

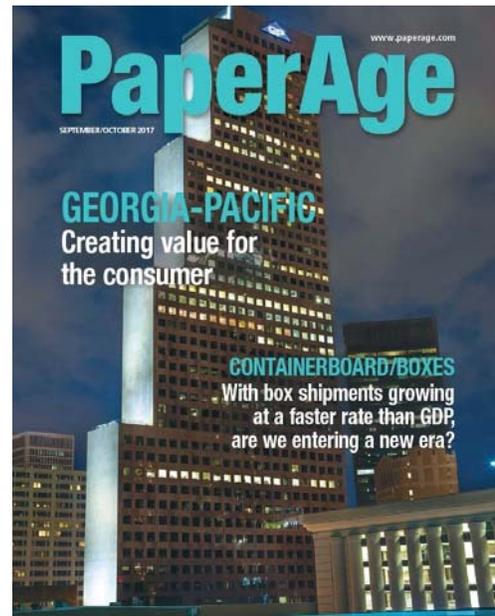
PaperAge

A photograph of a man with white hair, wearing a blue uniform, standing in a paper mill. He is touching a large, vertical sheet of white paper with both hands. To his left, there is a large industrial machine with several rollers. The background is a plain, light-colored wall.

2018
Media Kit

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Our September/October 2017 issue featured an in-depth look at Georgia-Pacific.

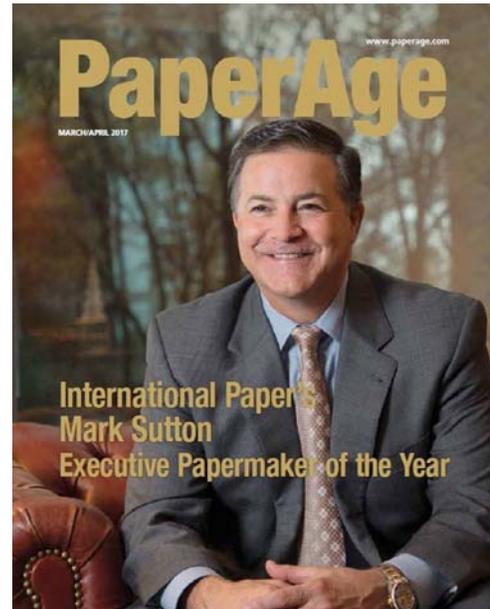
About Us

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

The scope of our feature stories involves the entire pulp and paper supply chain, from raw materials to finishing and shipping. Topics include process technology, automation, mill maintenance, equipment and chemicals, along with exclusive interviews with some of the most prominent people in the industry.

Each issue of *PaperAge* delivers 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 served the global pulp, paper and paper converting industry. In 2018, we will continue to provide the industry with the news and information it has come to trust and rely on.



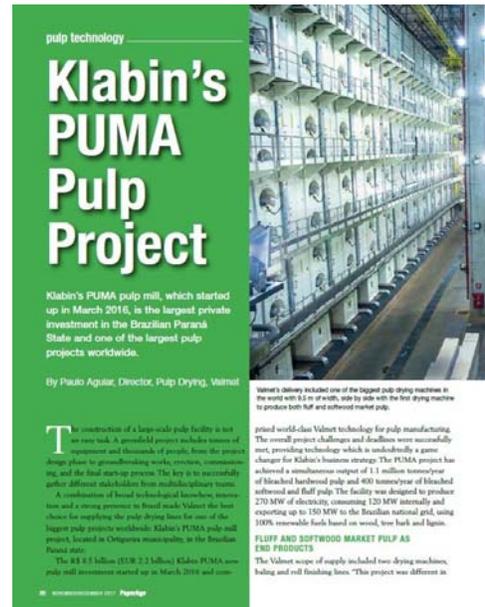
The March/April 2017 issue featured our Executive Papermaker of the Year, International Paper's chairman, Mark Sutton.

