

# PaperAge

The background of the image is a paper mill. Two large rolls of white paper are the central focus. Two men in white suits are standing between the rolls, one on the left and one on the right, both appearing to be inspecting or marking the paper with green lines. The mill's structure, including pipes, beams, and overhead lights, is visible in the background.

## Media Planning Guide 2012

## Overview

Welcome to our 2012 Media Kit. Information in the following pages will help you make an informed decision when it comes to selecting the media vehicle of choice to create and sustain brand awareness before the eyes of the global pulp and paper industry.

The “Pulp and Paper Industry.” Briefly, the operations that encompass what we term the “pulp and paper industry” go beyond the obvious pulp and paper manufacturers themselves. There are also tissue makers, containerboard and paperboard producers, along with converters of paper and board, i.e., corrugated box and carton manufacturers, bag makers, envelope producers, etc.

**Our Focus.** With the above operations in mind, PaperAge targets the entire pulp and paper community. We deliver news, perspectives from some of the industry’s most respected experts, market analysis and reports, “benchmark” pulp and paper grade pricing, federal regulatory policy updates related to the paper/forest products industry, along with stories that feature some of the world’s best manufacturing facilities, technology articles, and interviews with industry leaders.



*“As a subscriber for more than 15 years, I find that the quality of articles in PaperAge are unlike any other pulp and paper journal as they track the spirit, the markets, history and future of the industry. The information is always relevant to the times we live in. PaperAge keeps me informed on all aspects of pulp and paper manufacture. I thank you for your extra efforts.”*

—Technical Consultant to the paper industry.

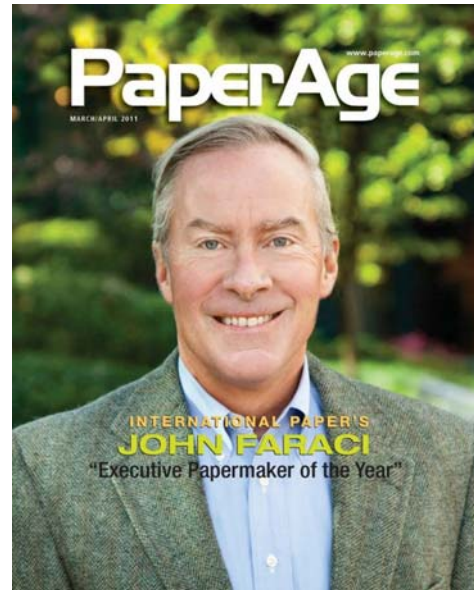
## Our Difference

**Quality.** PaperAge prides itself not only on editorial quality, but on visual quality and “feel.” Our magazine is printed on #2 coated stock, which offers a bright white background for brilliant color reproduction.

**Bigger is Better for Advertising.** PaperAge stands out among other industry publications in more ways than one. Our page-width trims out at 8 1/2 inches, compared to a standard magazine page width of 8 1/8 inches used by many other b-to-b publications.

**Effective, Affordable Advertising.** Offering a premium advertising medium doesn't have to translate to budget-breaking prices. You will find our ad rates to be realistic and affordable. We will work with you to develop an advertising campaign that will meet your budget requirements and maximize your company's exposure in the pulp and paper industry through a combination of advertising and editorial coverage.

**Over a Century of Experience.** Since 1884, PaperAge has delivered news and information to the paper industry. In 2012, we promise to continue this longstanding service that the industry has come to rely on.



*“I appreciate the clean design and relevant editorial content.”*

— Paper Industry Consultant.

*“I enjoy reading about the pulp and paper industry in PaperAge. It's my favorite.”*

— Paper Machinery Equipment Supplier.

*“Great magazine!!!! Keep up the good work.”*

— Paper Mill Manger, integrated mill, Canada.

