Advertising and marketing
Facts worth considering

CANADIAN CONTENT
We are the only publication dedicated to the Canadian pulp and paper industry – the forestry sector is one of the most important sectors of the economy with annual GDP of $21.8 billion in 2017.

NATIONAL, TRUSTED REACH
Our readers are key decision-makers in mills and converting operations from coast to coast. Published since 1903, we have built more than a century of trust. Align your message and branding with this respected flagship Canadian publication.

GROWTH AND RENEWAL
The industry is in transition – companies are upgrading equipment to produce new products, moving to green energy production, adjusting output in response to market trends and replacing an aging workforce. Join us as we explore new and emerging bioeconomy technologies and other facets of this vibrant sector.

GROWING DIGITAL PRESENCE
There’s so much more than the magazine. The website – PulpandPaperCanada.com – welcomes 12,500+ visitors per month and generates nearly 21,000 monthly page views.

MEET OUR COMMUNITY

<table>
<thead>
<tr>
<th>INFLUENTIAL</th>
<th>ENGAGED</th>
<th>CONNECTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>51% have direct purchasing influence</td>
<td>96% feel magazine meets need of industry</td>
<td>14,906 Average pass-along readership of each issue</td>
</tr>
<tr>
<td>38% have contacted a Pulp &amp; Paper Canada advertiser</td>
<td>84% read Pulp &amp; Paper Canada more than any industry publication</td>
<td>(Source: 2019 Reader Survey)</td>
</tr>
<tr>
<td>72% earn more than $100,00 per year</td>
<td>60% read the email newsletter frequently or often</td>
<td></td>
</tr>
</tbody>
</table>

THEMES 2020
- Bioeconomy
- Environment
- Innovation
- Maintenance
- Market trends
- Packaging
- Papermaking
- Pulping
- Safety
- Technology
- Tissue
- Training
### 2020 Editorial Calendar

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.

<table>
<thead>
<tr>
<th>ISSUE FOCUS</th>
<th>MARKETS &amp; TRENDS</th>
<th>MILLS</th>
<th>TECHNOLOGY</th>
<th>VALUE ADDED</th>
<th>DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WINTER</strong></td>
<td>• Water &amp; Chemicals</td>
<td>• Market Outlook: Tissue</td>
<td>• Mill profile (Eastern)</td>
<td>• Chemicals</td>
<td>Closes: Dec 20 Material: Jan 2</td>
</tr>
<tr>
<td></td>
<td>• Health &amp; Safety</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Safest Mill in Canada Winners</td>
<td>• Case study: Safety program</td>
<td>• Safety</td>
<td>Extra distribution at PaperCon and</td>
<td>Closes: Mar 20 Material: Mar 25</td>
</tr>
<tr>
<td></td>
<td>• PaperWeek Review</td>
<td></td>
<td></td>
<td>PacWest</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• PacWest Preview</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SPRING</strong></td>
<td>• Maintenance &amp; Machinery</td>
<td>• Market Outlook: Paper</td>
<td>• Case study: Papermaking</td>
<td>• Machine clothing</td>
<td>Closes: May 22 Material: May 27</td>
</tr>
<tr>
<td></td>
<td>• Trends from PaperCon</td>
<td></td>
<td></td>
<td>Include Pulp, Paper &amp; Bioeconomy Map</td>
<td></td>
</tr>
<tr>
<td><strong>SUMMER</strong></td>
<td>• Innovation</td>
<td>• Mill profile (Western)</td>
<td>• Test &amp; measurement</td>
<td>Double Your Ad Space Promotion: Reserve half page, get a full page; reserve full page, get a double-page spread</td>
<td>Closes: Sept 18 Material: Sept 23</td>
</tr>
<tr>
<td></td>
<td>• Market Outlook: Pulp</td>
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</tr>
</tbody>
</table>

* Editorial and dates subject to change without notice

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**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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Kristina Urquhart  
Editor  
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kurquhart@annexbusinessmedia.com  
@pulppapercanada
Digital Advertising
An economical way to supplement your print plan, or reach a growing audience every day of the year.

CUSTOM E-BLASTS
(1x - $1,545)
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
($1,030 - 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
($1,545/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
  - $740 per month

- **Big Box**
  - 300 x 250 px
  - $740 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
  - 300 x 50 px
  - Mobile Adaptive ad included

- **Sponsored Spotlight**
  - 300 x 250 px
  - 100 words
  - $465 each

- **Big Box**
  - 300 x 250 px
  - $465 each
# 2020 Print/Digital Edition Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOUBLE PAGE SPREAD</strong></td>
<td>$9,690</td>
<td>$9,255</td>
<td>$8,850</td>
</tr>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>$5,610</td>
<td>$5,175</td>
<td>$4,765</td>
</tr>
<tr>
<td><strong>2/3 PAGE</strong></td>
<td>$4,880</td>
<td>$4,500</td>
<td>$4,160</td>
</tr>
<tr>
<td><strong>1/2 PAGE</strong></td>
<td>$3,890</td>
<td>$3,560</td>
<td>$3,280</td>
</tr>
<tr>
<td><strong>1/3 PAGE</strong></td>
<td>$2,800</td>
<td>$2,470</td>
<td>$2,290</td>
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<tr>
<td><strong>1/4 PAGE</strong></td>
<td>$2,055</td>
<td>$1,970</td>
<td>$1,760</td>
</tr>
</tbody>
</table>