Editorial Content

PaperAge focuses on the entire pulp and paper supply chain. In each issue we deliver:

- **Industry news** from around the world.
- **Viewpoints** from some of the industry's most respected experts.
- **Market analysis** and outlooks on major grades of pulp, paper, and recovered fiber.
- **Public policy briefs** from AF&PA on policy and legislation shaping the industry.
- **Feature stories** that go inside the world's pulp and paper mills, highlighting the latest papermaking technology from the industry's suppliers, along with topics on advanced mill maintenance, energy efficiency, paper chemicals, auxiliary equipment, logistics, and more.

Our editorial calendar (page 8) will provide you with the primary editorial content scheduled for 2018. Please check with us about two months prior to the publication of each issue for any changes in our editorial schedule.



During 2017, we featured one of the largest pulp mill expansion projects in the world, Klabin's 1.5 million tonnes per year "PUMA" mill in Brazil.

Our Readers are Your Top Prospects

PaperAge appeals to all paper industry related personnel and is especially useful to the people with purchasing power who are looking for new technology, equipment, chemicals, and services to improve the performance of their pulp, paper, containerboard and tissue production processes, and paper converting operations.

Over 50% of our readers have purchasing power

Readers with purchasing power 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:

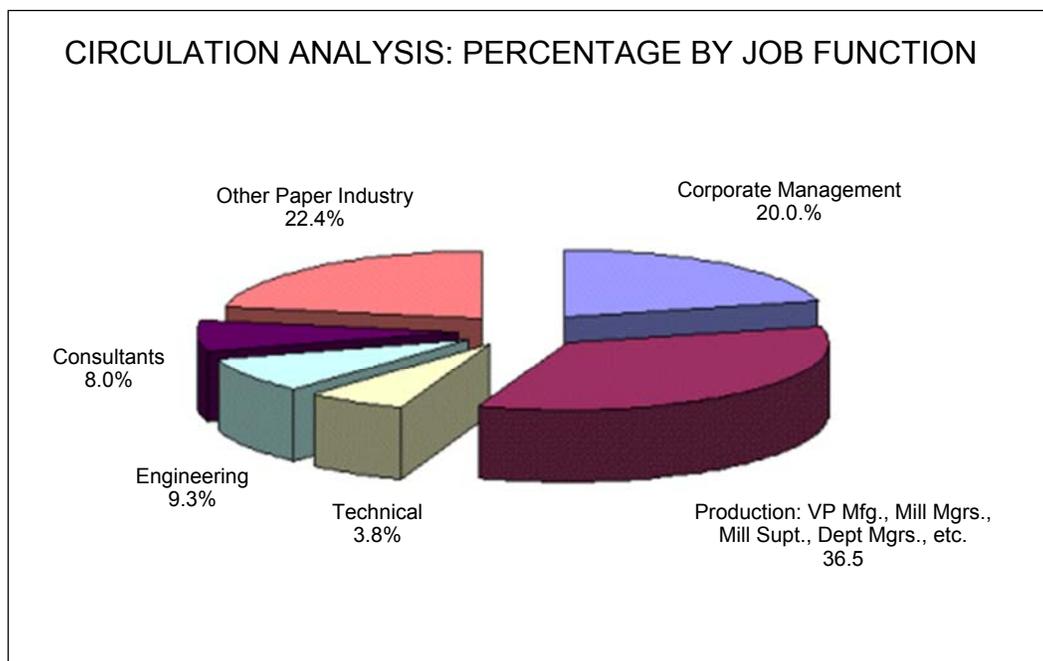
- Approve mill expansion projects.
- Approve machine upgrades.
- Approve which vendors to use for chemicals, machinery, equipment and services.
- Approve budgets and decide how those funds will be allocated.



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



Testimonials

"Keep up the good work! Every issue always has plenty of useful information."

— VP Manufacturing, pulp and paper mill, USA.

"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."

— Pulp & Paper Mill Consultant, Canada.

"PaperAge is a very good magazine. Please keep printing it."

— Process Chemist, pulp and paper 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.

"We receive PaperAge magazine at our mill in Finland and my team enjoys it very much."