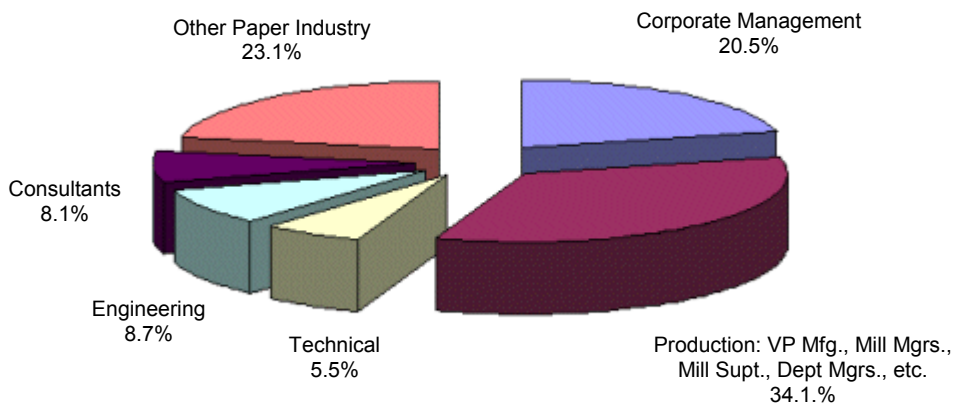
## Circulation/Distribution

PaperAge targets the decision-makers, or to be more specific, the people who are directly involved when it comes to authorizing the purchase of equipment, products and services. From years of experience in the field, it is our opinion that these decision-makers hold the following job functions: Corporate Officers and Directors of companies, VP's of Manufacturing, General Managers, Mill Managers, Mill Superintendents, Department Managers and a number of other select production-related personnel.



### CIRCULATION ANALYSIS: PERCENTAGE BY JOB FUNCTION

Total circulation: 13,914 (as of Oct. 1, 2011)



## Media of Choice

**Magazine Advertising Sells.** Several studies demonstrate that magazines are generally the strongest driver of purchase intent. Perhaps this is because more than half of all readers act on magazine ads, according to *Affinity Research*.

**Magazines Improve Advertising ROI.** Based on a recent analysis of cross-media accountability studies, *Marketing Evolution* found magazines most consistently generate a favorable cost per impact throughout the purchase funnel. Multiple studies confirm that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

**Source Effect.** The Media Management Center at Northwestern University conducted a study to determine whether the magazine in which an ad appeared affected the reader's response to that ad. With all other controls identical, the only factor that affected ad impact was the magazine in which the advertising appeared. This is called "source effect," and *PaperAge* provides advertisers with unsurpassed source effect.



***“The quality of the magazine directly determines the effectiveness of the ad upon a reader.”***

Source: Media Management Center, Northwestern University.

***“Excellent publication. Probably the best read in my mills.”***

— Account Manager, pulp and paper mill, USA.

***“Excellent magazine of the trade. Excellent editorials.”***

— Paper Industry Consultant.

***“Great publication!”***

— President, paper company, USA.

## Editorial Calendar 2012

### January/February

Ad Reservation: Jan. 11

Material: Jan. 12

- Roll and Roll Cover Technology
- Automation: Advanced Process Controls
- Human Resources - Attracting Talent to the Paper Industry
- Market Analysis: Containerboard

*Bonus Distribution: PaperWeek Canada (Montreal)*

### March/April

Ad Reservation: March 5

Material: March 7

- Executive Papermaker of the Year Interview
- Chemical Applications - Bleaching
- Paper Machine Clothing Technology
- Market Analysis: Uncoated Freesheet

*Bonus Distribution: Paper2012, New York, NY. (AF&PA and NPTA)*

### May/June

Ad Reservation: May 8

Material: May 10

- Advances in Coatings, Fillers and Pigments
- Maintaining the Mill - Lubrication
- Paper Machine Drying Systems
- Market Analysis: Coated Freesheet

### July/August

Ad Reservation: July 9

Material: July 11

- Deinking Technology
- Roll Handling
- China's Fast-growing Paper Industry
- Market Analysis: Newsprint

*2-for-1: Full-page advertisers get a full-page company or product profile at no extra cost.*

### September/October

Ad Reservation: Sept. 6

Material: Sept. 10

- Paper Machine Clothing Roundup
- Paper Machine Optimization
- Bioenergy
- Market Analysis: SC/Groundwood Specialty Papers

*Bonus Distribution: Pulp and Paper Foundation Annual Meeting, NCSU.*

### November/December

Ad Reservation: Nov. 8

Material: Nov. 12

- Annual Tissue Report
- Report: Global Paper Markets
- Papermaking: Developing High Quality Printing Surfaces
- Market Analysis: Market Pulp

## Mechanical Specifications

Ad Size	Width (in.)	Depth (in.)	Width (mm)	Depth (mm)
<b>Trim Size of the book</b>	<b>8.50</b>	<b>10.8125</b>	<b>216</b>	<b>275</b>
Full page with bleed	9.00	11.0625	229	282
Full page live area	7.250	10.00	184	254
1/2 page vertical	3.50	9.00	89	229
1/2 page horizontal	7.250	4.50	184	114
1/2 page island	4.750	7.250	121	184
1/3 page vertical	2.250	9.25	57	229
1/3 page horizontal	7.250	3.00	184	76
1/4 page vertical	3.50	4.50	89	114
1/4 page horizontal	7.250	2.250	184	57
1/6 vertical	2.250	4.750	57	121
1/6 horizontal	4.750	2.250	121	57

### NOTES

The publication is produced on a Mac workstation in InDesign. Mac Operating System 9 and 10 files are accepted.

