

tobaccoreporter

2024 MEDIA PLANNER



About Us

Established in 1874, *Tobacco Reporter* has been a global source for the latest developments for a century and a half. Starting as a weekly newsletter, over the years, we grew our circulation, content reach and audience along with the industry and its stakeholders. Today's *Tobacco Reporter* is a multimedia source for information, thought leadership and opinion pieces, updates on patents, news and industry current events and special features. From print to online to our deep partnerships with marquee global events, like GTNF, TabExpo and the World Tobacco conferences, and our joint venture with *Vapor Voice* in the *Industry Guide*—the seminal yearly procurement tool used by over 1,700 purchasing professionals annually—*Tobacco Reporter* is a must-have for anyone in and around tobacco and nicotine today.

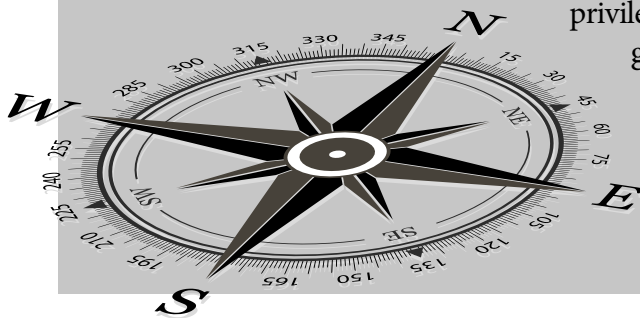
Our Mission

The breadth and depth of *Tobacco Reporter's* reach, partnerships and coverage is the expression of our core mission: **to be the essential guide to global tobacco and nicotine affairs.**

It informs everything we do, from our **carefully cultivated audience of decision-makers and leaders** across the tobacco and nicotine space to our **expansive reach of 591,000 online readers and 5,000 print subscribers** to our partnerships with leading global events where *Tobacco Reporter* features as an **exclusive media partner.**

What makes *Tobacco Reporter* essential is our commitment to a wide range of factual industry content. We know our readers use *Tobacco Reporter* to catch up on industry intel and even make key decisions with our information, and we are

privileged to be stewards of this trust. From general daily news to wide-ranging reports on the most challenging issues impacting the industry, we invest in ensuring that every piece of content placed online or in print is **accurate, timely, thoroughly researched and factual.**



150 Years of Trade Publishing Experience Meets 21st Century Content Delivery



Print

In readers' hands

5,000+ stakeholders reached monthly

111 countries in circulation

Distribution at GTNF, TMA, Intertabac and World Tobacco events

Produces *The Industry Guide*, the only true global procurement resource

Curated Website

Immersive experience: daily news, in-depth articles researched on-site and with experts, thought-leadership pieces

Audience has grown 458% since 2019

Users in every country (except Greenland and Central African Republic)

