



# PaperAge

## 2023

## Media Kit

## THE MAGAZINE

PaperAge is the paper industry's most trusted source for industry news, the latest available technologies in pulp and paper manufacturing and paper converting, market trends, developments in sustainable paper-based products, international trade, and trends shaping the industry around the world.

Our mission is to deliver information that allows readers throughout all segments of the paper industry to make informed decisions and develop innovative solutions that contribute to the success of their organizations.

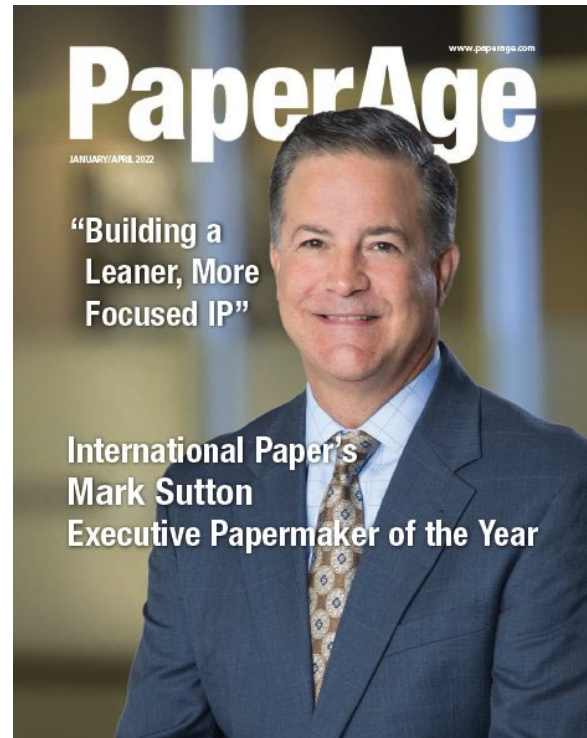
Suppliers to the paper industry — our advertisers — contribute a balanced portion of the cutting-edge technology articles we publish.

### Subscriptions

Subscriptions to PaperAge are free of charge to people involved in the pulp and paper industry. A shipping and handling charge applies to subscription requests from outside of North America.

### Frequency

PaperAge is published five times per year, and with the exception of our January/April issue, is a bi-monthly publication.



Our **January/April 2022** issue featured an exclusive interview with our “Executive Papermaker of the Year” Mark Sutton, Chairman and CEO of International Paper.

International Paper's North American containerboard mill system has the capacity to produce about 13.9 million tons per year, of which 80% percent is used within the company's 219 converting facilities that service approx. 20,000 customers.



## EDITORIAL CONTENT

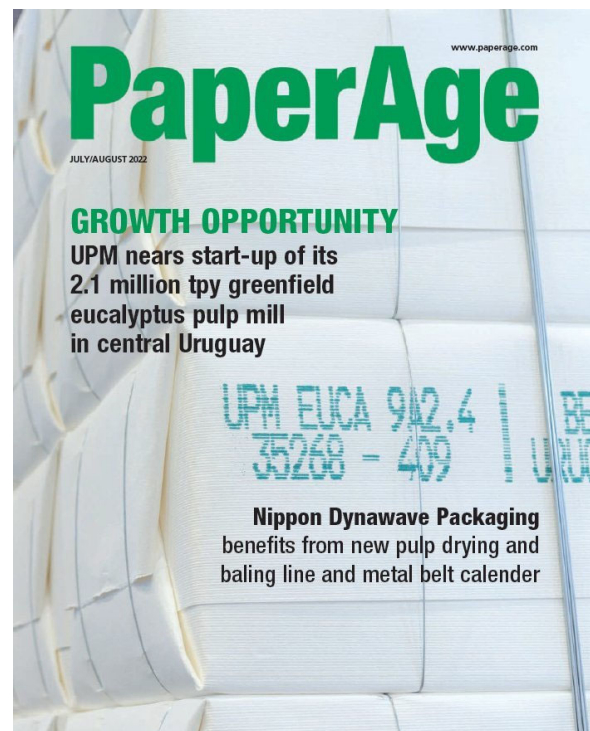
The scope of our feature articles involves the entire pulp and paper supply chain – from raw materials to production to finishing/converting, shipping and distribution. Topics include process technology, automation, mill maintenance, machinery and chemicals, along with exclusive interviews with some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

In addition, each issue of PaperAge delivers industry news from around the world, market insights, industry events, people on the move, and public policy and regulatory matters shaping today's paper industry.

