

The Pulse

2026 Media Kit

WHO ATTENDS?

The entire supply chain involved in the pulp and paper industry.

- Pulp Producers
- Paper Producers
- Containerboard and Paperboard Producers
- Tissue Producers
- Paper Converters
- Paper Distributors, Paper Merchants, Importers and Exporters
- Companies involved in Logistics, i.e. Freight, Transportation and Warehousing
- Industry Suppliers and Service Providers
- Consultants

“The Pulse” at Paper Meets LIVE! 2026

The Pulse will be distributed to all registrants at Paper Meets LIVE!, May 12-14, 2026 at the Opal Sands Resort in Clearwater Beach, Florida.

The Pulse is published as a single issue and will be available during each day of the event. The publication includes a schedule of events, editorial content from AF&PA and NPTA, paper industry news, company updates from manufacturers and distributors, people on the move, and much more.

The Pulse is published by O’Brien Publications, the publisher of *PaperAge* magazine.

About Paper Meets LIVE!

Paper Meets LIVE! is the premier event for the international paper industry. It is co-hosted by the American Forest & Paper Association (AF&PA) and the National Paper Trade Association (NPTA). This annual event offers unparalleled business opportunities for attendees of the convention, who come from all over the world and represent virtually all segments of the pulp, paper and converting supply chain.

Contact us today for further information about advertising in *The Pulse*.



(l-r) Paul Biesiadecki, Vice President, Sales, Paper & Packaging for Mativ, is presented with NPTA’s Stanley O. Styles Industry Excellence Award by Ryan Elwart, Group President for Mativ, during the 2025 Luncheon.

AD SIZES

The Pulse—Display Ad Sizes

Ad Size	Width (in.)	Depth (in.)	Width (mm)	Depth (mm)
TRIM SIZE (actual page size)	12.00	16.00	305	407
Full page (with bleed)	12.25	16.25	311	413
Full page (no bleed)	11.00	15.00	279	381
1/2 page (horizontal)	11.00	7.125	279	181
1/2 page (vertical)	5.3125	14.50	135	368
1/4 page (horizontal)	8.125	4.50	206	114
1/4 page (vertical)	5.3125	7.125	135	181

Stanley O. Styles Congratulatory Ads

Standard	2.50	3.25	63.5	82.5
Double Height	2.50	6.50	63.5	165

Paper Stock: The Pulse is printed on 80lb gloss text and saddle stitched.

Production Notes

The Pulse is produced on a Mac in InDesign. Acceptable software includes the latest versions of: InDesign*, Photoshop, Illustrator*, and Adobe Acrobat PDF.

** It is necessary to supply all support images in tiff or eps format (linked, placed, imported, stored in publication, etc.).*

Keep "live" text and image area at least 1/2" from the final trim.

We prefer to receive an ad file as a "print-ready" pdf (resolution: 300 dpi).

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

Deadlines

1. Reserve ad space by **April 10, 2026**.
2. Materials are due by **April 17, 2026**.

Of course, the earlier the better.

Delivering Your File

Email. We can accept files by email up to 25 mbs. Send to John O'Brien: jobrien@paperage.com. We can also retrieve a file from platforms such as DropBox. However, be sure to contact John O'Brien prior to sending a link to the DropBox file.

Questions

If you have any questions about preparing or delivering your display ad, or submitting a press release, please contact:

John O'Brien, Managing Editor
O'Brien Publications, Inc.
jobrien@paperage.com
781-536-4925 (office)

AD RATES

The ad rates below are based on the advertiser supplying a "print-ready" (high resolution) pdf.

The Pulse - Display Ads

Two-page spread	\$7000.
Full page	\$3750.
1/2 page	\$2500.
1/4 page	\$1640.

Stanley O. Styles Congratulatory Ads

Standard	\$395.
Double Height	\$750.

Rates

The rates listed above are "NET" rates. All figures in U.S. dollars.

Special Page Positions

Add 20% to earned rate.

Mechanical Specification Reminder

Final trim size of the book: 12.0" x 16.0".

Paper stock: 80 lb gloss text.