Digital Edition

Designed for mobile and tablet for pros on the go

Featured online and in the monthly *TR* newsletter

Reaches another 5,000 trusted business research sources

Bespoke Options

450+ concentrated followers on LinkedIn

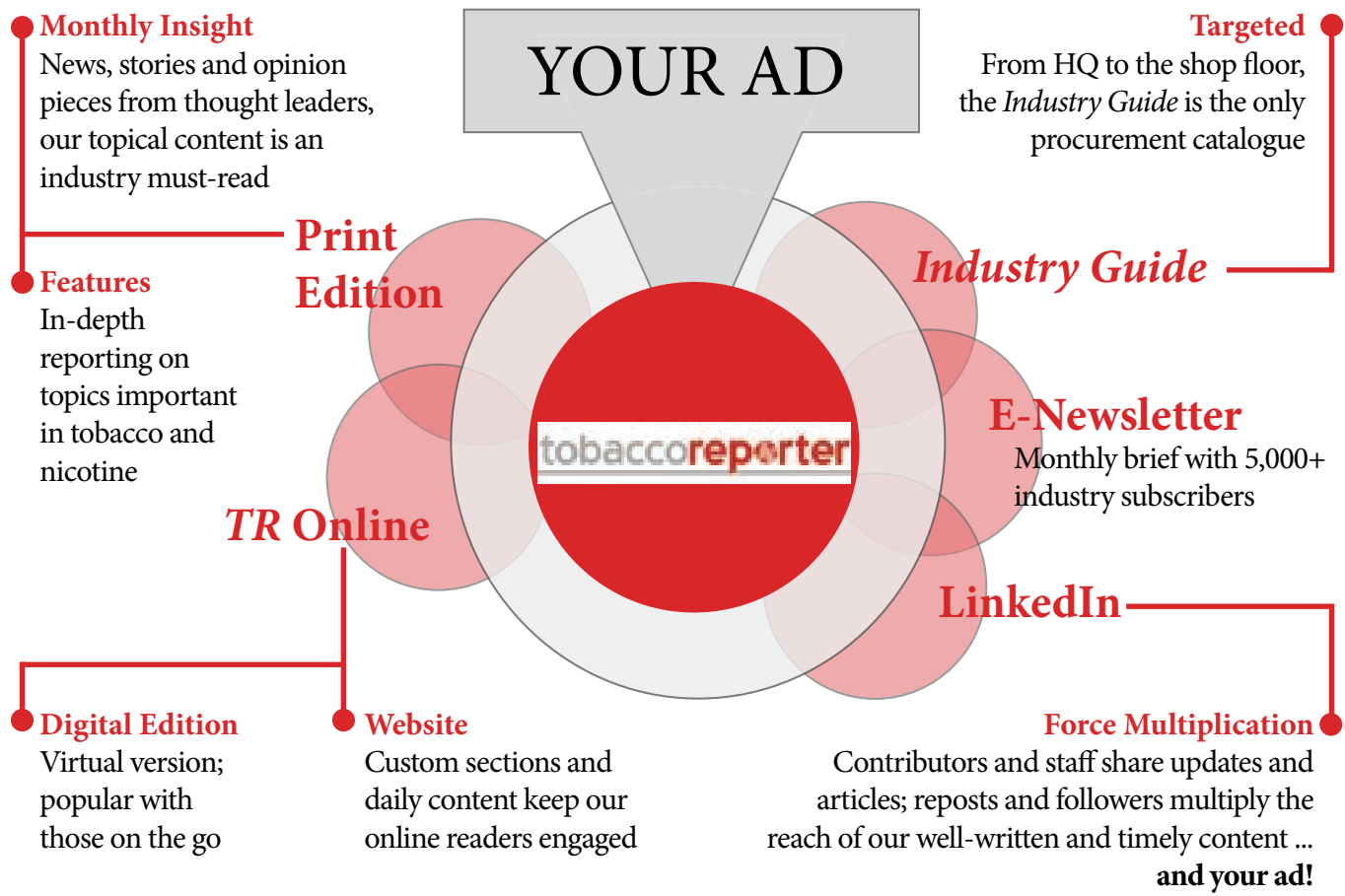
GTNF is home to industry thought leaders

Multi-platform advertising: 3-for-1 ad exposure with placement in the print magazine, digital edition and online editorial content

500,000+ tobacco and nicotine pros at your fingertips

The Trusted Source

- **A Global Source:** Two-thirds of our online readership is outside the U.S., and nearly 70 percent of our print editions are mailed to international readers.
 - **The Right Source:** Our 591,000 online readers generated over 1.9 million page views. Our 5,000 subscribers represent the best confirmed audience in tobacco trade publications covering 111 countries and nearly 95 percent of all tobacco and nicotine global activity.
 - **A Far-Reaching Source:** *Tobacco Reporter* isn't just online and in print; our advertising encompasses the digital edition (*TR* desktop to mobile 53 percent to 47 percent), print edition and curated placement on our website. Additionally, *Tobacco Reporter* is distributed at leading industry gatherings from TMA, GTNF and the World Tobacco series.
 - **The Recognized Source:** *Tobacco Reporter* is read by key decision-makers throughout the world. Our stories and news programs regularly feature in daily briefings for senior leadership in major Fortune 500 companies, regulatory agencies and civil society groups. Being recognized as a leader in quality on-point journalism and information on everything tobacco and nicotine means you have a targeted audience every time your ad appears in our content.
- Tobacco Reporter* takes its stewardship of our stakeholders' trust seriously. We employ recognized expert journalists and boast a stable of regular contributors from CEOs and industry leaders, civil society leaders, academics and subject matter experts. *Tobacco Reporter* invests in its content, **and that is rewarded by the quality of our audience.**
- There is simply nowhere else that gets you the **right kind of visibility** for your advert.



Tobacco Reporter and the Premiere Industry Forum



SHAPING THE FUTURE TOGETHER

The GTNF's mission is to foster a deepening conversation about tobacco, nicotine and harm reduction among all stakeholders.

