

# 2022 MEDIA PLANNER

## tobaccoreporter



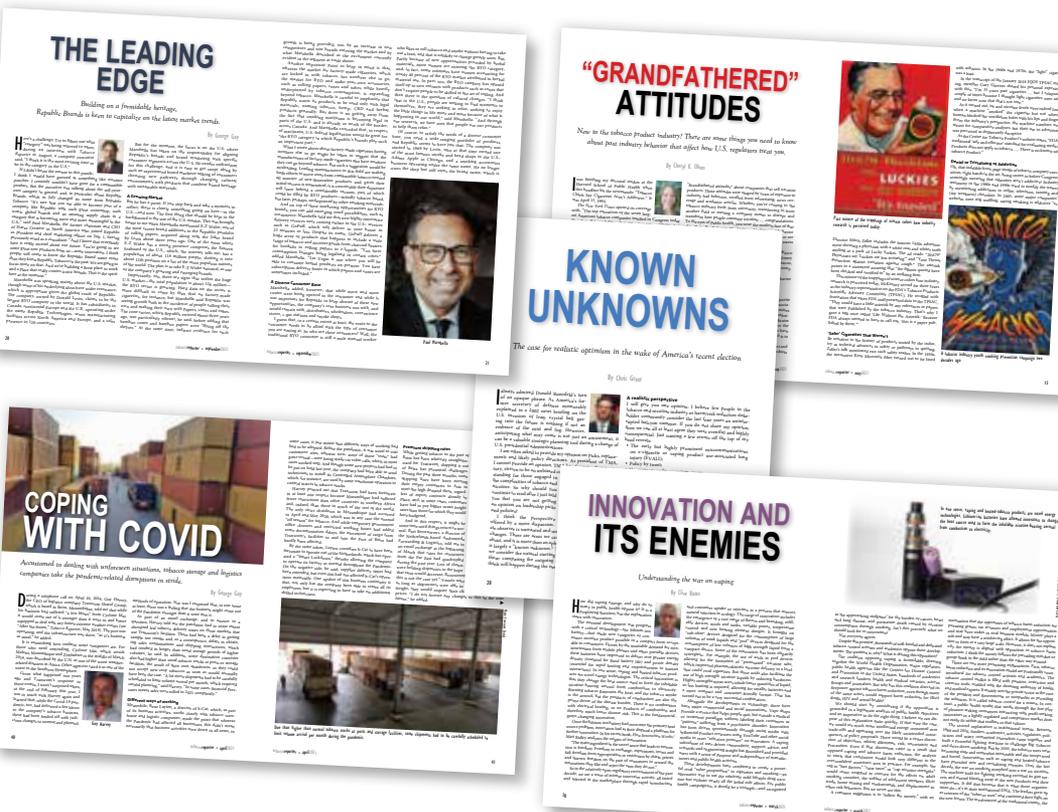
PRINT • ONLINE • FACE-TO-FACE • VIRTUAL

## Your Story, Our Business

Since 1873, *Tobacco Reporter* has been the global source for what is happening in the industry. We are proud to continue a 150-year tradition of excellence with the current, monthly *Tobacco Reporter*, recognized as the sector's leading journal worldwide.

The scope of our coverage is unrivaled. From agronomy to quality assurance, from regulation to next-generation products and from new manufacturing technologies to initiatives to reduce the harm associated with smoking, we cover every aspect of the nicotine business.

Our mission is to help readers succeed in their jobs by providing relevant, timely and accurate information. That entails more than simply reporting the news. When preparing a story, we ask not only, "What happened?" but also, "How will it affect your business?"



## The Premier Industry Source

### **Integrity and Expertise**

Our thoroughly researched and fact-checked reports are brought to you by four staff writers who between them boast more than 90 years of industry experience. Because global coverage requires global operations, we invest considerable resources in travel. Rather than relying on secondhand information, our editors visit your fields, factories and offices in person whenever possible.

Our team of staff writers is strengthened by an extensive network of freelance writers filing reports from all corners of the world. In addition, we frequently publish articles by thought leaders. Recent prominent contributors include Clive Bates (The Counterfactual), Cheryl K. Olson (public health researcher and consultant), and Stefane Colard (Coresta).

Over the years, their work has been recognized repeatedly for editorial quality. Among other accolades, *Tobacco Reporter* has received gold, silver and bronze trophies along with numerous honorable mentions in the prestigious international Tabbie competition, which recognizes excellence in English-language trade publications.

