

Pulp & Paper Canada MAGAZINE GROUP

OVER 100 YEARS OF SERVING THE INDUSTRY

*For over 100 years,
Pulp and Paper Canada has been helping to shape
our industry by reporting on its people and events.*



Pulp and Paper Magazine, Journal of Record for PAPTAC.

2011 RATE CARD & MEDIA KIT

Total Reach to the Canadian Pulp and Paper Industry:

Pulp and Paper Canada provides all of the following services and assistance in helping you reach and influence the industry:

- Advertising in the magazine and/or the Buyers Guide
- Inserts, Cover wraps, Polybag ride along promotions
- Web based ads on our web site
- Banner and other ads in our e-newsletter
- Email blasts to our circulation/readership
- Direct mail marketing list rentals
- Creative services

Readership *Pulp & Paper Canada*

2010 Reader Survey Results

Here is what our current readers, your customers and prospects, have to say:

88.5% always read PPC

2.9 readers per copy means 25,520 total readership

94.6% of responders rank the magazine content as good to excellent

83.6% rank the timeliness of information as good to excellent.

87.5% say it meets the needs of the industry

82.5% of readers do not read other P&P Magazines

74.0% receive our e-newsletter,

87.9% read part or all of the e-newsletter.

Reader Comments

"Excellent Publication"

"Keep up the excellent work"

"Good blend of technical and business information"

"I read everything; all (articles) are excellent."

"Meets my needs well"



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Audit Bureau of Circulations

www.pulpandpapercanada.com/mediakit

Editorial Calendar 2011

Pulp & Paper Canada

2011



A talented team of editors and writers delivers the latest news from our industry in Canada through articles focusing on the mills, the people, and the innovations in research, technology, management, as well as forecasts of future trends.

PPC is proud to be the official journal of record for the Pulp and Paper Technical Association of Canada (PAPTAC). Every issue showcases the latest in research and case studies on a variety of technical subjects.

Other topics that will be covered include maintenance, biorefining, and international trends. PPC also integrates news and information from the closely related fields of forestry and environment.

Please send press releases and announcements to:

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JANUARY/FEBRUARY

- **Capital Expenditures Report**
Special emphasis on Green Transformation projects
- Preview of **Global Forest Products Leadership Summit**
- Technology Focus: **Bleaching**
Closing Date: December 21, 2010
Material Deadline: December 28, 2010

MARCH/APRIL

(extra distribution at Global Forest Products Leadership Summit)

- Where is **Forest Management** Headed?
- **PaperWeek Canada** Recap
- Preview of International **Mechanical Pulping** Conference (China)
- **Safest Mill** in Canada:
Tips from the Top Performers
- Technology Focus: **Refining** Equipment
Closing Date: February 22, 2011
Material Deadline: February 28, 2011

MAY/JUNE

(extra distribution at PacWest)

- **Quebec** Industry Overview:
The Shape of Recovery
- **Bioenergy** Update:
Projects and Processes
- Technology Focus: **Machine Clothing**
Closing Date: April 19, 2011
Material Deadline: April 26, 2011

GENERAL ADVERTISING RATES

(Canadian currency) Rate card no. 67
Effective with January/February 2011 issue

Basic rates	1 time	3 times	6 times
Standard page	\$5,300	\$4,875	\$4,495
2/3 page	\$4,605	\$4,240	\$3,930
1/2 page island	\$4,225	\$3,885	\$3,585
1/2 page	\$3,665	\$3,360	\$3,090
1/3 page	\$2,665	\$2,330	\$2,155
1/4 page	\$1,965	\$1,870	\$1,675

Cover positions:

2nd and 3rd covers: \$5,245 4th cover: \$6,420

Colour rates:

Second colour: \$475 4-colour process: \$1,400

Bleed: No charge

Metallic ink: Rate on request

Supplied inserts: Rates available upon request

JULY/AUGUST

- **State of the Industry:**
Highlights of the Global Forest Products Leadership Summit
- **PacWest** Recap
- Technology Focus:
Recycling/Deinking
Closing Date: June 21, 2011
Material Deadline: June 28, 2011

SEPTEMBER/OCTOBER*

- **Mechanical Pulping:** Global Technology Update
- **Bioenergy** in Canada
- Technology Focus:
Process Control
Closing Date: August 23, 2011
Material Deadline: August 30, 2011

* Double Your Ad Space Promotion:

Reserve half page, get a full page;
reserve full page, get a double page spread.

NOVEMBER/DECEMBER

- New Life for Old Equipment:
Rebuilds & Upgrades
- Preview: **PaperWeek 2012**
- Technology Focus:
Lubrication & Bearings
Closing Date: October 25, 2011
Material Deadline: November 1, 2011

SPECIAL CLASSIFICATIONS

A. Product showcase:

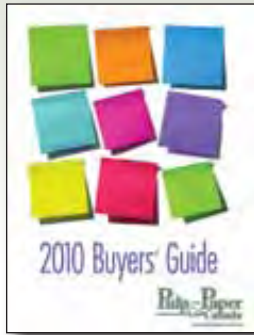
1 time	3 times	6 times
\$645	\$625	\$595

B. Classified:

\$205 per column inch (33/8" wide) up to four column inches.