Tobacco Reporter is a proud member of the GTNF Trust and supports the GTNF with editorial content and engagement opportunities for conference sponsors and attendees—online, in person and in print.

Tobacco Reporter produces a GTNF edition, and the magazine is provided to all delegates. GTNF delegates are leaders and rising leaders in the tobacco and nicotine industry.

From its launch in Rio de Janeiro in 2008 to today, the GTNF is the **most important international forum** to network and exchange ideas between public health experts, government representatives, the industry and investors.

GTNF 2024 will be in **Athens, Greece, Sept. 24–26, 2024.**



Industryguide.org

Essential purchasing and procurement tool used online over 1,700 times by purchasing and operations pros throughout the world



Global Tobacco & Vapor Industry Guide 2024

tobaccoreporter
tobaccoreporter.com
vaporvoice
vaporvoice.net

IndustryGuide.org

Bonus distribution

Single ad buy with logo included

Stand-alone logo available for \$250

Free listing

Cigarette Cartoning & Overwrapping Machines

Accu-pac
www.accupac.co.uk
1 Springwater Park, Crew's Hole Road, St. George Bristol BS8 8AN, United Kingdom
Phone: +44 117 9541212
Email: sales@accupac.co.uk
Primary Listing: Printing & Registration Equipment

Aiger Engineering Ltd.
www.aiger.com
248 Vasil Levski Str, 4003 Plovdiv, Bulgaria
Phone: +359 32 905 001
Email: sales@aiger.com
Primary Listing: Filler Rod Making Machines

Belt Technologies Europe
www.belteurope.com
4th Floor, Penline House, Washington Tyne and Wear, NE37 1LY, United Kingdom
Phone: +44 191 4153010
Email: sales@bte.co.uk
Primary Listing: Conveyor Belting

Colin Mear Engineering (CME) Limited
www.cme-ltd.com
Combe St Nicholas, Chard Somerset TA20 3NL, United Kingdom
Phone: +44 1460 269500
Email: cme@cme-ltd.com
Primary Listing: Cigarette Packing Machines

Focke & Co. (GmbH & Co. KG)
www.focke.com
Siemenstrasse 10, 27283 Verden, Germany
Phone: +49 4231 91910
Email: sales@focke.de
Primary Listing: Cigarette Packing Machines

G.D S.p.A. Italy
www.gdi.it
Via Battindarno, 91, 40133 Bologna, Italy
Phone: +39 051 6474111
Email: sales@gdi.it
Primary Listing: Cigarette Packing Machines

Marden Edwards Limited
www.mardenedwards.com
2 Nimrod Way, East Dorset Trade Park Wimborne, Dorset BH21 7SH, United Kingdom
Phone: +44 1202 861200
Email: info@mardenedwards.com
Personnel:
Gary Thick; Mike Patey
Products/Services:
Marden Edwards manufactures and supplies collating overwrapping machinery solutions for presentation and distribution to the tobacco and tobacco alternatives industry.

Molins Tobacco Machinery
www.molinstm.com
A1, Regent Park, Summerleys Road Princess Risborough Buckinghamshire HP27 9LE, United Kingdom
Phone: +44 1844 276600
Email: regent.park@molins.com
Primary Listing: Cigarette Making Machines

NTM Global Sdn. Bhd. (Netra Tobacco Machinery)
www.ntmglobal.com www.malaysiatobacco.com
Lot 10646, Jalan Permata 1/6 Arab Malaysian Industrial Park 71800 Nilai NSDK Negeri Sembilan, Malaysia
Phone: +606 799 0292
Email: kee@ntmglobal.com
Primary Listing: Spare Parts

ProCo (ProCo-STS Limited)
Unit 3, Castle Road Chelston Business Park Wellington, Somerset TA21 9JQ, United Kingdom
Phone: +44 1823 66 35 35
Email: sales@proco-sts.com
Primary Listing: Cigarette Packing Machines

Saracom Ltd.
www.saracom-ltd.com
Pockis Str., block29, en.B, ap.26 9010 Varna, Bulgaria
Phone: +359 52 747433
Email: office@saracom-ltd.com
Primary Listing: Cigar Making Machines

Sasib S.p.A.
www.sasib.com
Via G. Di Vittorio 11b 40013 Castel Maggiore, Bologna, Italy
Phone: +39 051 632 78 87
Email: sales@sasib.com
Primary Listing: Cigarette Making Machines