Ad Sales Contact

Mike O'Brien, Publisher

O'Brien Publications, Inc.

PO Box 904, Cohasset, MA 02025 USA

phone: 781-378-1253

email: mobrien@paperage.com



The Pulse

Welcome to Paper Meets LIVE! 2025



Heidi Brook
President and CEO,
SEPA

Mark Lewis
Executive Vice President,
NPTA

On behalf of the American Forest & Paper Association (AF&PA) and the National Paper Trade Association (NPTA), it's our pleasure to welcome you to Paper Meets LIVE! 2025 — the premier networking event for our industry.

We're thrilled to build on the momentum of this first-in-class event with key program updates and an exciting announcement about Paper Meets LIVE! 2025.

Important Reminder
This is an exclusive event. All attendees must be registered. Please wear your event badge at all times. Credentials are required for entry to all Paper Meets LIVE! 2025 activities, including customer/supplier appointments.

Event Highlights
New Day! Tuesday Luncheon & Keynote (sponsored by *Sylvamo*). Join us as we

celebrate the leadership and achievements of Paul Biesiadocki, Vice President, Sales, Paper & Packaging, Metá — recipient of the 2025 Stanley O. Styles Industry Excellence Award. Our keynote speaker, Alex Chausovsky, Director, Analytics & Consulting, Bundy Group, will deliver a dynamic economic and policy update, "What to Expect for the Remainder of This Year & Beyond."

Wednesday Networking & Happy Hour (sponsored by *Metá*). Wednesday is all about connections: All-day networking appointments and networking Happy Hour at 6 p.m. on the Event Lawn (next to the outdoor pool). Relax, reconnect and grow your business network.

Thursday Wrap-Up & NPTA Emerging Leaders Workshop. We'll close the event with final networking appointment block, NPTA Emerging Leaders Workshop featuring Andrew Snyder, COO, Clamitt Paper Company, Todd Kalkooley, Sales Director, Metá Americas, and Paul Biesiadocki, 2025 Stanley O. Styles Award Recipient. Gain valuable insights from professionals who have successfully advanced through NPTA's Emerging Leaders Program.

Looking Ahead, Paper Meets LIVE! 2026
We're excited to announce that Paper Meets

LIVE! 2026 will return to the Opal Sands Resort with new spring dates: May 12-14, 2026. This timing reduces the risk of hurricane season disruptions and avoids conflicts with the busy fall industry calendar. Registration will open in December.

Thank You
Thank you for committing your time and resources to be here. Paper Meets LIVE! thrives on the face-to-face connections and partnerships built here. We look forward to a collaborative event that delivers high value through meaningful business relationships. Enjoy Paper Meets LIVE! 2025 — the "must-attend" event of the year.

AF&PA and NPTA Welcome New Members
As a reminder, Paper Meets LIVE! suite and meeting room hosts are exclusive to AF&PA and NPTA member companies. This year, we're pleased to welcome new companies to our associations. AF&PA Welcomes: K.T.G. (USA) Inc., and Crown Paper Group. NPTA Welcomes: Cauthorne Paper Company, Keypoint Intelligence, Service Transportation, Inc., and Spinnaker - A Macris Company.

The State of Paper Advocacy: A Complex, Evolving Economic and Political Landscape

By Terry Webber, Vice President of Industry Affairs, AF&PA



This past year, the paper industry has faced a rapidly evolving political and economic climate. From the patchwork nature of state Extended Producer Responsibility (EPR) proposals to uncertain global trade dynamics and radical shifts in federal policies and regulations, the American Forest & Paper Association (AF&PA) continues to remain nimble as the leading advocate for the industry.

In 2025, we're focusing our advocacy efforts on policies and regulations that promote and enable us to create the jobs our industry supports and the products we make.

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industry as one of the largest manufacturing industries in America, employing over 925,000 American workers in good-paying jobs — many in rural communities — and manufacturing more than \$435 billion in essential products used every day.

A good portion of those products — nearly 30% of U.S.-produced communication paper, representing about \$6.5 billion of paper products produced — is delivered

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The Pulse from Paper Meets LIVE! 2025.