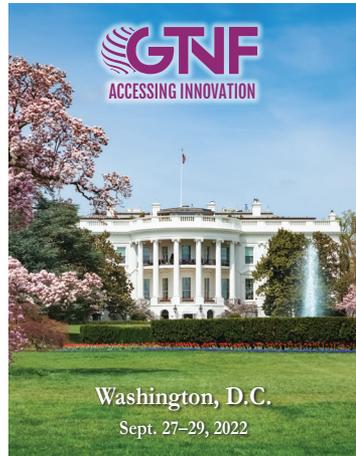


2023 MEDIA PLANNER

tobaccoreporter



PRINT • ONLINE • FACE-TO-FACE • VIRTUAL



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 94 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.”

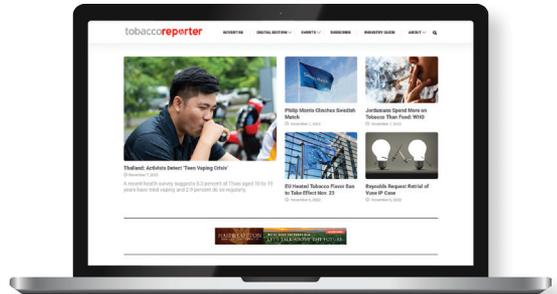
–Best Feature Article citation

“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
(separate publication)



Committed investment in
print, online and digitally



Circulation

- 104 Countries
- 5,000 per print issue



Editions

- 12 (monthly) in print and digital
- 1 (yearly) *Global Tobacco & Vapor Industry Guide*
- 365 days of 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

