

The Time to Grab Market Share is Now

LBM dealers and distributors aren't just waiting for the healthy housing market to return: they're actively preparing for it. An August 2009 readership survey shows that nearly 7 in 10 dealers are evaluating new products and new vendors. Plus, history shows that companies who advertise in slow times grab sales and market share from the competition.

Where to invest your limited advertising dollars? It's no accident that LBM Journal is the fastest growing publication for the lumber/building material distribution channel.

Crunch the numbers and compare. Higher circulation (compare our BPA circulation statement with any competitor); lower advertising rates; and stronger editorial (don't take our word for it; ask your customers).

Plus, explore our growing arsenal of digital products, including LBM Alert e-newsletters, full-featured digital edition of LBM Journal, and the expanded and updated LBMJournal.com website.

Bottom line: If lumber/building material dealers and distributors are your customers, then LBM Journal is your magazine.



Rick Schumacher, Editor & Publisher

Topics Covered in Every Issue



2010 EDITORIAL CALENDAR*

	Cover Story	In Depth	Product Picks						
JANUARY	Entrepreneurs of the Year	Green Building Products	Fasteners/Fastening Systems, Caulking/Sealants/Adhesives, Engineered Wood, Insulation/Housewrap	■	■	■	■	■	■
FEBRUARY	SPECIAL ISSUE How to Sell to Remodelers	Moulding/Millwork/Trimboards	Decking, Windows/Doors, Material Handling	■	■	■	■	■	■
MARCH	Hot Products from IBS	Windows	Software/Technology, Roofing/Siding, Insulation/Housewrap	■	■	■	■	■	■
APRIL	SPECIAL ISSUE Upselling the Deck Project	Decking	Engineered Wood Products, Caulking/Sealants/Adhesives, Fasteners/Fastening Systems	■	■	■	■	■	■
MAY/JUNE	Profiting from Installed Sales	Fasteners/Fastening Systems	Moulding/Millwork/Trimboards, Windows/Doors, Material Handling	■	■	■	■	■	■
JULY/AUGUST	How to Sell to Custom Builders	Doors	Treated Wood, Software/Technology, Caulking/Sealants/Adhesives	■	■	■	■	■	■
SEPTEMBER	SPECIAL ISSUE Green Building	Material Handling	Engineered Wood Products, Decking, Moulding/Millwork/Trimboards	■	■	■	■	■	■
OCTOBER	Sales Training & Education that Works	Engineered Wood Products	Insulation/Ventilation, Treated Wood, Fasteners/Fastening Systems	■	■	■	■	■	■
NOVEMBER/DECEMBER	Strategic Sales & Margin Management	Technology	Windows/Doors, Decking, Material Handling	■	■	■	■	■	■

*LBM Journal reserves the right to modify its 2010 editorial calendar without notice.