We prefer "press-ready" PDF files.

Acceptable software includes the latest versions of: InDesign, QuarkXPress, Photoshop, Illustrator, Freehand, and Adobe Acrobat PDF.

All colors in all files should be converted to CMYK/process. RGB, Spot, Indexed/Lab Color, Duotone, Pantone, or TOYO inks should be converted to CMYK process.

**Contact:** If you have any questions, please contact John O'Brien at 781-378-2126 or email: [jobrien@paperage.com](mailto:jobrien@paperage.com).

## Ad Rates

**Realistic Rates.** PaperAge offers advertisers realistic ad rates that better reflect the challenging business environment facing companies today.

**Uncomplicated.** Beyond our realistic pricing, we've also simplified our rate sheet. Below, you'll notice a single price for each individual ad size. No more gross price, net price and confusing nickel & dime ad-ons. We've also excluded prices for Black & White ads. But, if you want to run a B&W ad, we'll be happy to give you a quote.

**We want your business** and we're willing to work for it. We continue to offer discounts for frequency. Call us today and let's talk about what we can do for you.



COLOR	Price (US\$)
Full page .....	4500.
1/2 page .....	2250.
1/3 page .....	1750.
1/4 page .....	1500.
1/6 page .....	1200.

### Covers and premium positions.

- Inside front cover: 10%
- Back cover: 20%
- All other premium positions: 10%

### Inserts

Pre-printed inserts may be tipped or bound into the magazine. The rate for an insert is 75 percent of the earned ad size rate, plus non-commissionable tip-on or bindery charge of \$1000. Please call for mechanical specifications of inserts.

### Professional Directory

Ads are: 3 1/2" wide x 1 3/4" deep.  
 1 issue: 300  
 3 issues: 800  
 6 issues: 1500

### Color Classified Ads (rates per column inch)

1-3 inches: 110.  
 4-6 inches: 100.  
 7+ inches: 90.

### Ad Sales Contact

If you would like a quote or have a question about advertising, please contact Michael O'Brien by phone: 781-923-1016 or email: [mobrien@paperage.com](mailto:mobrien@paperage.com)

## Electronic Advertising

*PaperAge.com* offers a variety of advertising products to brand your company, drive traffic to your website, improve your search engine optimization and deliver highly qualified sales leads.

(banner dimensions in pixels. Price per month)

1. **Leaderboard** (660 x 80): \$600.

2. **Horizontal Rectangle** – (420 x 80): \$450.

3. **Horizontal Rectangle** (200 x 400): \$600.

4. **Square** (200 x 200): \$300.

5. **White Paper** – White paper title with brief description and hyperlink to the white paper: \$100.

6. **Text Value Link** – A bold hyperlink positioned below the banners in the right column on the home page: \$150

7. **Global Buyer's Directory.** A company listing in our online buyer's directory includes: company name and logo, address, phone, fax and hyperlink to your company's web site. Base price: \$199 per year.

**Weekly e-Newsletter.** *PaperAge* delivers "Paper Industry News" by email to over 3,000 recipients every Thursday. A banner (450 x 70) with a link to an advertiser's specified web page: \$250 per week.

For further information, monthly web statistics, or a sample of our newsletter, please contact John O'Brien: [jobrien@paperage.com](mailto:jobrien@paperage.com).

*"After the first month of banner advertising, PaperAge.com became the number one referral site for us, even overtaking referrals from Google."*

— Paper industry service company.

*"I greatly value the timeliness of the news articles published on your web site. Keep up the good work!"*

— Consultant to the paper industry.

[www.paperage.com](http://www.paperage.com)

The screenshot shows the PaperAge website home page with several advertising spots highlighted by numbered callouts:

- 1:** A large green banner at the top of the page.
- 2:** A green rectangular banner in the upper right section.
- 3:** A tall, narrow green vertical banner on the right side.
- 4:** A green square banner in the lower right section.
- 5:** A white rectangular box containing the text "Your Company White Paper" with a link below it.
- 6:** A green rectangular banner at the bottom right, containing the text "Your Company Text Link".
- 7:** A blue-bordered box on the left side containing the "Paper Industry BUYERS DIRECTORY" section.

Other visible content on the page includes a search bar, navigation menu, "INDUSTRY NEWS" section with various articles, "PULP AND PAPER PRICES" table, "MARKET ANALYSIS" section, and "BACK ISSUES OF PAPERAGE" section.