



NEW EDITORIAL CALENDAR
NEW WEBSITE
NEW ADVERTISING OPPORTUNITIES



MEDIA KIT 2020
WWW.TISSUEWORLDMAGAZINE.COM

INTRODUCTION

Tissue World Magazine is the leading independent publication and online resource for the global tissue industry.

Dedicated to keep tissue professionals up-to-date with the industry, Tissue World publishes essential information, analysis and opinions on breaking trends in business, technology, regional developments and sustainability.

Distributed across both print and digital media, Tissue World's authoritative editorial content is accessed by over 72,000 industry professionals* every year.

- Bi-Monthly Magazine
- Website
- Mobile Application
- Bi-Weekly E-newsletters
- Social Media (LinkedIn / Facebook / Twitter)

** inclusive of print and digital readers, website users and e-newsletter subscribers*

AN INTEGRATED PLATFORM TO ENHANCE YOUR BRAND VISIBILITY

Your investment with Tissue World includes a comprehensive outreach to tissue professionals across all of the mentioned channels.



**RAISE YOUR PROFILE AND GET NOTICED BY BEING PART OF THE
LEADING GLOBAL MEDIA FOR YOUR INDUSTRY!**

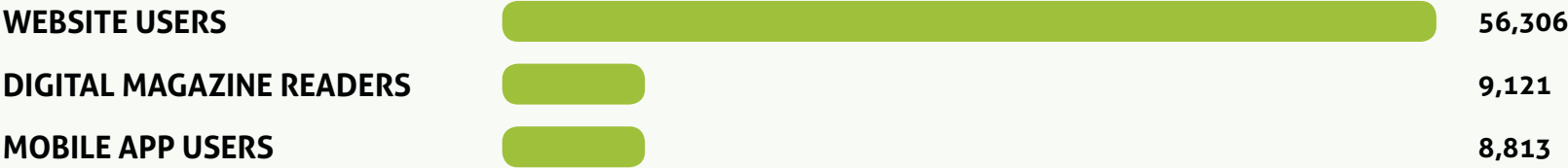
www.tissueworldmagazine.com

READERSHIP

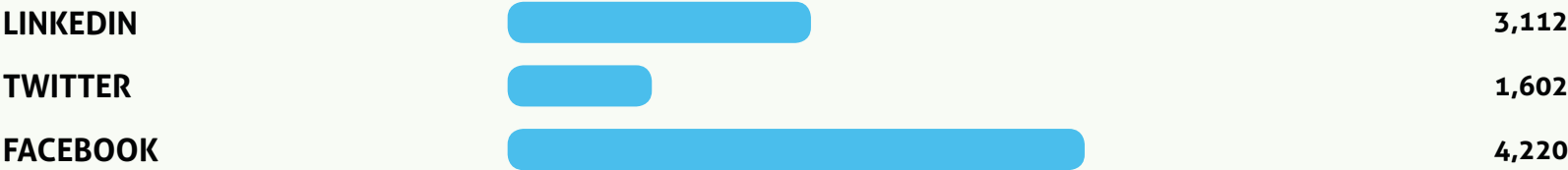
SUBSCRIBERS



ONLINE



SOCIAL MEDIA



TISSUE WORLD MAGAZINE

The bi-monthly Tissue World magazine is distributed to **2,581** tissue professionals.

Every issue of TWM features popular departments:

- **Frontissues:** The editor reviews the leading issues.
- **Marketissues:** Expert analysis of market trends from industry leaders and innovators.
- **World News:** Rounding up the latest developments across the world with our news and analysis of all the issues that matter.
- **Fisher International:** An in-depth look into a region's tissue capacity and production.
- **Euromonitor International:** Analysis of a country's tissue market trends and dynamics.
- **Operations Report:** TWM visits the world's key tissue mills to report on their latest developments.
- **Technical News:** Equipment and process innovations from the suppliers.
- **Consumer Speak:** What the industry needs to know – tissue product consumers speak to TW about what and why they buy, and how much they are prepared to pay.
- **Exitissues:** Expert opinion on issues that count

Tissue World FOCUS Report



As the official publication of the global Tissue World trade shows, Tissue World Magazine publishes Tissue World FOCUS Report in conjunction with the events taking place in Düsseldorf, Miami, São Paulo, Bangkok and Istanbul, offering an in-depth review of the specific market in terms of the regional trends and the latest market opportunities.

