Nashville, TN  
205-733-4077  
www.awpa.com

## MAY 9

Global Softwood Log & Lumber  
Conference, Vancouver, BC  
604-801-5996  
www.woodmarkets.com

## MAY 10

25th PricewaterhouseCoopers  
Global Forest, Paper & Packaging  
Ind. Conf. Vancouver, BC  
604-806-7032  
www.pwc.com/fpp

## MAY 11-18

Northeastern Forest Products  
Equipment Expo, Essex  
Junction, VA  
315-369-3078  
www.nefexpo.net

## MAY 14-17

36th Annual National Indian  
Timber Symposium  
Carlton, MN  
503-282-4296  
www.itcnet.org

## MAY 18-19

Expo Richmond  
Richmond, VA  
804-737-5625  
www.exporichmond.com

## MAY 18-19

Montana Logging Association  
28th Annual Meeting  
Polson, MT  
406-752-3168  
www.loggng.org

## MAY 23-24

Quebec Forest Industry  
Council 2012 Convention  
Quebec City, QC  
418-657-7916  
www.cifq.qc.ca

## MAY 29-31

World Bioenergy  
Conference & Exhibition  
Jönköping Sweden  
4608 441 70 80  
www.worldbioenergy.se

## MAY 30-JUNE 1

National Forest Landowners  
Conference, Ponte Vedra  
Beach, FL  
800-325-2954  
www.forestlandowners.com

## JUNE 3-5

Forest Products Society 66th  
International Convention  
Washington DC  
608-231-1361  
www.forestprod.org

## JUNE 4-5

Pacific Construction Equip-  
ment Show, Chilliwack BC  
888-454-7469  
www.pacificequipmentshow.com

## JUNE 6-8

Maritime Lumber Bureau 73rd  
AGM, Fredrickton, NB  
902-667-3889  
www.mlb.ca

## JUNE 9-10

Deming 50th Annual Logging  
Show, Deming, WA  
360-592-3051  
www.demingloggingshow.com

## JUNE 13-15

BioEnergy Conference  
& Exhibition 2012  
Prince George, BC  
250-961-6611  
www.bioenergyconference.org

## JUNE 21-24

54th Annual Libby Logger  
Days, Libby, MT  
406-293-1074  
www.loggerdays.org

## JUNE 23-24

Buckley Log Show, Buckley, WA  
360-829-0474  
www.buckleylogshow.com

## JUNE 23-26

Association of Consulting  
Foresters of America National  
Convention, Grand Rapids, MI  
703-548-0990  
www.acf-foresters.org

## JUNE 31-JULY 4

77th Annual Logger Rodeo  
Sedro-Woolley, WA  
360-770-8452  
www.loggerrodeo.com

## JULY 20-21

Darby Logger Days, Darby MT  
406-369-1855  
www.darbyloggerdays.com

## AUGUST 9-12

Morton Loggers Jubilee  
Morton WA  
360-496-6362  
www.loggersjubilee.com

## AUGUST 17-19

New York State Woodsmen  
Field Days, Boonville, NY  
315-942-4593  
www.starinfo.com/woodsmen

## AUGUST 22-25

International Woodworking  
Fair, Atlanta, GA  
404-693-8333  
www.iwfatlanta.com

## AUG 30 - SEPT 1

FinnMETKO 2012,  
Jämsänkoski, Finland  
358 40 900 9421  
www.finnmetko.fi

## SEPTEMBER 6-8

Lake States Logging  
Congress, Oshkosh, WI  
715-282-5828  
www.timberpa.com

## SEPTEMBER 9-12

Council on Forest Engineering  
Annual Meeting  
New Bern, NC  
541-754-7558  
www.cofe.org

## SEPTEMBER 12-15

National Hardwood Lumber  
Assoc. Annual Convention  
Chicago, IL  
901-377-1818  
www.nhla.com

## SEPTEMBER 13-15

APF 2010 International Forest  
Machinery Exhibit  
Staffordshire, England  
4401737 245081  
www.apfexhibition.co.uk