***“Well written, compelling, and there was something that set it apart from the rest.”***

- Best Feature Article citation

***“Tobacco Reporter always sticks to the facts and doesn’t push beyond what is appropriate.”***

-Tobacco Reporter advertiser

## Media Leadership

Through our award-winning publication, website, face-to-face and virtual conferences, social media and monthly newsletter, *Tobacco Reporter* delivers global access to engaged decision-makers in the tobacco and nicotine industries. No matter the channel, *Tobacco Reporter* is the trusted voice for our readers. Utilize our integrated portfolio to develop and nurture relationships, build your brand and drive sales.



## The Basics



*Published monthly  
(12 issues)*



*Featured, in-depth  
content*



tobaccoreporter.com



*Breaking news on  
Tobacco Reporter's  
website*



Global Tobacco & Vapor  
Industry Guide  
[www.IndustryGuide.org](http://www.IndustryGuide.org)  
*(separate publication)*



*Committed investment in  
print, online and digitally*



### Circulation

- 104 Countries
- 6,000 per print issue
  - Due to Covid, office copies held with an average print of 3,296 per print issue; 6,000 per print issue to resume January 2022.



### Editions

- 12 (monthly) in print and digital
- 1 (yearly) *Global Tobacco & Vapor Industry Guide*, the trusted source for procurement by over 300 industry purchasers annually
- 365: daily online news and special interest updates to *tobaccoreporter.com*



### Content and Features

- Profiles (companies and thought leaders)
- Business and personal interest
- News and current events
  - Daily news coverage online
- Innovation and patents
- Science and research



### Advertising Opportunities

- We offer individual and package ad buys:
- Multi-page, full page, 1/2 page and 1/4 page print
    - All ads will appear digitally and on *tobaccoreporter.com*.
  - Online banner
  - Advertorial

## IndustryGuide.org



**tobaccoreporter**  
tobaccoreporter.com

**vaporvoice**  
vaporvoice.net

**Global Tobacco & Vapor Industry Guide 2022**



**IndustryGuide.org**



*2,800 listings across leaf, manufacturers, suppliers, service providers and many more*



*One-stop shopping tool for anyone purchasing tobacco and nicotine products*



*Single point of contact accommodating your products, services and divisions—direct customers to the right place the first time*



*Organized by company, name, product, service or geography*



SHAPING THE FUTURE TOGETHER

[www.gtnf.org](http://www.gtnf.org)



From its launch in Rio de Janeiro in 2008 to today, the GTNF is the most important international forum to **meet people** and **exchange ideas** with public health experts, governments, investors and members of the industry.

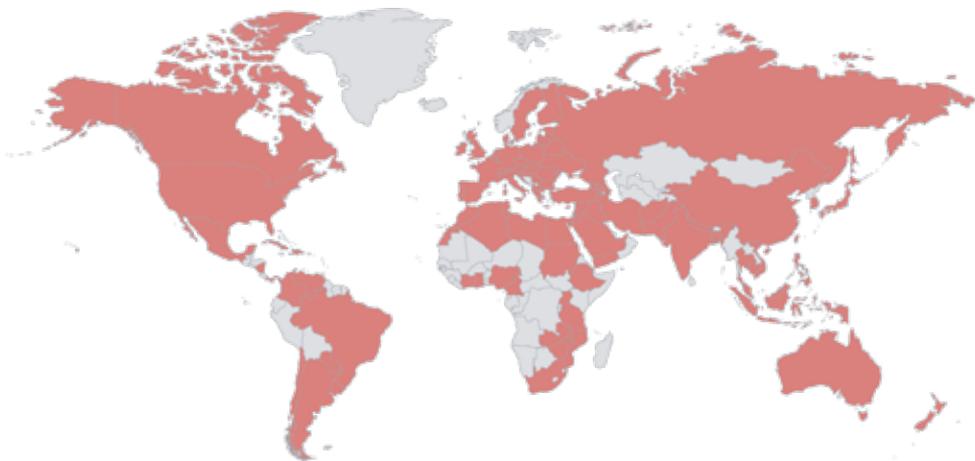
The GTNF's mission is to foster a deepening conversation about tobacco, nicotine and public health that improves all stakeholders' work.

*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.



## Our Reach

*Tobacco Reporter* reaches boardrooms in Beijing; Richmond, Virginia, USA; and London; factories in Turkey, Poland and Austria; farms in Brazil, Africa and Indonesia; tech centers in Shenzhen, China; and San Francisco, California, USA; and decision-makers from Brussels to Washington, D.C., to Geneva.