The FOCUS Report is bundled in event registration packages.

TISSUE WORLD MAGAZINE



With a steady increase in annual page views, there is no better way to promote your products and services to a targeted, industry specific audience through Tissue World magazine's online channels.

Tissue World magazine's online presence includes:

- **Tissue World Magazine Website will be completely revamped and launched in January 2020!**
Updated with breaking industry news, market analyses and opinions, the TWM website is the go-to place for all resources critical to the tissue industry. For the past 12 months, the TWM website recorded a monthly average of over 3000 unique visitors.
- **Tissue World Magazine Bi-Weekly e-newsletter**
Delivered every two weeks to over 5,000 opt-in subscribers and an average open rate of 20% and click rate of 25%, the Tissue World bi-weekly newsletter delivers a summary of the most important industry news and topics for the convenience of the industry professionals.
- **Tissue World Magazine (Digital Version)**
The digital version of the Tissue World Magazine is published on Issuu. On a monthly average, 848 users access the online version of the magazine
- **Tissue World Magazine Mobile Application**
A free to download App available on Apple iTunes store and Google Play Store, the Tissue World Magazine App brings the latest tissue industry news to the fingertips of tissue professionals.
- **Tissue World Social Media**
With a targeted group of followers from the tissue industry, Tissue World's social media platforms including Twitter, Facebook and LinkedIn Group are where the tissue industry connects and shares the latest industry trends.

TISSUE WORLD MAGAZINE

PRINTED & ONLINE VERSIONS



READERSHIP

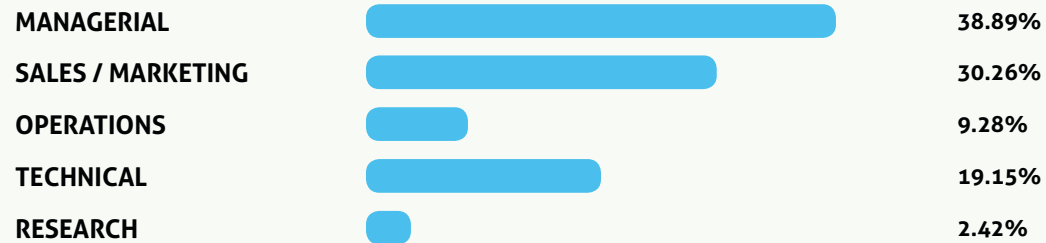
PRINT	DIGITAL
2,581	9,121

TOP 20 COUNTRIES SUBSCRIBED (PRINT)

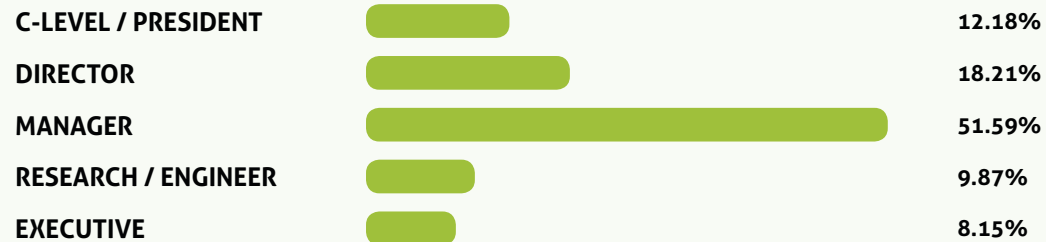
- | | |
|-------------------------|------------------|
| 1. USA | 11. SOUTH AFRICA |
| 2. ITALY | 12. EGYPT |
| 3. UK | 13. CHINA |
| 4. GERMANY | 14. IRAN |
| 5. BRAZIL | 15. ARGENTINA |
| 6. TURKEY | 16. CANADA |
| 7. SWEDEN | 17. COLOMBIA |
| 8. MEXICO | 18. FINLAND |
| 9. UNITED ARAB EMIRATES | 19. MALAYSIA |
| 10. PAKISTAN | 20. CHILE |