Our **July/August 2022** issue featured a progress report on UPM's greenfield eucalyptus pulp mill in Uruguay.

Besides the mill, UPM's total investment of USD 3 billion also includes a pulp terminal in the port of Montevideo as well as investments in local facilities in Paso de los Toros.

The start-up of the 2.1 million tonne per year pulp mill is expected by the end of the first quarter of 2023.



## READERSHIP

PaperAge appeals to all paper industry related personnel, and it is especially valuable to the people with purchasing power who source the world looking for ways to improve the performance of their pulp, paper, tissue, containerboard and paper converting operations, while creating a more efficient production environment.

### **Distribution**

PaperAge is distributed to professionals who work for pulp and paper manufactures and paper converters in North America, as well as consultants and industry suppliers.

### **Why is this group 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, equipment/machinery and services.
- Approve budgets and decide how those funds will be allocated.

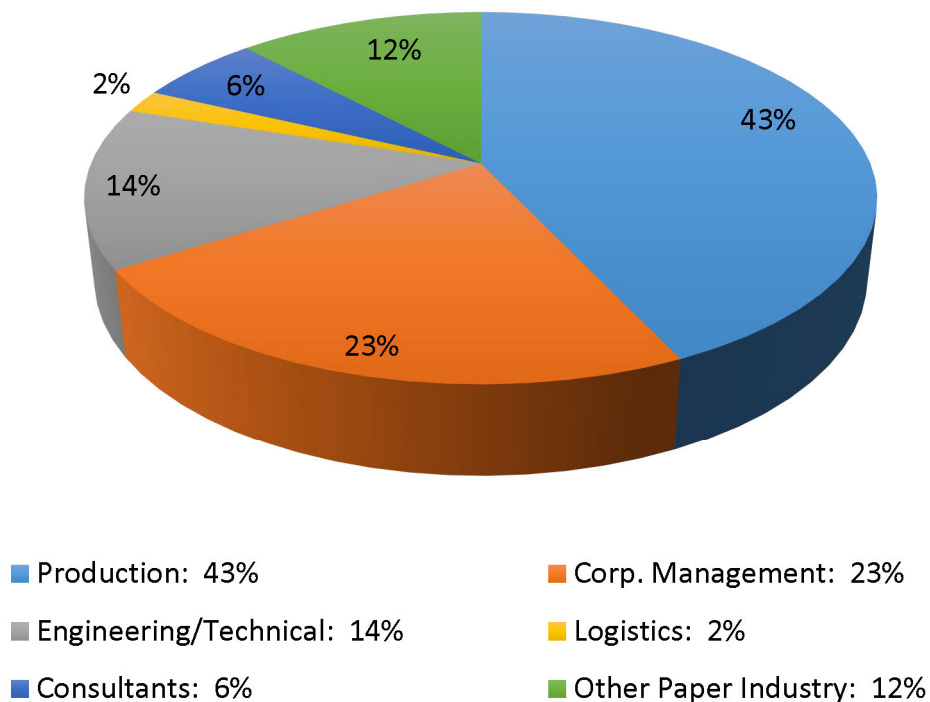


## OUR READERS

Professionals throughout the entire paper industry supply chain read PaperAge; from woodlands operations to pulp and paper production to finishing, converting and shipping.