## SEPTEMBER 17 - 20

Demo International 2012  
Conference, with CIFAGM  
Quebec, QC  
506-658-0018  
http://cwfcf.org

## SEPTEMBER 20-22

Canadian Woodlands Forum  
Demo Show International  
St. Raymond, QC  
506-658-0018  
www.demointernational.com

## EARLY OCT.

RISI North American Forest  
Products Conference  
Boston, MA  
609-759-4737  
www.risi.com/naconf

## OCTOBER 2-4

Technibois 2012  
Quebec City, QC  
819-344-2247  
www.technibois.com

## OCTOBER 4-6

American Loggers Council  
Annual Meeting  
Coeur d'Alene, ID  
409- 625-0206  
www.americanloggers.org

## OCTOBER 17-19

Timber Processing & Energy  
Expo 2012, Portland OR  
334-834-1170  
www.energyexpo.com

## OCTOBER 24-25

Alaska Forest Association  
55th Annual Convention  
Anchorage, AK  
907-225-6114  
www.akforest.org

## OCTOBER 24-27

SAF 2012 National  
Convention, Spokane, WA  
301-897-8720  
www.safnet.org

## EARLY NOVEMBER

Pacific Logging Congress  
Tuscon, AZ  
425-413-2808  
www.pacificloggingcongress.org

## NOVEMBER 7-9

NAWLA Traders Market  
Chicago, IL  
800-527-8258  
www.nawla.org

## NOVEMBER 10-13

APA Annual Meeting &  
EWTA Info Fair, Tuscon, AZ  
www.apawood.org



# advertising

# TIMBER

Journal of Logging & Sawmills WEST

**RATE CARD #37**  
Effective JANUARY 2012

## ADVERTISING SPACE RATES

Size	1X-2X	3X-5X	6X-9X	10X-12X
Full Page	1950	1850	1755	1675
2/3 Page	1575	1545	1475	1405
1/2 Island	1445	1375	1315	1255
1/2 Page	1195	1125	1065	1015
1/3 Page	985	945	905	855
1/4 Page	720	675	640	605
1/6 Page	495	465	435	405

## COLOR/COVER CHARGES

1-Color	add \$	335.00
4-Color Process	add \$	845.00
Per 2-page Spread	add \$	1,290.00
2nd or 3rd Cover	add	15%
Back Cover	add	20%
Special Position	add \$	155.00
Matched PMS Color	add \$	490.00
5th Color, Special Inserts & Reprints	call for quote	

## CLASSIFIED DISPLAY LISTING

### DISPLAY CLASSIFIED ADVERTISEMENTS:

\$80.00 per column inch,  
2 1/8" wide column

### PROFESSIONAL CARDS:

1X — \$80.00 per column inch  
5X — \$75.00 per column inch  
10X — \$70.00 per column inch

**ADVERTISING ENQUIRIES CALL**  
**1-866-405-6462**

**COMBINATION RATES:** You can combine your advertising insertions in TimberWest with those in Canada's Logging & Sawmilling Journal for the lowest possible frequency discount rate of each magazine.

**AGENCY DISCOUNT:** 15% of gross billing, payable to recognized advertising agencies providing camera-ready digital, if invoice paid within 30 days.

### Statistics for www.forestnet.com

• Buttons/Links • E-Blasts • Newsletter Sponsorships

Average Daily Unique Visits ..... 2,413

Average Monthly Unique Visits ..... 73,169

Yearly Unique Visits ..... 878,038  
Oct. 31, 2010 through Oct. 31, 2011

### INTERNET ADVERTISING:

Limited space available for banner advertising on the TimberWest website (www.forestnet.com) A variety of locations to choose from and package rates available including bimonthly e-newsletter.

Contact advertising sales for more rate information.