Tokyo Automatic Machinery Works Ltd.
www.tam-tokyo.co.jp
Tokyo Bldg. 3-7-7
Iwamoto-Cho, Chiyoda-Ku, Japan 101-0032 Tokyo, Japan
Phone: +81 3 3866 4824
Email: tobaco@tam-tokyo.co.jp
Primary Listing: Conveyor Systems (Pneumatic)

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Global Service World Class

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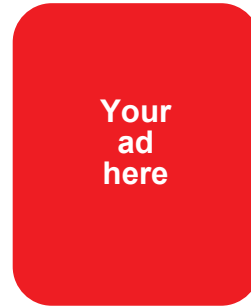
2024 Editorial Calendar Summary

Issue	Theme	Planned Content	
1 - January	Science	- Middle East - Oriental leaf	- Leaf merchants - Logistics and storage
2 - February	Illicit Trade	- Asia - Turning Point Brands - Modern Oral	- Adhesives - Primary processing
3 - March	Innovation Tobacco Reporter at 150	- North America - Imperial Brands - Filters - Security devices	- Storage/infestation - Bonus distribution: <i>TMA (April)</i>
4 - April	THR	- InFocus - South America - Packaging	- Cigars - Labs - Heated tobacco
5 - May	Regulations	- India - China - BAT - Making and packing	- Leaf processing - RYO/MYO - Bonus distribution: <i>WT Zimbabwe</i>
6 - June	GTNF Preview	- Japan - KT&G - AOI	- CNTC - Flavorings - Packaging
7 - July	Leaf	- Africa - JT/JTI - Vape	- Machinery - OTP - Leaf merchants
8 - August	Nicotine	- Universal - CIS - RYO/MYO - Cigars	- Instrumentation - Bonus distribution: <i>InterTabac</i>
9 - September	TPD GTNF issue	- USA - PMI - Technology - Filters	- GTNF sponsors - Bonus distribution: <i>GTNF 2024</i>
10 - October	Beyond Nicotine	- EU - Independent manufacturers - Recon	- Papers - Packaging - Illicit Trade
11 - November	GTNF Review	- Europe - Vapresso/Smoore - Premium	- Shisha - Bonus distribution: <i>WT Middle East</i>
12 - December	Cannabis	- Middle East - Altria - Flavorings	- Papers - OTP - Machinery
13 - GTVG	<i>IndustryGuide.org</i>	Over 2,800 listings: Don't miss your chance to advertise	

Full-Color Ad Sizes and Rates*

Get Your Brand Noticed

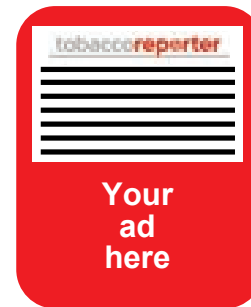
Two-Page Spread	
Size (inches)	16.25 x 10.875
Size (metric)	414 x 276
Single Ad	8 750 USD
½ Year (6 issues)	8 290 USD
Full Year (12 issues)	7 635 USD



Full-Page	
Size (inches)	8.125 x 10.875
Size (metric)	206 x 276
Single Ad	4 375 USD
½ Year (6 issues)	4 210 USD
Full Year (12 issues)	3 850 USD



2/3 Page	
Size (inches)	4.5 x 10
Size (metric)	114 x 254
Single Ad	3 600 USD
½ Year (6 issues)	3 440 USD
Full Year (12 issues)	3 080 USD



Half-Page Horizontal	
Size (inches)	7 x 5
Size (metric)	179 x 127
Single Ad	3 300 USD
½ Year (6 issues)	3 155 USD
Full Year (12 issues)	2 810 USD



Half-Page Vertical	
Size (inches)	3.25 x 9.75
Size (metric)	83 x 248
Single Ad	3 300 USD
½ Year (6 issues)	3 155 USD
Full Year (12 issues)	2 810 USD



Half-Page Island	
Size (inches)	4.5 x 7.5
Size (metric)	114 x 191
Single Ad	3 300 USD
½ Year (6 issues)	3 155 USD
Full Year (12 issues)	2 810 USD

*Prices above are quoted per insertion.

