

Relevant, practical, insightful editorial that your customers know and trust.

Channel your advertising to an audience that is committed, engaged, and attentive.

In-depth features deliver the “street-level, immediately-actionable intelligence” that your customers need to compete and succeed.

InDepth Product Coverage

Only one magazine for lumber/building material dealers includes an every-issue feature that drills down into one specific product category. Your customers count on LBM Journal for information on trends and innovations in products and services.

Columnists

Industry vets like Bill Lee and Tom Fife have spent their careers in the lumber/building material industry. They share their knowledge, insights and wisdom in each issue of LBM Journal. These in-the-know experts attract our readers' attention month after month.

Hot Topics Delivered by Recognized Experts

To reach distribution pros, make sure your message is in the magazine that speaks their language—and delivers the info they need to succeed. For example...

John Wagner on Green Building. This popular monthly column demystifies the fast-growing world of green building, and arms readers with the insights they need to help builders, remodelers, homeowners and architects comply with ever-evolving building codes and standards. In other words, John Wagner helps your readers get the sale.

Bob Heidenreich on Selling the Deck Project. Even in a down economy, decking and outdoor living continues to grow. This deck-builder-turned-lumber-dealer shares insights on building decks profitably, and on building profitable deck sales. Bottom line: Bob Heidenreich helps your customers sell more deck products.

Dave Klun & Bob Buck on Selling to Remodelers. As any LBM dealer will tell you, selling to remodelers requires different set of skills and services than selling to builders. Dave Klun is a LBM dealer focused on selling to remodelers, and Bob Buck is a pro remodeler. Together, their monthly column helps dealers sell more to this growing market.

Buzz

Buzz captures the most important industry news that our readers need at their fingertips each issue. It's the first place our readers turn for “at a glance” news they can use in their company.



Tough Call

LBM readers—and your customers—can always count on this section of the magazine to make them laugh, make them think, and let them weigh in with their take on common workday problems.

After our readers respond with their thoughts, their answers appear online and in a following issue—proof that your customers are involved, active readers.

Product Picks

What's hot, what's new, and what's the next product our readers are looking to carry in their business. Each month, we spotlight new product innovations that help keep our readers ahead of the curve.