



## The Excitement is Building

When we launched LBM Journal in July 2003, our mission was simple: to deliver practical insights and information to lumber/building material pros to help them grow and prosper. After all, the more successful our readers become, the more profitable our advertisers will be as well.

Four years later, you and your customers have made clear that we're on the right track. Readership is up, editorial pages are up, and advertising is up as well. For 2008, our stronger-than-ever editorial lineup guarantees that your customers will spend time reading LBM Journal...and your advertising message.

Crunch the numbers and compare. Higher circulation (compare our BPA audit statement with anyone); lower advertising rates (despite rising printing and mailing costs, we locked in our 2007 rates during this tough housing market); and stronger editorial (don't take our word for it; ask your customers). Bottom line: if lumber/building material dealers and distributors are your customers, then LBM Journal is your magazine.

Rick Schumacher, Editor & Publisher



Cover Story and In Depth series get your customers' attention by covering the issues, challenges and trends they encounter so that they can become more successful.

### 2008 EDITORIAL CALENDAR

	COVER STORY	IN DEPTH	PRODUCT PICKS
<b>JANUARY</b>	<b>SPECIAL ISSUE</b> Entrepreneur of the Year	Insulation/Ventilation	Fasteners/Fastening Systems, Treated Wood, Engineered Wood, Roofing/Siding
<b>FEBRUARY</b>	<b>SPECIAL ISSUE</b> How to Sell to Remodelers	Moulding/Millwork/Trimboards	Material Handling, Decking, Windows/Doors, Green Products
<b>MARCH</b>	Profit from Installed Sales	Windows	Software/Technology, Insulation/Housewrap, Hand/Power Tools, Caulking/Adhesives
<b>APRIL</b>	<b>SPECIAL ISSUE</b> Upselling the Deck Project	Decking	Paints/Stains/Sealants, Roofing/Siding, Fasteners/Fastening Systems
<b>MAY</b>	Hot Products from IBS	Fasteners/Fastening Systems	Moulding/Millwork, Windows/Doors, Material Handling, Door Hardware
<b>JUNE</b>	How to Sell to Big Builders	Siding	Engineered Wood, Software/Technology, Insulation/Housewrap, Decking
<b>JULY</b>	<b>SPECIAL ISSUE</b> How to Sell to Custom Builders	Doors	Green Products, Roofing/Siding, Fasteners/Fastening Systems, Treated Wood
<b>AUGUST</b>	Marketing Value-added Services	Engineered Wood	Software/Technology, Material Handling, Windows/Doors, Moulding/Millwork
<b>SEPTEMBER</b>	<b>SPECIAL ISSUE</b> Building Green	Green Products	Engineered Wood, Flooring/Underlayment, Paints/Stains/Sealants, Decking
<b>OCTOBER</b>	Training and Education	Roofing	Insulation/Ventilation, Roofing/Siding, Fasteners/Fastening Systems, Treated Wood
<b>NOVEMBER</b>	<b>SPECIAL ISSUE</b> Technology	Material Handling	Windows/Doors, Decking, Material Handling, Engineered Wood
<b>DECEMBER</b>	<b>2009 LBM Superbook</b> (see extended details on page 10)		