- Corp. Officers and Directors of Companies
- Vice Presidents of Manufacturing
- General Managers
- Mill Managers
- Mill Superintendents
- Mill Department Managers
- Purchasing/Procurement Managers
- Mill Supervisors
- Technical Directors
- Research & Development
- Chemists
- Mill Engineers, i.e. maintenance, power, chemical, process, etc.
- Shipping and Logistics Coordinators
- Industry Consultants
- Suppliers to the paper industry

### CIRCULATION BY JOB FUNCTION



## 2023 EDITORIAL CALENDAR

### January/April

Ad Reservation: Feb.27

Ad Material: March 1

- An interview with PaperAge’s “Executive Papermaker of the Year ” (TBA)
- Paper Packaging: Barrier Coatings
- Process Optimization: Digitally-Enabled Quality Control Systems

### May/June

Ad Reservation: May 9

Ad Material: May 11

- Mill Modernization: Georgia-Pacific’s Brewton Containerboard Mill
- Material Handling
- Mill Maintenance

### July/August

Ad Reservation: July 10

Ad Material: July 12

- Paper Chemicals: Fiber Modification
- Tissue Converting Technology
- Paper Machine Productivity

### September/October

Ad Reservation: Sept. 11

Ad Material: Sept. 13

- Company Profile: WestRock
- Paper Machine Technology
- Printing Techniques for Paper-based Packaging

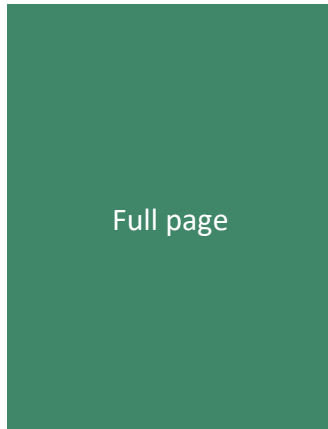
### November/December

Ad Reservation: Nov. 6

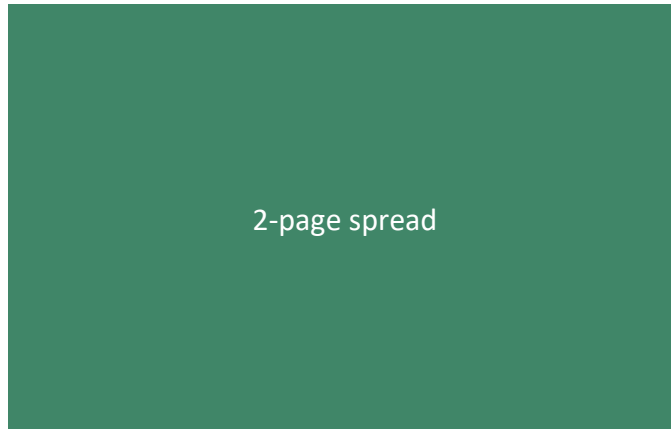
Ad Material: Nov. 8

- Tissue Market Insights
- Mill-Wide Automation
- Energy Production—Technologies and Services