221,601 online readers in 12 months  
Online: 52 percent traffic from mobile  
77,865 average page views per month  
18,467 average monthly readers

### **Metrics 2021–2020**

Page views: +123 percent  
Organic search traffic: +72 percent  
Referral traffic: +41.50 percent  
Direct traffic: +40 percent

Source: Google Analytics

Print and Online: A *Tobacco Reporter* print ad also gives you exposure on a dynamic and growing website. Multiply your message with a single ad purchase.

## 2022 Editorial Calendar Summary

Issue	Theme	Planned Content	
January	Smokeless	<ul style="list-style-type: none"> <li>- Oriental leaf</li> <li>- Independent leaf merchants</li> </ul>	<ul style="list-style-type: none"> <li>- Spotlight: Logistics and storage</li> <li>- <b>Bonus distribution:</b> <i>TPE</i></li> </ul>
February	Cannabis	<ul style="list-style-type: none"> <li>- North America</li> <li>- Turning Point Brands</li> <li>- OTP</li> <li>- Adhesives</li> </ul>	<ul style="list-style-type: none"> <li>- Tipping</li> <li>- Spotlight: Primary processing</li> </ul>
March	Illicit Trade	<ul style="list-style-type: none"> <li>- Indonesia</li> <li>- Imperial Tobacco</li> <li>- Filters</li> <li>- Security devices</li> </ul>	<ul style="list-style-type: none"> <li>- Spotlight: Storage/infestation</li> <li>- <b>Bonus distribution:</b> <i>TMA</i></li> </ul>
April	Innovation	<ul style="list-style-type: none"> <li>- China</li> <li>- Packaging</li> <li>- Labs</li> </ul>	<ul style="list-style-type: none"> <li>- Spotlight: Vapor companies</li> <li>- <b>Bonus distribution:</b> <i>WT Europe</i></li> </ul>
May	Sustainability	<ul style="list-style-type: none"> <li>- India</li> <li>- USA</li> <li>- BAT</li> </ul>	<ul style="list-style-type: none"> <li>- Making and packing</li> <li>- Leaf processing</li> <li>- Spotlight: RYO/MYO</li> </ul>
June	GTNF preview	<ul style="list-style-type: none"> <li>- EU</li> <li>- Africa</li> <li>- JTI/JT</li> <li>- AOI</li> </ul>	<ul style="list-style-type: none"> <li>- CNTC</li> <li>- Flavorings</li> <li>- Spotlight: Packaging</li> </ul>
July	Leaf	<ul style="list-style-type: none"> <li>- Japan</li> <li>- KT&amp;G</li> <li>- HnB</li> </ul>	<ul style="list-style-type: none"> <li>- Machinery</li> <li>- OTP</li> <li>- Spotlight: Leaf merchants</li> </ul>
August	Nicotine	<ul style="list-style-type: none"> <li>- Universal</li> <li>- CIS</li> <li>- RYO/MYO</li> </ul>	<ul style="list-style-type: none"> <li>- Cigars</li> <li>- Spotlight: Instrumentation</li> <li>- <b>Bonus distribution:</b> <i>Intertabac</i></li> </ul>
September	Harm reduction	<ul style="list-style-type: none"> <li>- USA</li> <li>- PMI</li> <li>- Technology</li> <li>- Filters</li> </ul>	<ul style="list-style-type: none"> <li>- GNTF issue</li> <li>- Spotlight: GTNF sponsors</li> <li>- <b>Bonus distribution:</b> <i>GTNF</i></li> </ul>
October	Industry diversification	<ul style="list-style-type: none"> <li>- Asia</li> <li>- Independent manufacturers</li> <li>- Recon</li> </ul>	<ul style="list-style-type: none"> <li>- Shisha</li> <li>- Spotlight: Papers</li> </ul>
November	Science	<ul style="list-style-type: none"> <li>- EU</li> <li>- Vaperesso/Smooore</li> <li>- Premium Tobacco</li> <li>- GTNF review</li> </ul>	<ul style="list-style-type: none"> <li>- Packaging</li> <li>- Spotlight: TMA members</li> <li>- <b>Bonus distribution:</b> <i>WT Middle East</i></li> </ul>
December	Regulations	<ul style="list-style-type: none"> <li>- Middle East</li> <li>- Altria</li> <li>- Flavorings</li> </ul>	<ul style="list-style-type: none"> <li>- Papers</li> <li>- OTP</li> <li>- Machinery</li> </ul>
Industry Guide	<i>IndustryGuide.org</i>	<b>Over 2,800 listings:</b> Don't miss your chance to advertise	

