

2019  
MEDIA KIT

# PULP & PAPER CANADA

OVER 100 YEARS OF SERVING THE INDUSTRY

Partner Publications

CANADIAN  
**BIOMASS**

CANADIAN  
**CFI** FOREST  
INDUSTRIES

**OF** Opérations  
forestières  
et de scierie

# Here are a few facts worth considering in planning your **advertising** and **marketing**

## EXCLUSIVE CANADIAN CONTENT

We are the only print publication dedicated to the Canadian pulp & paper industry – worth a staggering \$20 billion+ per year. Our coverage includes case studies from mills, innovative technology, R&D, market trends, safety, management and sustainability.

Our annual reader surveys show that our readers value Canadian content that reflects Canada's unique world of crown timber, strict forestry regulations, currency issues, and certification.

Almost 88% read Pulp & Paper Canada always or regularly, according to a recent survey.<sup>1</sup> That provides credibility and engagement for your marketing message. 81% pass on their issue to two or more colleagues, giving you a deep reach for each ad dollar.

<sup>1</sup> 2017 Reader Survey, Annex Business Media Research Dept., July 2017

## NATIONAL REACH

Pulp & Paper Canada offers the national reach to get your message to key decision-makers in mills and converting operations coast to coast. The P&PC brand means instant online credibility for your content and your message.

Over 9,500 unique visitors a month go to [pulpandpapercanada.com](http://pulpandpapercanada.com) – reach deeper, wider and more often with your branded marketing.

## GROWTH AND RENEWAL

The global pulp and paper industry is in transition, upgrading equipment to produce new products, moving in to green energy production and replacing its aging workforce. Join us as we explore new and emerging bio-economy technologies, and the many other facets of this vibrant sector.

## MEET OUR COMMUNITY

### INFLUENTIAL



**75%**

of readers make or are involved in the buying decision



**70%**

of readers work at pulp and paper mills, woodlands operations or paper converting sites

### ENGAGED

**94%**

feel the magazine meets the needs of the industry

**82%**

of readers who get other magazines read P+PC more

**62%**

read the Pulp & Paper Canada e-newsletter frequently or often

### CONNECTED

**14,902**

is the average pass-along readership of each issue (2016 reader survey)

## THEMES 2019

- Bioeconomy
- Future workforce
- Green energy
- Kraft pulping
- Maintenance
- Market trends
- Mechanical pulping
- Packaging
- Papermaking
- Safety
- Technology

# Exclusive Content in 2019

Count on Pulp & Paper Canada for timely coverage of Canadian mills, people and innovations, plus market trends, technological advancements, conference coverage, and comments from industry and association leaders.

	COVER STORY	MARKETS & TRENDS	MILLS	TECHNOLOGY	VALUE ADDED	DEADLINES
WINTER	<ul style="list-style-type: none"> <li>Green Energy</li> </ul>	<ul style="list-style-type: none"> <li>Market Outlook: Paper</li> <li>PaperWeek Preview</li> </ul>	<ul style="list-style-type: none"> <li>Mill profile (Eastern)</li> </ul>	<ul style="list-style-type: none"> <li>Chemicals</li> </ul>		Closes: Dec 7 Material: Dec 12
SPRING	<ul style="list-style-type: none"> <li>Safest Mill in Canada Winners</li> </ul>	<ul style="list-style-type: none"> <li>PaperWeek Review</li> <li>PacWest Preview</li> </ul>	<ul style="list-style-type: none"> <li>Bio-economy – Nanomaterials</li> </ul>	<ul style="list-style-type: none"> <li>Motors &amp; Drives</li> </ul>	<i>Extra distribution at PaperCon</i> <i>Extra distribution at PacWest</i>	Closes: Mar 22 Material: Mar 27
SUMMER	<ul style="list-style-type: none"> <li>Future Workforce</li> </ul>	<ul style="list-style-type: none"> <li>Market Outlook: Pulp</li> <li>Trends from PaperCon</li> </ul>	<ul style="list-style-type: none"> <li>Mill Profile (Western)</li> </ul>	<ul style="list-style-type: none"> <li>Machine Clothing</li> </ul>	<i>Includes Pulp, Paper &amp; Bioeconomy Map</i>	Closes: May 24 Material: May 29
FALL	<ul style="list-style-type: none"> <li>Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>Market Outlook: Packaging</li> <li>PacWest Review</li> </ul>	<ul style="list-style-type: none"> <li>Water: Best practices</li> </ul>	<ul style="list-style-type: none"> <li>Process Control</li> </ul>	<i>Double Your Ad Space Promotion: Reserve half page, get a full page; reserve full page, get a double page spread.</i>	Closes: Sept 13 Material: Sept 18

\* Editorial and dates subject to change without notice

## IN EVERY ISSUE

**Industry News:** What's trending in Canada and beyond

**Opinion:** Insight from industry thought leaders

**Bioeconomy:** A roundup of the latest developments

**Technology News:** The products and processes to help you get your job done

**Community:** Pulp and paper companies that give back



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 @pulppapercanada

# An economical way to supplement your print plan, or **reach a growing audience every day of the year**

## CUSTOM E-BLASTS

(1x - \$1,500)

Last-minute event to promote? Want to supplement your print ads with a reminder or teaser? No worries – these exclusive digital brochures are available when you need them. Ask your sales manager for samples.