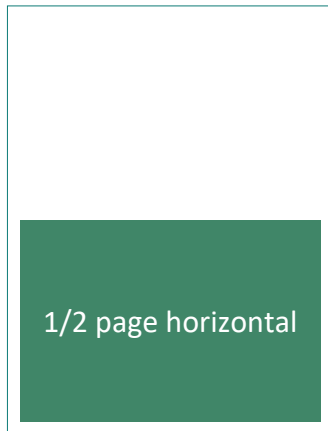
## MAGAZINE ADVERTISING



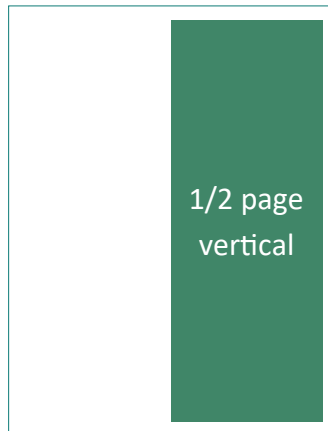
Full page



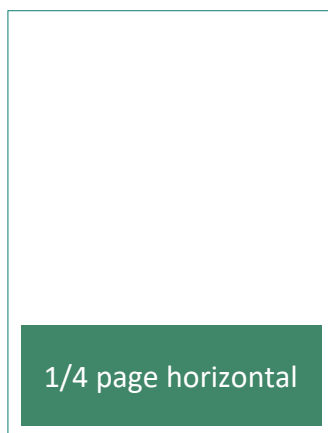
2-page spread



1/2 page horizontal



1/2 page  
vertical



1/4 page horizontal



1/4 page  
vertical

### Premium Positions

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

### Inserts

Inserts are stitched into the magazine on 100# stock. Prices vary per issue due to changes in circulation numbers, and whether or not advertiser supplies printed inserts or digital file. Please contact us for pricing.

### Belly Bands

Bellybands wrap around the outside of the magazine. Prices vary per issue due to changes in circulation numbers, and whether or not the advertiser supplies printed belly bands or a digital file. Please contact us for pricing.

**Ad Sales Contact.** If you would like a quote or have a question about advertising, contact Michael O'Brien by phone 781-378-1253 or by email: [mobrien@paperage.com](mailto:mobrien@paperage.com).

## MECHANICAL SPECIFICATIONS

Ad Size	Width (in.)	Depth (In.)	Width (mm)	Depth (mm)
2-page spread (with bleed)	17.25	11.0625	438	2.75
Full page (with bleed)	8.75	11.0625	216	275
1/2 page (horizontal)	7.250	4.50	184	114
1/2 page (vertical)	3.50	9.0	89	229
1/4 page (horizontal)	7.250	2.250	184	57
1/4 page (vertical)	3.50	4.50	89	114

*Note: Only full-page and 2- page spread ads can bleed. We do not offer bleed for fractional ads.*

### General Guidelines

We encourage advertisers to provide “Press Optimized” (high resolution) PDF files.

The page size in your layout should be the final trim size. We cannot adjust the size after the PDF is created.

If the file (full page ad only) is supposed to bleed, make sure the bleed is 1/8” off the page on all four sides.

Make sure all fonts are embedded. Include all downloadable fonts.

Make sure all photos, images and graphics are CMYK mode and not RGB.

All images and graphics should be 300 dpi at 100% scale. Anything less will produce reduced quality printing.

### Publication Information

**Paper Stock:** 65-lb. gloss-coated.

**Method of Printing:** 10-color, sheet fed press.

**Line screen:** 200 LPI.

**Binding:** Saddle-stitched.

**Production:** Adobe InDesign.

**Ad Positioning:** Apart from premium ad placements, vertical ads are placed along the outside of the page and horizontal ads are placed at the bottom of the page.

**Proofs:** We do not supply proofs.

**Storage of Digital Ad Files:** 24 months.

**Contact:** If you have any questions, please contact John O’Brien at: 781-536-4925 or email: [jobrien@paperage.com](mailto:jobrien@paperage.com).



## DISPLAY AD RATES (net to PaperAge)

Ad Size	1x	3x*	5x*
2-page spread	\$6,495	\$5,995	\$5,795
Full page	\$3,895	\$3,695	\$3,495
1/2 page	\$1,895	\$1,795	\$1,695
1/4 page	\$1,495	\$1,395	\$1,295

\*Frequency discount.

### Sponsored Content

Sponsored content allows your company to benefit from the values of content marketing with an engaged audience already looking to PaperAge for the latest solutions, trends and ideas to help them grow and prosper.

### Format Options

1. Copy and images are provided by the advertiser and PaperAge creates the sponsored content page(s).
2. The advertiser creates/designs their own sponsored content page and delivers the file as a print-ready (high resolution) PDF to PaperAge.