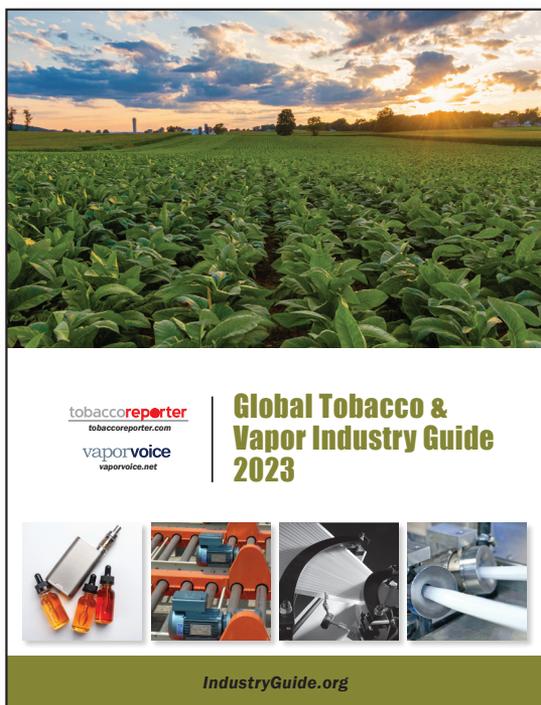


Advertising Opportunities

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



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

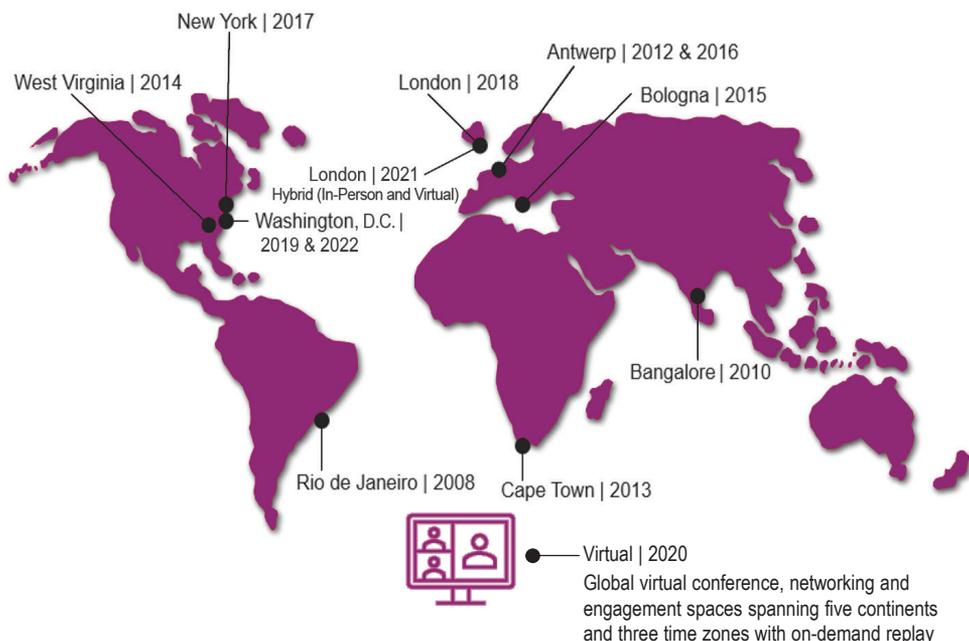


From its launch in Rio de Janeiro in 2008 to today, the GTNF is the most important international forum to **meet people** and **exchange ideas** with public health experts, governments, investors and members of the industry.

GTNF 2023 will be in Seoul, South Korea, Sept. 19–21, 2023. Visit www.gtnf.org for details.

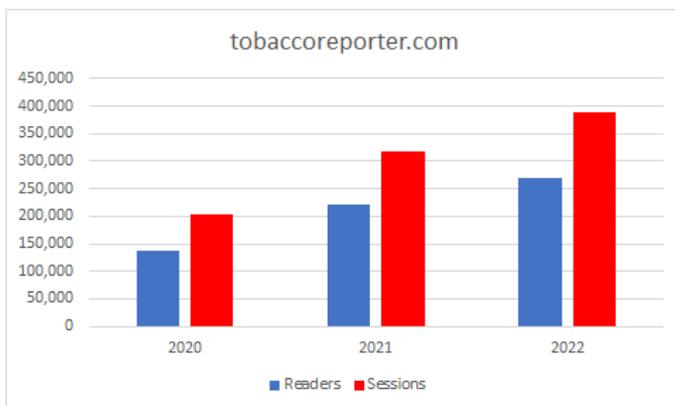
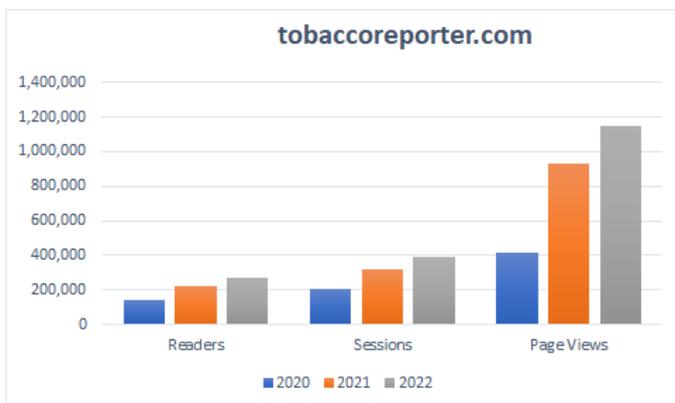
The GTNF's mission is to foster a deepening conversation about tobacco, nicotine and public health that improves all stakeholders' work.

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.



270,730 online readers in 12 months
 95,761 average page views per month
 22,560 average monthly readers

*Google Analytics Oct. 2021 to Sept. 2022

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.

2023 Editorial Calendar Summary

Issue	Theme	Planned Content	
January	Science	- Middle East - Oriental leaf	- Leaf merchants - Logistics and storage
February	Innovation	- Europe - Turning Point Brands - OTP (white pouches)	- Adhesives - Tipping - Primary processing
March	Illicit Trade	- North America - Imperial Brands - Filters - Security devices	- Storage/infestation - Bonus distribution: <i>TMA (April)</i>
April	THR	- In Focus/TABEXPO - Italy - South America - Packaging - Cigars	- Labs - Heated tobacco - Bonus distribution: <i>TABEXPO (May 10–11, Bologna, Italy)</i>
May	Regulations	- India - Africa - BAT	- Making and packing - Leaf processing - RYO/MYO
June	GTNF Preview	- China - JT/JTI - AOI	- CNTC - Flavorings - Packaging
July	Leaf	- Japan - KT&G - Vape	- Machinery - OTP - Leaf merchants
August	Nicotine	- Universal - CIS - RYO/MYO - Cigars	- Instrumentation - Bonus distribution: <i>Intertabac (Sept. 14–16, Dortmund, Germany)</i>
September	COP10 GTNF Issue	- USA - PMI - Technology - Filters	- GTNF sponsors - Bonus distribution: <i>GTNF (Sept. 19–21, Seoul, South Korea)</i>
October	Diversification	- EU - Independent manufacturers - Recon	- Papers - Packaging
November	GTNF Review	- Asia - Vaperesso/Smoore - Premium - Shisha	- Mane - Bonus distribution: <i>WT Middle East (Nov. 27–28, Dubai, UAE)</i>
December	Cannabis	- Middle East - Altria - Flavorings	- Papers - OTP - Machinery
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 Bleed Spread