- C. Appointments:** announcements of company appointments and publication of photographs: \$25 per agate line (14 lines to column inch) column width 21/8".

Pulp & Paper Canada 2012 Annual Buyers' Guide



Updated annually, the Pulp & Paper Canada Buyers' Guide is the only Canadian source book entirely dedicated to the Canadian pulp and paper industry. The directory includes a suppliers section, a detailed equipment and supplies section, a consulting engineers section, and a list of Canadian associations and support sectors related to the field. It's your best single advertising investment to cover the Canadian pulp and paper market for a full year.

Closing date: October 22, 2011
Material deadline: October 29, 2011

SPECIAL CLASSIFICATIONS:

Classified: \$195 per column inch (3 3/8" wide) up to four column inches.
Product showcase: \$610
Company logo: \$265
High impact listing: \$100. Your listing printed in boldface type
Additional representatives: \$72/column inch (approx. 70 words/column inch) (companies which represent you in Canada)
Web and Print Enhancement: \$595

- Your basic company contact information in both Print and Online directories.
- 75-word description of your company (on-line only).
- Company logo in on-line and print directory.
- High ranking in product search results - Move to the top of the Buyers Guide online.

Add \$200 and get: one year's unlimited use of the Press Room on www.pulpandpapercanada.com to post press releases and announcements.

GENERAL ADVERTISING RATES

Effective January 2011 (Canadian currency)

Standard page.....\$4,495 2/3 page....\$3,930
1/2 page island.....\$3,585 1/2 page....\$3,090
1/3 page.....\$2,155 1/4 page....\$1,675

Cover positions: 2nd, 3rd, and 4th covers \$5,100

COLOUR RATES:

Second colour: \$475 **4-colour process:** \$1,400
Metallic inks: Rate on request
Supplied inserts: Rates available on request

Pulp & Paper Canada 2011 Annual Mill Directory



A complete web-enhanced industry guide to Canadian pulp, paper & board producers. Includes production focus, capacity, personnel information, contacts and more. This digital publication allows you to flip through the pages laid out on your screen, just like a real book; zoom in on listings or graphics; and clip and save selected entries in CSV format.

Annual subscription rate:
\$149 – digital version & CSV combo
\$79 – digital version only

PaperWeek 2011 & Annual Meeting Reporter

WATCH FOR DETAILS

With recent changes from EXFOR to PaperWeek the PPC Reporter will be a review of the event.

Internet Advertising & Services

"Campaign effectiveness increases 56% when companies use a multi-media campaign of print, web and events."

– Yankelovich/Harris Interactive Study, 2001

Pulp & Paper Canada's website gets over 13,000 unique visitors per month. In addition, we send out a weekly e-newsletter to over 4,500 subscribers. Super Banner, Big Box Skyscraper ads and Text Ads are available on both our website and in our e-newsletter. Keyword banners and Buyers' Guide listing enhancements are available on our website. Other services we offer include single client e-mail broadcasts and expert website design through our colleagues at b2bweb.

Visit www.pulpandpapercanada.com/mediakit

MECHANICAL SPECIFICATIONS FOR PULP & PAPER CANADA AND PULP & PAPER CANADA'S ANNUAL BUYERS' GUIDE.

Standard Unit Sizes	Width	Depth	Width	Depth					
Standard page	7"	10"	178mm	254mm	1/4 page standard	3-3/8"	4-7/8"	86mm	124mm
2/3 page vertical	4-1/2"	10"	114mm	254mm	1/4 page horizontal	7"	2-1/4"	178mm	57mm
2/3 page horizontal	7"	6-1/2"	178mm	165mm	1/4 page vertical	1-5/8"	10"	40mm	254mm
1/2 page vertical	3-3/8"	10"	86mm	254mm	1/8 page standard	3-3/8"	2-3/8"	86mm	60mm
1/2 page horizontal	7"	4-7/8"	178mm	124mm	Bleed page	8-3/8"	11-1/8"	213mm	283mm
1/2 page island	4-1/2"	7-1/2"	114mm	190mm	Double-page spread	15-1/4"	10"	388mm	254mm
1/3 page vertical	2-1/8"	10"	54mm	254mm	Bleed double-page spread	16-3/4"	11-1/8"	425mm	283mm
1/3 page horizontal	7"	3-1/4"	178mm	83mm					
1/3 page square	4-1/2"	4-7/8"	114mm	124mm					
					Publications Trim Size	8-1/8"	10-7/8"	206mm	276mm
					Press optimized PDF files required				

For additional information, please consult our website at: www.pulpandpapercanada.com/mediakit