### Pricing

Due to the above-outlined options, please contact us for pricing.

sponsored content

### The Lowdown on Low Angle

By Frank Mathews, Motion

A common misunderstanding, especially in the paper industry, is that a universal joint driveline (or Cardan shaft) must operate at three degrees minimum misalignment. This concept causes mills and plants to spend unnecessary resources to create this minimum misalignment value. Additionally, this three-degree-or-greater value causes decreased reliability in the application.

The concept of three degrees of misalignment or greater originated from applications involving a prime mover (e.g., a motor) with vibratory power input, such as a diesel or gasoline engine. In these applications, the driveshaft must operate at three degrees to effectively transmit this vibrational power.

The driveshaft does not need to operate at three degrees or greater in applications with smooth power input (e.g., an electric motor). In these applications, low angle will increase the total operational lifetime of the driveshaft. A bearing lifetime equation is below.

$$L_h = \frac{L_c \cdot 10^{10}}{n \cdot \beta \cdot T^{\frac{1}{3}} \cdot K_1}$$

**Where:**  
 $L_c$  = Bearing Capacity Factor  
 $n$  = Operating Speed (rpm)  
 $\beta$  = Operating Deflection Angle  
 $T$  = Operating Torque  
 $K_1$  = Shock Factor

The operating deflection angle ( $\beta$ ) is in the denominator of this calculation. If zero degrees were inputted, the value would become infinite. As the angle approaches zero, the bearing life equation becomes unstable. For this reason and general selection purposes, lifetime calculation is done using three degrees or true operating

angle if above this value. At low angle with an electric motor driving, the rolling elements will have very little oscillation on the journal trunnion on which it rides. This will decrease overall internal friction and reduce wear over its lifetime. In some cases of extreme low angle, the rolling elements will become static, which would theoretically provide an infinite bearing lifetime. Image 2 shows a cutaway view of a Cardan shaft bearing assembly's general configuration and operation.

A Cardan shaft can be used in many locations; most will accept up to 15 to 20 degrees of total misalignment. If space permits, they can offer a very long operational lifetime with decreased maintenance costs and greater flexibility in operational constraints. This can be an excellent alternative to replacing gear coupling floating shafts, disc coupling assemblies and many other rotating coupling types.



Image 2: Cardan shaft assembly cutaway





Image 1: Installed in a paper mill, this driveshaft features two universal shaft joints that find a misalignment issue. The gear couplings were also replaced.

Another benefit to implementing Cardan shaft assemblies would be advance warning of impending failure. Unlike other rotating couplings, driveshaft issues can typically be caught before complete failure using temperature measurements, deflection checks, and detecting vibration during operation.

Though this article has concentrated on minimum operating angles, focus is needed to confirm that parallelism of the mating flanges is within specifications. In any existing or new application where a Cardan shaft can be implemented, please contact the experienced engineering team at Motion's Mill Services. They can help determine the proper fit and series for the application.



A certified mechanical engineer, Frank Mathews is the branch manager of Motion's Mill Services and has more than ten years of experience with driveshafts and their applications. For more information, visit [www.paperage.com](http://www.paperage.com) or the Mill Services webpage: [motionmillservices.com](http://motionmillservices.com)

## TERMS AND CONDITIONS

**CONTRACT AND COPY CONDITIONS:** Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format.

**PAYMENT AND COMMISSIONS:** The advertising rates above represent "net" rates paid to the publisher, as they do not include agency commissions.

**Credit Card:** Payments made by credit card are subject to a processing fee.

**Positioning:** Positioning requests will be considered but not guaranteed unless position is paid for and specified in the publisher's insertion order. The ultimate position of each advertisement is at discretion of publisher.