Size (inches)	16.5 x 11.125
Size (metric)	420 x 283
Single Ad	8,660 USD
½ Year (6 issues)	8,100 USD
Full Year (12 issues)	7,650 USD

Two-Page Non-Bleed Spread

Size (inches)	16.25 x 10.875
Size (metric)	413 x 276
Single Ad	8,320 USD
½ Year (6 issues)	7,760 USD
Full Year (12 issues)	7,310 USD

Your
ad
here

Full-Page Bleed

Size (inches)	8.375 x 11.125
Size (metric)	213 x 283
Single Ad	4,500 USD
½ Year (6 issues)	4,210 USD
Full Year (12 issues)	3,990 USD

Your
ad
here

Full-Page Non-Bleed

Size (inches)	8.125 x 10.875
Size (metric)	207 x 276
Single Ad	4,160 USD
½ Year (6 issues)	3,880 USD
Full Year (12 issues)	3,650 USD

Your
ad
here

2/3 Page

Size (inches)	4.5 x 10
Size (metric)	114 x 254
Single Ad	3,750 USD
½ Year (6 issues)	3,540 USD
Full Year (12 issues)	3,310 USD

tobaccoreporter

Your
ad
here

Half-Page Horizontal

Size (inches)	7 x 5
Size (metric)	179 x 127
Single Ad	3,310 USD
½ Year (6 issues)	3,110 USD
Full Year (12 issues)	2,970 USD

Your
ad
here

Half-Page Vertical

Size (inches)	3.25 x 9.75
Size (metric)	83 x 248
Single Ad	3,310 USD
½ Year (6 issues)	3,110 USD
Full Year (12 issues)	2,970 USD

tobaccoreporter

Your
ad
here

Half-Page Island

Size (inches)	4.5 x 7.5
Size (metric)	114 x 191
Single Ad	3,310 USD
½ Year (6 issues)	3,110 USD
Full Year (12 issues)	2,970 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	2,850 USD
½ Year (6 issues)	2,730 USD
Full Year (12 issues)	2,580 USD



1/3 Page Horizontal	
Size (inches)	7 x 3.25
Size (metric)	179 x 83
Single Ad	2,850 USD
½ Year (6 issues)	2,730 USD
Full Year (12 issues)	2,580 USD



1/3 Page Vertical	
Size (inches)	2.125 x 10
Size (metric)	54 x 254
Single Ad	2,850 USD
½ Year (6 issues)	2,730 USD
Full Year (12 issues)	2,580 USD



1/4 Page Horizontal	
Size (inches)	7 x 2.5
Size (metric)	179 x 64
Single Ad	2,720 USD
½ Year (6 issues)	2,610 USD
Full Year (12 issues)	2,480 USD



1/4 Page Vertical	
Size (inches)	2.125 x 7.5
Size (metric)	54 x 191
Single Ad	2,720 USD
½ Year (6 issues)	2,610 USD
Full Year (12 issues)	2,480 USD



1/4 Page Standard	
Size (inches)	4.5 x 3.75
Size (metric)	114 x 95
Single Ad	2,720 USD
½ Year (6 issues)	2,610 USD
Full Year (12 issues)	2,480 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 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.

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 *Global Tobacco & Vapor Industry Guide* are available for USD96 (USD78 within the U.S.) and can be ordered on our subscription page.

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Elise Rasmussen

**GTNF Trust Executive
Director and Tobacco
Reporter Publisher
and Sales Director**

elise@tobaccoreporter.com

+447775645048

Mike Macdonald

**Circulation and
Production Director**

mmacdonald@tobaccoreporter.com

Taco Tuinstra

Editor-in-Chief

taco@tobaccoreporter.com

George Gay

European Editor

george@tobaccoreporter.com

Timothy S. Donahue

Assistant Editor

timothy@tobaccoreporter.com

Stefanie Rossel

Editorial Contributor

stefanie@tobaccoreporter.com

1121 Situs Court, Suite 370, Raleigh, NC 27606 USA
+19198725040