SUBSCRIBER BREAKDOWN

TOP JOB FUNCTIONS



TOP JOB TITLES

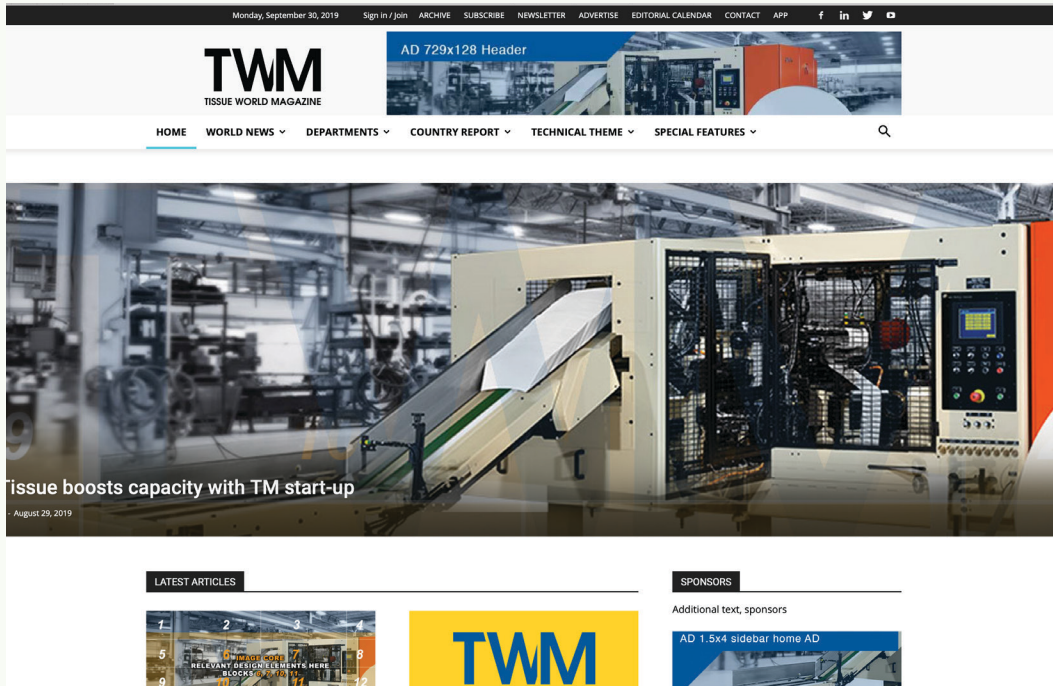


TOP SUBSCRIBERS



TISSUE WORLD MAGAZINE

WEBSITE



WEBSITE TRAFFIC *

PAGE VIEWS	SESSIONS	USERS
12,199	6,587	4,582

* monthly average over a period of 12 months

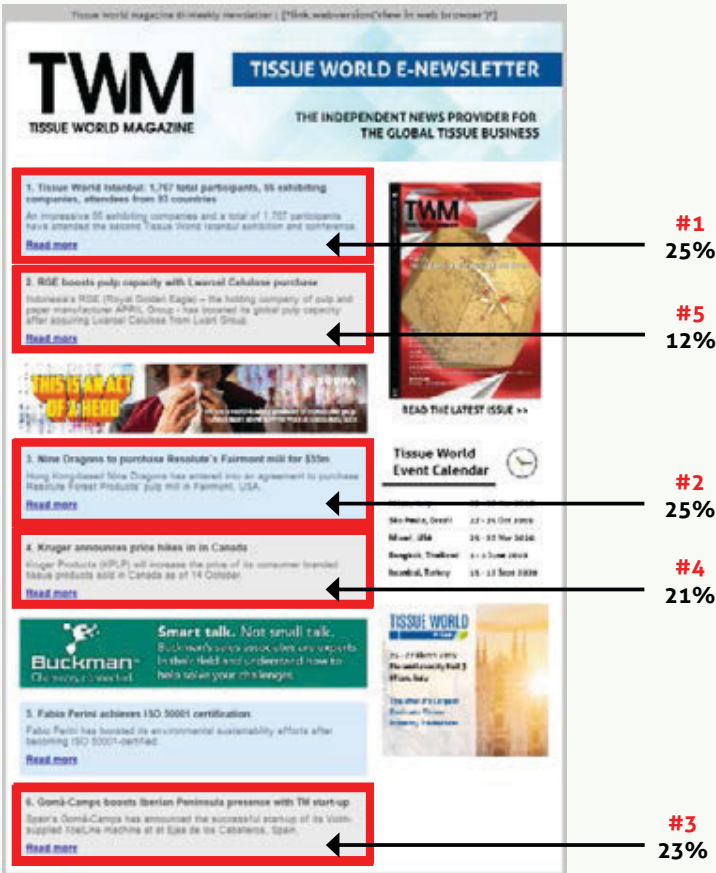
TOP 20 COUNTRIES SUBSCRIBED

1. USA	11. JAPAN
2. INDIA	12. SPAIN
3. UK	13. TURKEY
4. ITALY	14. SWEDEN
5. GERMANY	15. BRAZIL
6. CANADA	16. SINGAPORE
7. CHINA	17. FINLAND
8. INDONESIA	18. SOUTH KOREA
9. FRANCE	19. UNITED ARAB EMIRATES
10. SOUTH AFRICA	20. AUSTRALIA