**PROTECTIVE CLAUSES:** Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the publisher. The publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

## WEBSITE

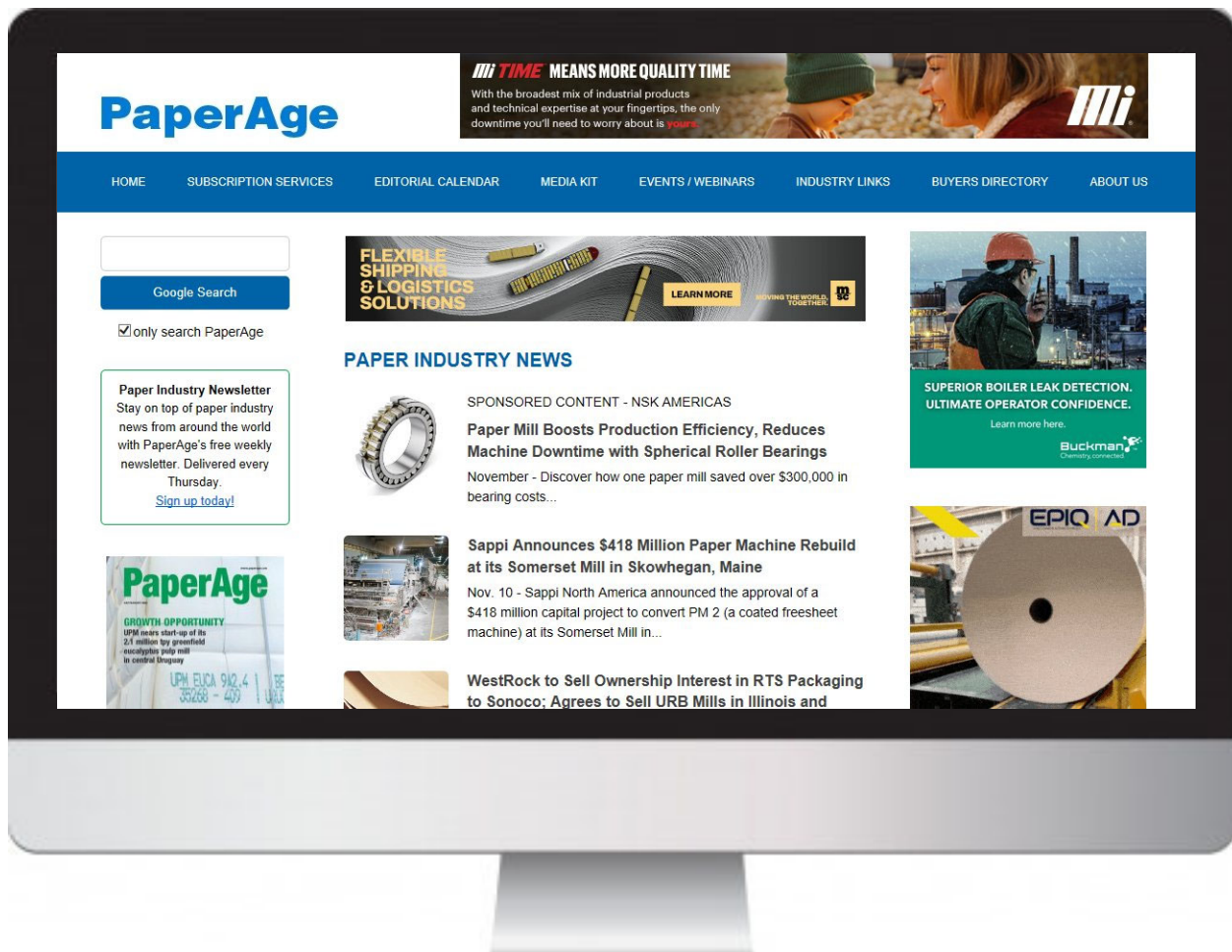
PaperAge's website is updated daily and features worldwide paper industry news, as well as market insights, new product launches and technological developments from industry suppliers. Our site also offers current and past issues of PaperAge magazine, an extensive archive of news articles, listings of industry events and links to pulp and paper producers around the world.

## Statistics

- Avg. monthly users: 7,606
- Avg. monthly sessions: 14,969
- Avg. monthly pageviews: 35,933
- Avg. time per visitor session: 2.50 min.