## DIGITAL AD-VANTAGE

(\$1,000 - 4 per year exclusive)

Be front and centre when we let our readers know that the digital edition of Pulp & Paper Canada Magazine is ready. It includes email sponsorship plus a full-page ad opposite the digital edition cover. Limit of four per year, first come first served.

## WALLPAPER

(\$1,500/month - 3 month minimum)

Make a massive impression with this powerful new format. The ad covers both sides of our site, and can be animated for maximum impact!

## BANNER ADVERTISING

Canada's national pulp and paper website, with news, views and analysis updated daily. Add our vast e-news contact list drawing traffic weekly and our constantly growing community, and you can't miss.

### Leaderboard

728 x 90 px \$720 per month

### Big Box

300 x 250 px \$720 per month

## E-NEWS SPONSORSHIPS

Our exclusive weekly e-news keeps the industry up to date on new projects, mergers and acquisitions, bio-products, events, supplier news, fibre supply and more. Be part of the news cycle and be in touch.

### Leaderboard

728 x 90 px \$450 each

300 x 50 px Mobile Adaptive ad included

### Sponsored Spotlight

300 x 250 px \$450 each

100 words

## CIRCULATION DEPARTMENT

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## NATIONAL ACCOUNTS MANAGER

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# 9,297

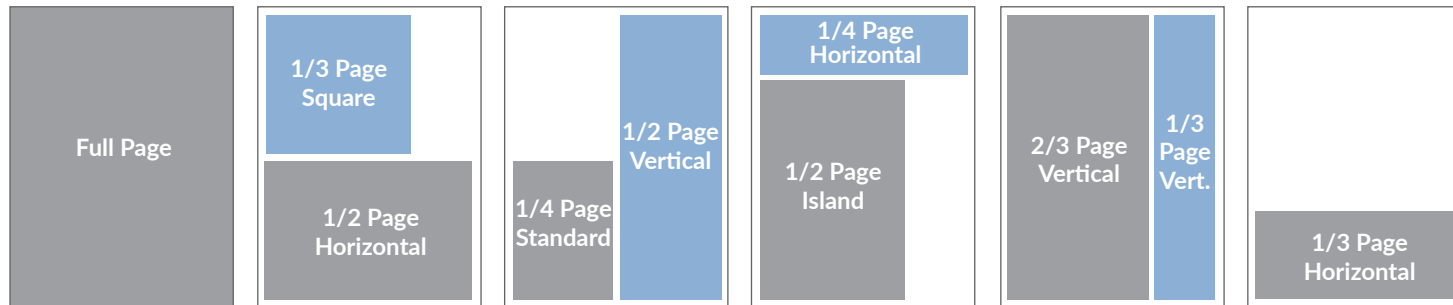
Unique visitors per month  
(Google Analytics, March 2018)

# 22,503

Page views per month  
(Google Analytics, March 2018)

# 2019 Media Rates

The best way to brand your company and market your products to the pulp and paper community – your clients – is by investing in an integrated media plan, reinforcing your print advertising on our interactive website, through our email blasts, or via our digital advantage online edition sponsorship. To be a part of our print and online communities, contact us for package pricing.



	1X	3X	6X
<b>DOUBLE PAGE SPREAD</b>	\$9,500	\$9,075	\$8,675
<b>FULL PAGE</b>	\$5,500	\$5,075	\$4,675
<b>2/3 PAGE</b>	\$4,785	\$4,411	\$4,080
<b>1/2 PAGE</b>	\$3,814	\$3,493	\$3,213
<b>1/3 PAGE</b>	\$2,744	\$2,422	\$2,244
<b>1/4 PAGE</b>	\$2,014	\$1,932	\$1,728

All advertising rates are quoted in black and white and in gross Canadian dollars. Prices are subject to the addition of applicable provincial and federal taxes. U.S. orders are tax exempt.

## CONTACT

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# Be a part of Pulp & Paper Canada in 2019



“An excellent view of the P&P industry in Canada.”



“I think Pulp & Paper is an essential publication for all professionals working in the industry.”

“Yours is a great industry publication! I would rate it the best of all publications of this nature!”



“I like to know about the market. I like to read about other companies in that kind of business. Also, I let my employees read about it, by putting the magazine in the lunch-room.”



- The Pulp & Paper Canada brand means instant online credibility for our content and your message.
- Over 9,000 unique visitors per month to pulpandpapercanada.com – reach deeper, wider and more often with your branded marketing.
- Over 6,600 CASL compliant weekly e-newsletter subscribers – The largest CASL compliant list in Canada for this sector.
- Over 40% e-news open rate to engage with your brand (industry average is 22%).
- Mobile responsive e-news and site - 32% of our audience are on mobile devices.
- CASL compliant e-blasts means you can reach our community directly.

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