- Space rate frequency is earned on the total number of insertions published during any 12-month period.
- Guaranteed premium positions are noncancelable and include right of refusal for the following year: inside front cover +30 percent, inside back cover +20 percent, back cover +50 percent, opposite editorial +15 percent, sequential placement +25 percent.
- Bleeds are available for half page and larger. Partial ad sizes: Add USD300 to earned rate. Bleed sizes indicated are trimmed 0.125 inches around all sides. Keep live type at least 0.25 inches from trim.
- Two-color, black and white and insert pricing are available on request.

Contact mmacdonald@tobaccoreporter.com for space and artwork deadlines.

Web Advertising

1.9 million page views!

Audience Overview

- 591 000 total users
- 714 000 unique sessions
- 2.69 pages per session

Industry Focus

- 45 000 regular users
- 165 000 unique sessions
- 4.07 pages per session



Billboard — 970 x 250 pixels

Leaderboard — 970 x 90 pixels

Brand
Block
250 x 250
pixels

Marquee
Top third

Industry Insider
Middle third

Serious Reader
Lower third

Step 1: Pick your size

Step 2: Pick its location

Step 3: Reach our global audience

Web Advertisement Pricing

Position	Billboard	Leaderboard	Brand Block
Marquee	\$2 000	\$1 250	\$1 250
Industry Insider	\$1 200	\$900	\$900
Serious Reader	\$900	\$700	\$700

Submission Guidelines

Cancellations—No cancellations accepted after published ad sales’ due date. Short rates apply for canceled contracts.

Commissions—15 percent of gross billing is allowed for recognized agencies for all *Tobacco Reporter* print publications. No commission charges allowed on online or email content.

Invoices and payments—Invoices are submitted electronically, unless otherwise indicated, with accompanying PDF files to verify publication and are issued the month of publication. All invoices must be paid in full in U.S. dollars within 30 days of receipt.

Payment methods—Payments originating outside the U.S. should be made in U.S. dollars through wire transfer. **Include invoice number with payment.** Wire transfer to Fulton Bank with instructions found on your invoice. Domestic payments can be made on checks drawn on a U.S. bank made payable to: GTNF Trust, 1121 Situs Court, Suite 370, Raleigh, NC 27606 USA Tel: +19198725040

Special positions—Ordered cover positions are **noncancelable**. Add position fee to total earned gross rate. Special positions include right of first refusal for the same position in the same issue(s) the following year.

Printing specifications—Printing method: Web offset; Trim size: 8 1/8 in. x 10 7/8 in. (207 mm x 276 mm); Safety: 1/4 in. (6 mm); Binding method: perfect; Colors: CMYK (RGB color will be converted to CMYK), 4-color process

Ad materials—Ad materials must be received in electronic format. Preferred file: PDF (high resolution, actual size); PDF files can be compressed and emailed to Mike Macdonald at mmacdonald@tobaccoreporter.com.

Material submission—When submitting ad materials, contact Mike Macdonald at mmacdonald@tobaccoreporter.com for material submission information.

Subscriptions—Complimentary annual subscriptions are available to qualified individuals in the tobacco and nicotine industry both in the USA and internationally. Annual airmail subscriptions are available at a rate of USD125 (USD60 within the U.S.). To order a subscription, please visit www.tobaccoreporter.com/subscribe. Copies of our *Industry Guide* are available for USD96 (USD78 within the U.S.) and can be ordered on our subscription page.

Important Dates

Issue	Ads Due	Mail	Issue	Ads Due	Mail
January	12/18/23	1/15	August	7/22	8/12
February	1/22	2/12	September	8/19	9/9
March	2/19	3/11	GTNF	9/24	
April	3/18	4/8	October	9/26	10/14
May	4/22	5/13	November	10/21	11/11
June	5/20	6/10	December	11/17	12/9
July	6/17	7/8	Industry Guide	11/29	12/20

Let's Start a Conversation

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Timothy S. Donahue	Tobacco Reporter Executive Editor	timothy@tobaccoreporter.com
Mike Macdonald	Circulation and Production Director	mmacdonald@tobaccoreporter.com

Helpful Links

<i>Tobacco Reporter</i>	www.tobaccoreporter.com
Digital Editions	www.tobaccoreporter.com/archives
<i>Industry Guide</i>	www.tobaccoreporter.com/industry-guide
GTNF Conference	www.gtnf.org
GTNF Sponsorship	www.gtnf.org/sponsors
InFocus	www.gtnf.org/infocus-2024



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