## Geo location

- North America: 61.8%
- Europe: 20.1%
- Asia (all regions): 10.5%
- Latin America/So. America: 3.3%
- Rest of World: 4.3%



## WEBSITE ADVERTISING

### Leaderboard

Dimensions: 728 x 90 pixels (35k max).

Position: Top of homepage.

\$995/ month

### News Leader

Dimensions: 550 x 90 pixels (35k max).

Position: Middle of page above news.

\$800/month.

### Sponsored Content

Headline and lead-in copy positioned at top of industry news. Linked to advertiser specified landing page. \$500/month

### Skyscraper

Dimensions: 250 x 500 pixels (35k max).

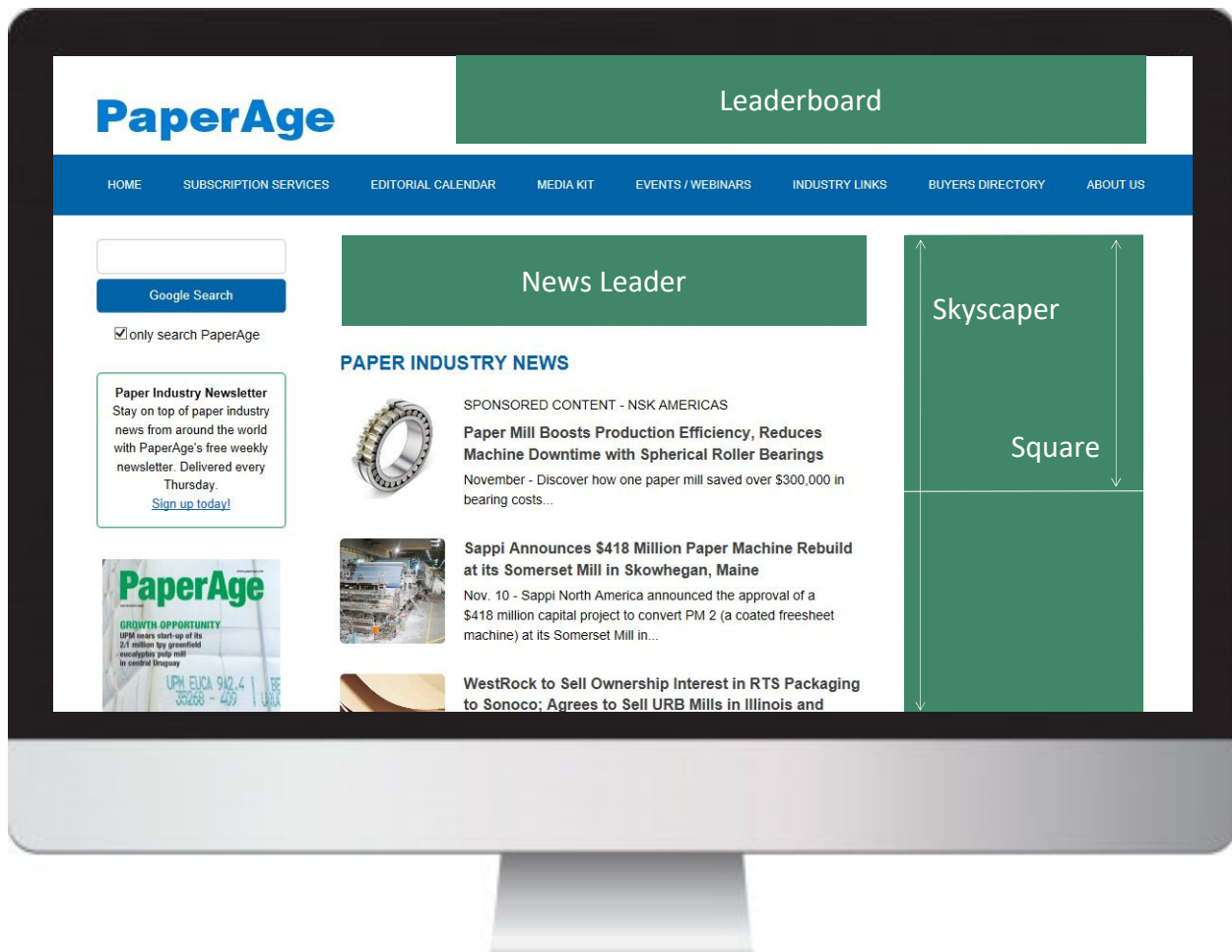
Position: Top of right column.

