



Media Planning Guide  
**PaperAge**  
2017

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## About Us

*PaperAge* is a bi-monthly trade publication focused on the global pulp and paper industry, including tissue, containerboard, paperboard, paper converting and packaging.

The scope of our feature stories involves the entire pulp and paper production line, including technology, automation, mill maintenance, equipment and chemicals, along with interviews with some of the most prominent people in the industry.

Each issue of *PaperAge* delivers paper industry news from around the world, market analysis, public policy and regulation, a view from Europe, global industry events, people on the move, and the driving forces shaping the industry.

Since 1884, *PaperAge* has delivered news and information to the paper industry. In 2017 we promise to continue this longstanding service that the industry has come to rely on.



**WestRock's Steve Voorhees**  
PaperAge's  
Executive Papermaker of the Year

## Editorial Content

PaperAge targets the entire pulp and paper sector. In each issue we deliver:

- **Industry news** from around the world
- **Viewpoints** from some of the industry's most respected experts
- **Market analysis** and forecasts on "benchmark" pulp and paper grades
- **Public policy briefs** from AF&PA on legislation that shapes the industry
- **Feature stories** that go inside the world's pulp and paper mills, unveil groundbreaking papermaking technology from the industry's suppliers, and highlight advanced mill maintenance, energy efficiency and best operational practices.

Our editorial calendar (page 8) will provide you with the primary editorial content scheduled for 2017. Please check with us about two months prior to the publication of each issue for any changes in our editorial schedule.



## Our Readers are Your Top Prospects

Although PaperAge appeals to all paper industry related personnel, it is of the utmost value to the people with purchasing power who source the world looking for technology to improve the performance of their pulp, paper, containerboard and tissue production processes, and paper converting operations.

Why is this segment of our readers important to you?

Because they approve key vendor relationships, chart their company's growth and have the purchasing authority to do business with you. It is this group of influential personnel who:

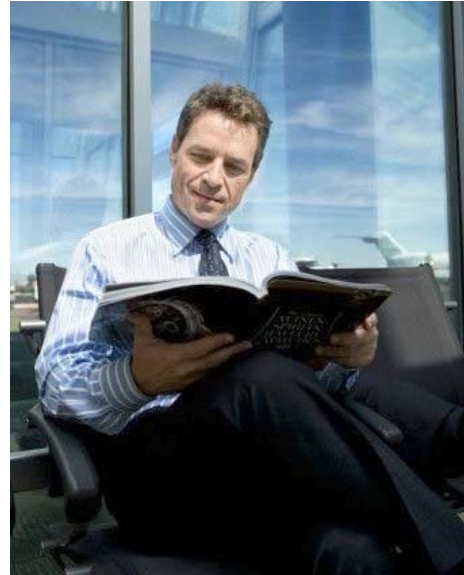
- Approve mill expansion projects.
- Approve machine upgrades.
- Approve which vendors to use for chemicals, machinery, equipment and services.
- Approve budgets and decide how those funds will be allocated.



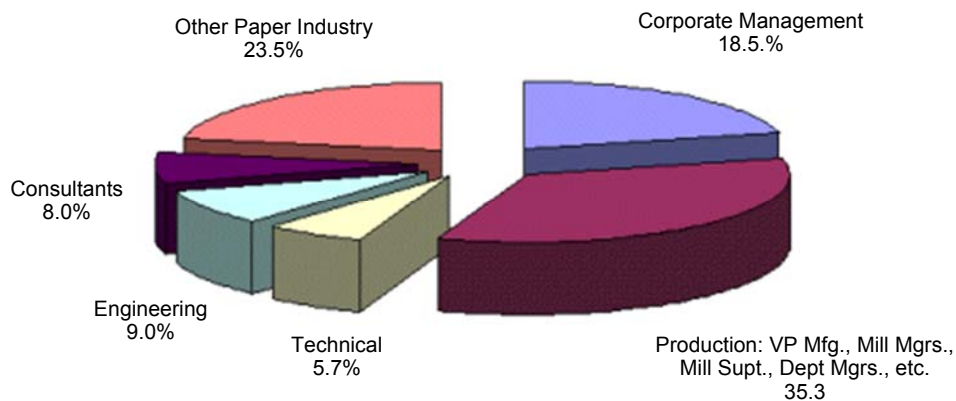
## Circulation/Distribution

PaperAge is available free of charge to all people who work within or in a related profession to the pulp and paper industry. We do, however, target industry personnel with purchasing power. From years of experience in the field, it is our opinion that these decision-makers hold the following job functions:

- Corporate Officers and Directors
- VP's of Manufacturing
- General Managers and Mill Managers
- Mill Superintendents
- Department Managers
- Select production-related personnel



### CIRCULATION ANALYSIS: PERCENTAGE BY JOB FUNCTION



## Testimonials

*“Great publication! Have enjoyed it for many years. Look forward to each issue.”*  
–President, paper company, USA.

*“Excellent publication. Probably the best read in my mills.”*  
–Manager, integrated mill, USA.

*“I really enjoy the magazine. It adds a lot of insight into the issues facing the paper industry.”*  
–Corporate Officer, pulp and paper manufacturer, headquarters, USA.