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

**CONTACT**
Laura Goodwin
National Accounts Manager
Phone: 289-928-8543
lgoodwin@annexbusinessmedia.com

Stephanie DeFields
Account Coordinator
Phone: 519-429-5196
sdefields@annexbusinessmedia.com
New for 2020!
Reach all of our audiences with one simple buy

Our integrated packages take the guesswork out of where to focus your campaign. With one buy, you get presence in the print and digital editions, on PulpandPaperCanada.com and in our weekly newswire delivered to nearly 7,500+ CASL-compliant, opt-in subscribers who are forestry, pulp and paper professionals.

<table>
<thead>
<tr>
<th>Format</th>
<th>Ad Size/Unit</th>
<th>Regular Price</th>
<th>Discount</th>
<th>Discounted Price</th>
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<tbody>
<tr>
<td><strong>GOLD</strong></td>
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</tr>
<tr>
<td>Print - 1 issue</td>
<td>Full page</td>
<td>$5,610</td>
<td>20%</td>
<td>$4,490</td>
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<tr>
<td>Web - 1 month</td>
<td>Leaderboard OR Big Box</td>
<td>$740</td>
<td>20%</td>
<td>$590</td>
</tr>
<tr>
<td>eNews - 1 issue</td>
<td>Leaderboard</td>
<td>$465</td>
<td>20%</td>
<td>$370</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td>$6,815</td>
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<td>$5,450</td>
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<td><strong>SILVER</strong></td>
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<tr>
<td>Print - 1 issue</td>
<td>1/2 page</td>
<td>$3,890</td>
<td>20%</td>
<td>$3,110</td>
</tr>
<tr>
<td>Web - 1 month</td>
<td>Leaderboard OR Big Box</td>
<td>$740</td>
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<td>$465</td>
<td>20%</td>
<td>$370</td>
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<tr>
<td><strong>Total</strong></td>
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<td>$5,095</td>
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<td>$4,070</td>
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<tr>
<td><strong>BRONZE</strong></td>
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<tr>
<td>Print - 1 issue</td>
<td>1/4 page</td>
<td>$2,055</td>
<td>20%</td>
<td>$1,645</td>
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<tr>
<td>Web - 1 month</td>
<td>Leaderboard OR Big Box</td>
<td>$740</td>
<td>20%</td>
<td>$590</td>
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<tr>
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<td>$465</td>
<td>20%</td>
<td>$370</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$3,260</td>
<td></td>
<td>$2,605</td>
</tr>
</tbody>
</table>

**BONUS!** Add a custom e-blast to any package for just $995!

Contact Laura Goodwin at 289-928-8543 or lgoodwin@annexbusinessmedia.com to start your campaign today.
SPONSORED CONTENT
Position your company as an expert and a leader among our audience with a turnkey integrated content marketing package.

WHY CONSIDER SPONSORED CONTENT?
• Increased engagement and time spent with your brand by reading valuable content
• Drives higher brand recall, customer intention and interest
• Content written with the same tone and voice of established premium publishers can see a 50% higher brand lift

PACKAGE INCLUDES:
• 1-2 page article written by a Pulp & Paper Canada freelancer on a chosen topic by the advertiser (approved by the editor)
• Article highlighted as sponsored content in one print edition of P&PC
• Editorial written in P&PC style, keeping focus on reader’s needs yet subtly stating the benefits your company/product can provide
• 1 Sponsored Spotlight in e-Newsletter promoting relevant product
• 1 Sponsored Content article in the same e-Newsletter promoting article and linking back to digital article hosted on pulpandpapercanada.com
• Article highlighted on pulpandpapercanada.com home page
• 2 social media posts containing article

RATE: $8,750
Be a part of **Pulp & Paper Canada** in 2020

“The best source for news about the industry in Canada.”

“Pulp and Paper Canada is a very interesting magazine. It provides timely news and information on the pulp and paper industry, market trends, new developments, emerging new applications and new markets for wood fibres.”

“Pulp & Paper Canada is an essential tool to keep abreast of the P&P industry in Canada – it provides a depth of reporting not available in other media.”


- The Pulp & Paper Canada brand means instant online credibility for your 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 7,500+ CASL-compliant weekly eNewsletter subscribers – The largest CASL compliant list in Canada for this sector.
- Over 40% eNews open rate to engage with your brand (industry average is 22%).
- Mobile, responsive eNews and site - 32% of our audience are on mobile devices.
- **CASL-compliant eBlasts** means you can reach our community directly.

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