\$800/month.

### Square

Dimensions: 250x 250 pixels (35k max).

Position: Right column. \$500/month.



## NEWSLETTER ADVERTISING

PaperAge’s weekly newsletter is delivered by email to over 5,000 subscribers every Thursday and contains a round-up of the “most-read” weekly pulp and paper industry news stories from around the world.

The newsletter is created in basic HTML code, which greatly increases delivery rate. In addition, our newsletter is designed with simplicity in mind. It’s a single column format that is ideal for all web browsers and responsive to mobile devices. Our delivery rate averages 99 to 100 percent.

### NEWSLETTER BANNER: \$300 per insertion

**DIMENSIONS** 500 x 90 pixels

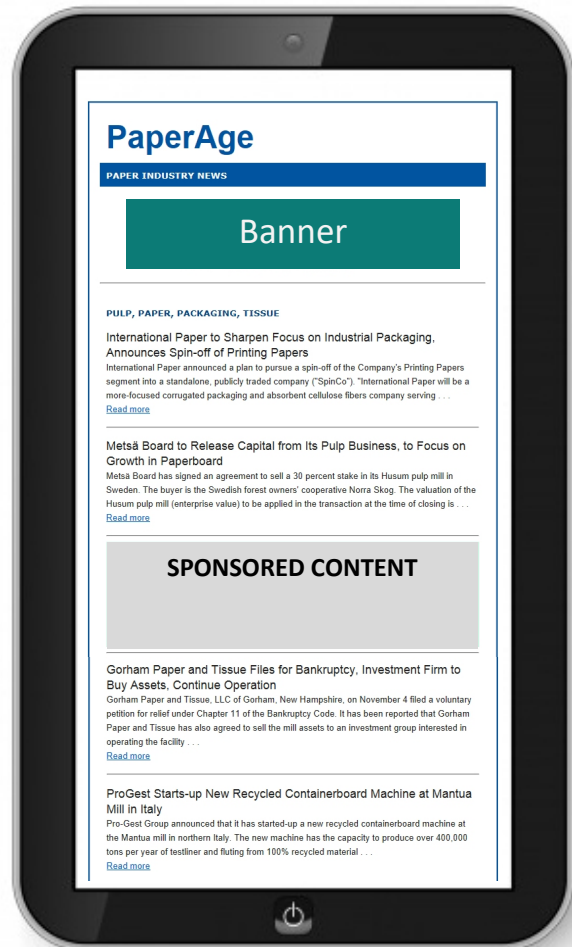
**FILE SIZE** 40k maximum

**FORMAT** JPG or GIF (no animations)

### SPONSORED CONTENT: \$300 per insertion

The headline and lead-in copy appear in a shaded rectangle linked to a designated landing page.

**MAXIMUM LEAD-IN CHARACTER COUNT: 150.**



### Newsletter Delivery Dates in 2023

January: 5, 12, 19, 26

February: 2, 9, 16, 23

March: 2, 9, 16, 23, 30

April: 6, 13, 20, 27

May: 4, 11, 18, 25

June: 1, 8, 15, 22, 29

July: 6, 13, 20, 27

August: 3, 10, 17, 24, 31

September: 7, 14, 21, 28

October: 5, 12, 19, 26

November: 2, 9, 16, 30

December: 7, 14, 21, 28