*“I like PaperAge’s straightforward approach to presenting news and stories that are important to my job. Keep up the good work!”*  
–Mill Manager, integrated mill, Canada.

*“Great magazine!”*  
–Engineer, tissue producer, USA.

*“The PaperAge magazine is interesting with valuable news and articles.”*  
–Production Manager, paper mill, Finland.



## Editorial Calendar

### January/February

Ad Reservation: Jan. 9

Material: Jan. 11

- Paper Company Profile
- Pulping - Chemical treatments for recycled stock
- Market Analysis: Containerboard

*Bonus Distribution: EXFOR 2017 (exhibition show), Montreal, Canada.*

### March/April

Ad Reservation: March 3

Material: March 6

- Executive Papermaker of the Year Interview
- Paper Machine Optimization
- Market Analysis: Uncoated Freesheet

*Bonus Distribution: Paper2017, Chicago (AF&PA and NPTA).  
Papercon (TAPPI)*

### May/June

Ad Reservation: May 8

Material: May 10

- Paper Company Profile
- Automation: Process Control
- Market Analysis: Coated Freesheet

### July/August

Ad Reservation: July 10

Material: July 12

- Paper Company Profile
- Mill Maintenance/Paper Machine Clothing
- Market Analysis: Newsprint

*2-for-1: Full-page advertisers may place an additional full-page ad at no extra cost.*

### September/October

Ad Reservation: Sept. 8

Material: Sept. 12

- South America's Pulp Producers
- Wet End Technology: Chemical Applications
- Roll Technology
- Market Analysis: SC/Groundwood Specialty Papers

### November/December

Ad Reservation: Nov. 6

Material: Nov. 8

- Paper Company Profile
- Trends in the Global Tissue Market
- Coating Applications
- 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        |
| 1/4 page vertical              | 3.50        | 4.50           | 89         | 114        |
| 1/4 page horizontal            | 7.250       | 2.250          | 184        | 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, 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 781-536-4925 or email: [jori-en@paperage.com](mailto:jori-en@paperage.com).

## Ad Rates

Your advertising program in PaperAge is all inclusive at one low price. By this we mean your ad will appear in both print and digital versions of our magazine. No extra fees or additional set up charges. In the digital version, your ad will be a direct link to your website or designated landing page.



| <b>COLOR</b>          | <b>Price (US\$)</b> |
|-----------------------|---------------------|
| Full page .....       | 3495.               |
| 2-page spread .....   | 5995.               |
| 1/2 page island ..... | 1895.               |
| 1/2 page .....        | 1595.               |
| 1/3 page .....        | 1400.               |
| 1/4 page .....        | 1095.               |

### 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.

### 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)

## Digital Advertising

Our website offers a number of advertising products to deliver your company's message, improve brand awareness, drive traffic to your website, improve your search engine optimization and develop qualified sales leads.

### **Banner Ads (pixels): price per month**

1. Leaderboard (660 x 80): \$700.
2. Horizontal Rectangle (420 x 80): \$600.
3. Skyscraper (200 x 400): \$600.
4. Square (200 x 200): \$400.
5. White Paper. White paper title with brief description and hyperlink to the white paper: \$150.
6. Text Value Link. A bold hyperlink positioned below the banners in the right column on the home page: \$200.

### **Site Statistics**

Homepage: 200,000 (avg.) visitors/month.  
Overall website: 600,000 (avg.) visitors/month.

### **Geographic Location of Visitors**

North America – 46%  
Outside of North America – 54%

### **Contact**

For further information about our website and or advertising, please contact:  
John O'Brien at: 781-536-4925  
or [jobrien@paperage.com](mailto:jobrien@paperage.com).

## eNewsletter

PaperAge delivers a compilation of the “most-read” paper industry news via email to over 8100 recipients every Thursday. A banner with a link to the advertiser’s specified web page is only \$250 per week. Our distribution list continues to grow on a daily basis, and you can contact us at any time to receive current figures.

### Newsletter Publication Dates in 2017

|      |      |       |
|------|------|-------|
| 1/5  | 5/4  | 8/31  |
| 1/12 | 5/11 | 9/7   |
| 1/19 | 5/18 | 9/14  |
| 1/26 | 5/25 | 9/21  |
| 2/2  | 6/1  | 9/28  |
| 2/9  | 6/8  | 10/5  |
| 2/16 | 6/15 | 10/12 |
| 2/23 | 6/22 | 10/19 |
| 3/2  | 6/29 | 10/26 |
| 3/9  | 7/6  | 11/2  |
| 3/16 | 7/13 | 11/9  |
| 3/23 | 7/20 | 11/16 |
| 3/30 | 7/27 | 11/30 |
| 4/6  | 8/3  | 12/7  |
| 4/13 | 8/10 | 12/14 |
| 4/20 | 8/17 | 12/21 |
| 4/27 | 8/24 | 12/28 |

### Pricing

Banner advertising on our weekly newsletter starts at only \$250 per week, with no frequency minimum.

### Contact

For further information about our website and or advertising, please contact:

John O’Brien at: 781-536-4925