## ADVERTISING SALES:

1-604-990-9970 • Fax: 1-604-990-9971

Sales Manager: James Booth  
jbooth@forestnet.com

Rob Stanhope: stanhope@forestnet.com

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

### Job Title or Classification

Job Title or Classification	Percentage of Total Circulation
<b>Presidents, Owners, Owner/Operators</b> .....	73.94%
<b>Operations Management</b> .....	12.16%
Superintendents and managers, unless the title lends itself to a technical or support type function.	
<b>Purchasing Management</b> .....	3.78%
Those involved in purchasing equipment, but not in the purchasing of wood or logs for a company.	
<b>Supervisory Personnel</b> .....	0.86%
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.	
<b>Technical and Support Personnel</b> .....	0.87%
Titled technical and support people, such as operators, mechanics, choker setters, sawyers, chasers, etc.	
<b>Others</b> .....	8.39%
Individuals working at the site (aka choker), 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	56.89%	4,295
Mills <sup>1</sup>	9.05%	683
Forest & Land Managers	2.33%	176
Log Truckers <sup>2</sup>	7.21%	544
Road Builders <sup>3</sup>	7.97%	602
Suppliers & Consultants	0.82%	62
Material Producers	11.75%	887
Other Misc.	3.97%	300

<sup>1</sup>Approx. 27% Mills are also Loggers

<sup>2</sup>Approx. 67% of Log Truckers are also Loggers

<sup>3</sup>Approx. 13% of Road Builders are also Loggers

### Territorial Analysis of Circulation

Alaska	1.43%	Arizona	0.6%
California	15.83%	Colorado	1.01%
Idaho	12.03%	Montana	7.13%
New Mexico	0.48%	Nevada	0.4%
Oregon	29.81%	Washington	18.12%
Canada/Foreign	2.17%		

Full Page - Live Area: 7" x 10"  
Full Page - Bleed: 8 1/4" x 11"  
Full Page - Trim: 8" x 10 3/4"  
2P Spread - Bleed: 16 1/2" x 11"  
2P Spread - Trim: 16" x 10 3/4"

2/3 Page Vertical  
4 5/8" x 10"

1/2 Page Vertical  
3 3/8" x 10"

1/3 Page Vertical  
2 1/4" x 10"

1/2 Page Island  
4 5/8" x 7 1/2"

1/3 Page Square  
4 5/8" x 4 7/8"

1/4 Page Rectangle  
3 3/8" x 4 7/8"

1/2 Page Horizontal  
7" x 4 7/8"

1/3 Page Horizontal  
7" x 3 1/8"

1/4 Page Horizontal  
7" x 2 3/8"

1/6 Page Horizontal  
4 5/8" x 2 3/8"

1/6 Page Vertical  
3 3/8" x 4 7/8"

## MATERIALS

• We prefer to receive ads digitally. If you have a technical question about digital ad specifications or file transmission, please feel free to contact TimberWest at 425-778-3388.

• All advertising must be submitted as a High resolution PDF (PDF/X-1a). Embedded fonts required

• Images should be saved as TIFF or EPS.

• All photos should be scanned at 300 dpi. Ideally the shadow dot should not exceed 91%; any dot under 4% will drop to white. 4C images should be converted to CMYK (not left as RGB).

• Scan your photograph or transparency as close to the actual reproduction size as possible—a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large high-resolution files.

• Line art should be scanned at 1200 dpi and saved as a TIFF. Be sure not to scan line art as a halftone. (In Photoshop, use the "Bitmap" mode.)

• Only full-page ads require a bleed of 1/8"

• Electronic files under 12 MBs can be emailed to artwork@forestnet.com For larger files please use www.wetransfer.com

### DELIVERY INSTRUCTIONS

All advertising copy and disks should be sent VIA COURIER directly to:  
TimberWest Magazine  
654 5th Ave. S.  
Suite 301A  
Edmonds, WA 98020

Press, product, and any other media should be sent to:  
TimberWest Magazine  
P.O. Box 610  
Edmonds, WA 98020

**SEND ALL ADVERTISING FILES TO:**  
**artwork@forestnet.com**

**CORPORATE OFFICE:**  
425-778-3388 • Fax 425-771-3623  
timberwest@forestnet.com

Editor: Diane Mettler, diane@forestnet.com

Publisher & Production Manager:  
Sheila Ringdahl, sringdahl@forestnet.com