— Mill Manager, integrated mill, Finland.



2018 Editorial Calendar

January/February

Ad Reservation: Jan. 9

Material: Jan. 11

- Paper Company Feature
- Paper Machine - Dryer Optimization
- Market Analysis: Containerboard

Bonus Distribution: EXFOR 2018 (exhibition show), Montreal, Canada.

March/April

Ad Reservation: March 6

Material: March 8

- Executive Papermaker of the Year Interview
- Paper Chemicals - Coating
- Market Analysis: Uncoated Freesheet

*Bonus Distribution: Paper2018, New York (AF&PA and NPTA).
Papercon (TAPPI)*

May/June

Ad Reservation: May 7

Material: May 9

- Paper Company Feature
- Automation: Mill Remote Monitoring
- Market Analysis: Corrugated Boxes/Packaging

July/August

Ad Reservation: July 9

Material: July 11

- Pulp Producer Feature
- 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. 7

Material: Sept. 10

- Paper Company Feature
- Roll Technology
- Logistics Efficiency
- Market Analysis: Containerboard

November/December

Ad Reservation: Nov. 9

Material: Nov. 12

- Europe: Paper Company Feature
- Tissue Market Trends
- Paper Chemicals: Additives
- Market Analysis: Market Pulp

Mechanical Specifications

Ad Size	Width (in.)	Depth (in.)	Width (mm)	Depth (mm)
Trim Size (of the book)	8.50	10.8125	216	275
Full page with bleed	9.00	11.0625	229	282
Full page ("live" area)	7.50	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: jorien@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.



COLOR	*GROSS	NET
Full page	4,230.	3,595.
2-page spread	7,695.	6,495.
1/2 page island	2,350.	1,995.
1/2 page	1,995.	1,695.
1/3 page	1,640.	1,450.
1/4 page	1,525.	1,295.

All rates are in US dollars.

*Gross Rates apply to advertising agencies only. All others use net rates.

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.

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

Leaderboard (660 x 80): \$700.

Horizontal Rectangle (420 x 80): \$600.

Skyscraper (200 x 400): \$600.

Square (200 x 200): \$400.

White Paper. Title with brief description and hyperlink to the white paper: \$200.

Text Value Link. A bold hyperlink positioned below the banners in the right column on the home page: \$200.



www.paperage.com

Site Statistics

Homepage: 175,000 (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 email: jobrien@paperage.com.

eNewsletter

PaperAge delivers a compilation of the “most-read” paper industry news via email to over 8,000 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 2018

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

PaperAge

PAPER INDUSTRY NEWS - THURSDAY 2017

RESERVE THIS BANNER SPACE
(450 X 70 pixels)

PULP, PAPER & PACKAGING

Graphic Packaging and International Paper to Create a \$6 Billion Integrated Paper-Based Packaging Company
The deal is structured as a new partnership comprised of Graphic Packaging's existing businesses and International Paper Company's North America Consumer Packaging business. Graphic Packaging Holding Company will own ...
[read full story](#)

UPM Paper ENA Plans to Reduce Graphic Paper Capacity, Optimize Operations
In response to overcapacities in the North American paper market, UPM plans to permanently close paper machine 5 at UPM Blandin in Minnesota (USA), reducing the annual capacity by approximately 128,000 tons of coated magazine paper. The closure is expected to be completed by ...
[read full story](#)

Stora Enso to Invest EUR 94 Million at its Enocell and Imatra Pulp Operations
Stora Enso's Enocell Mill, part of the Biomaterials division, will be converted to focus entirely on production of dissolving pulp. The softwood pulp production will be gradually discontinued after ...
[read full story](#)

Ahlistrom-Munksjo Achieves ISO 50001:2011 Certification for Rottersac and Stenay Paper Mills in France
"In our production units, energy is assessed using both the input of electricity and heat energy. EnMS is a tool that enables us to implement continuous improvement plans in using energy more efficiently, including a better measuring and analyzing of our sites" ...
[read full story](#)

Pricing

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

Contact

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