## Full Color Ad Sizes and Rates\*

*Get Your Brand Noticed*

### Two-Page Bleed Spread

Size (inches)	16.75 x 11.125
Size (metric)	426 x 283
Single Ad	7,700 USD
½ Year (6 issues)	7,200 USD
Full Year (12 issues)	6,800 USD

### Two-Page Non-Bleed Spread

Size (inches)	16.5 x 10.875
Size (metric)	420 x 276
Single Ad	7,400 USD
½ Year (6 issues)	6,900 USD
Full Year (12 issues)	6,500 USD

Your  
ad  
here

### Full-Page Bleed

Size (inches)	8.50 x 11.125
Size (metric)	216 x 283
Single Ad	4,000 USD
½ Year (6 issues)	3,750 USD
Full Year (12 issues)	3,550 USD

Your  
ad  
here

### Full-Page Non-Bleed

Size (inches)	8.25 x 10.875
Size (metric)	210 x 276
Single Ad	3,700 USD
½ Year (6 issues)	3,450 USD
Full Year (12 issues)	3,250 USD

Your  
ad  
here

### 2/3 Page

Size (inches)	4.5 x 10
Size (metric)	114 x 254
Single Ad	3,340 USD
½ Year (6 issues)	3,150 USD
Full Year (12 issues)	2,950 USD

tobaccoreporter

Your  
ad  
here

### Half-Page Horizontal

Size (inches)	7 x 5
Size (metric)	179 x 127
Single Ad	2,950 USD
½ Year (6 issues)	2,770 USD
Full Year (12 issues)	2,640 USD

Your  
ad  
here

### Half-Page Vertical

Size (inches)	3.25 x 9.75
Size (metric)	83 x 248
Single Ad	2,950 USD
½ Year (6 issues)	2,770 USD
Full Year (12 issues)	2,640 USD

tobaccoreporter

Your  
ad  
here

### Half-Page Island

Size (inches)	4.5 x 7.5
Size (metric)	114 x 191
Single Ad	2,950 USD
½ Year (6 issues)	2,770 USD
Full Year (12 issues)	2,640 USD

\* Prices above are quoted per insertion.

## Full Color Ad Sizes and Rates\*

*Get Your Brand Noticed*



1/3 Page Box	
Size (inches)	4.5 x 5
Size (metric)	114 x 127
Single Ad	2,540 USD
½ Year (6 issues)	2,430 USD
Full Year (12 issues)	2,300 USD



1/3 Page Horizontal	
Size (inches)	7 x 3.25
Size (metric)	179 x 83
Single Ad	2,540 USD
½ Year (6 issues)	2,430 USD
Full Year (12 issues)	2,300 USD



1/3 Page Vertical	
Size (inches)	2.125 x 10
Size (metric)	54 x 254
Single Ad	2,540 USD
½ Year (6 issues)	2,430 USD
Full Year (12 issues)	2,300 USD



1/4 Page Horizontal	
Size (inches)	7 x 2.5
Size (metric)	179 x 64
Single Ad	2,420 USD
½ Year (6 issues)	2,320 USD
Full Year (12 issues)	2,210 USD



1/4 Page Vertical	
Size (inches)	2.125 x 7.5
Size (metric)	54 x 191
Single Ad	2,420 USD
½ Year (6 issues)	2,320 USD
Full Year (12 issues)	2,210 USD



1/4 Page Standard	
Size (inches)	4.5 x 3.75
Size (metric)	114 x 95
Single Ad	2,420 USD
½ Year (6 issues)	2,320 USD
Full Year (12 issues)	2,210 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](mailto:mmacdonald@tobaccoreporter.com) for space and artwork deadlines.

## Web Advertisement Sizes

Junior Leaderboard - 468 x 60 pixels

Leaderboard - 728 x 90 pixels

Brand Block -  
250 x 250 pixels

## Submission Guidelines

**Cancellations**—No cancellations accepted after published ad sales' closing 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; Program: Adobe InDesign CS6; Trim size: 8 1/4 in. x 10 7/8 in. (210 mm x 277 mm); Safety: 1/4 in. (6 mm); Binding method: perfect; Colors: CMYK (RGB color will be converted to CMYK), 4-color process, matched, 4A/MPA

**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](mailto:mmacdonald@tobaccoreporter.com).

**Material submission**—When submitting ad materials, contact Mike Macdonald at [mmacdonald@tobaccoreporter.com](mailto: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](http://www.tobaccoreporter.com/subscribe). Copies of our *Global Tobacco & Vapor Industry Guide* are available for USD96 (USD78 within the U.S.) and can be ordered on our subscription page.

## Get in Contact



*tobaccoreporter.com*



*@tobaccoreporter*

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