TISSUE WORLD MAGAZINE



E-NEWSLETTER



SUBSCRIBERS

SUBSCRIBERS	COUNTRIES	AVEG. OPEN RATE*	AVG. CLICK RATE*
8,507	115	18%	24%

* monthly average over a period of 12 months

TOP 20 COUNTRIES SUBSCRIBED

1. USA

2. ITALY

3. UK

4. GERMANY

5. BRAZIL

6. FINLAND

7. TURKEY

8. CANADA

9. SWEDEN

10. MEXICO
11. SOUTH AFRICA

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15. UNITED ARAB EMIRATES

16. FRANCE

17. ARGENTINA

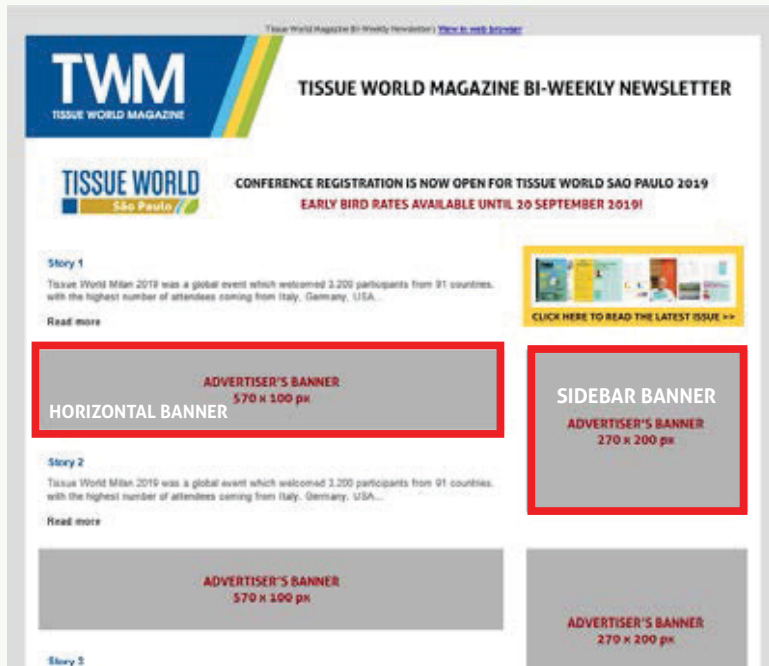
18. SPAIN

19. PORTUGAL

20. INDIA

TISSUE WORLD MAGAZINE

- **ADVERTISING newsletter**



**2 OPTIONS OF BANNER ADS (HORIZONTAL / SIDEBAR)
WITH HYPERLINK ON THE BI-WEEKLY E-NEWSLETTER**

- **ADVERTISING website**



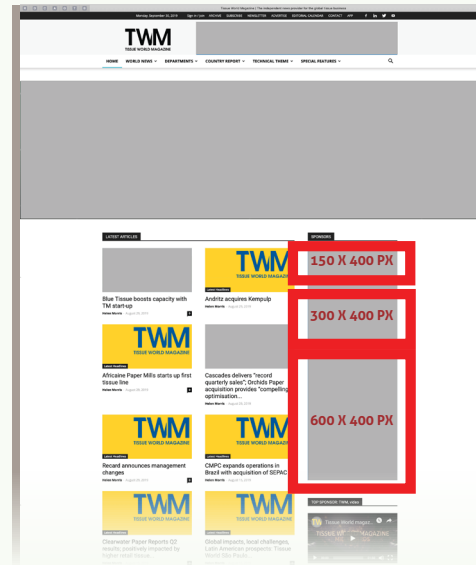
**OPENING POPUP ON THE HOMEPAGE, IMAGE, VIDEO or CUSTOM HTML
(recurring only on the homepage)**

TISSUE WORLD MAGAZINE

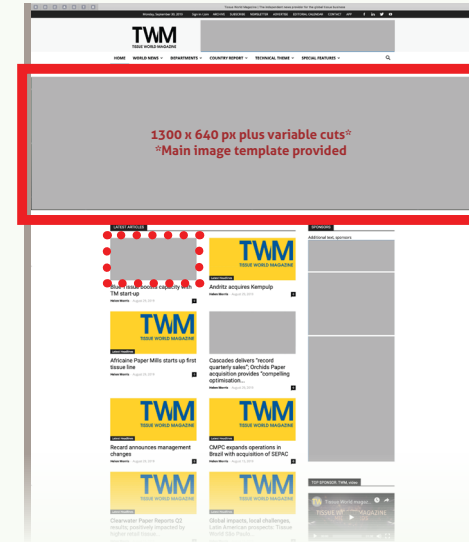
ADVERTISING website



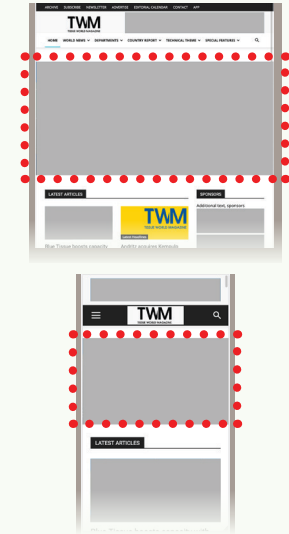
HEADER BANNER on THE HOMEPAGE



SIDEBAR BANNER on THE HOMEPAGE
available in 3 OPTION SIZES



REVOLVING BANNER on THE HOMEPAGE
+ CUSTOMIZED LANDING PAGE FOR YOUR BANNER



TISSUE WORLD MAGAZINE

TISSUE WORLD MAGAZINE MOBILE APP

ABOUT THE APP

Constantly updated with the latest industry news, the Tissue World Magazine application is accessed by tissue professionals from around the world on a daily basis.

Providing essential information, analyses and opinion on breaking trends in business, technology, sustainability and regional developments, the content of the app is organised under the following themes:

- FrontIssues
- MarketIssues
- World News
- Country Report
- Operations Report
- Technical Theme
- ExitIssues



ADVERTISING WITH THE APP

Splash Page



Company Logo and Message on the App Splash Screen

The first impression lasts a lifetime

The Splash Screen is the first screen users see when launching the app.

Add your company logo and message at the bottom of the splash screen!

This screen will appear everytime a user launches the app.

Promoted Post



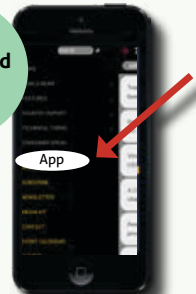
Promote your message so that it sticks

Receive the highest visibility for your message

A Promoted Post is a message pinned to the top of the activity feed (the most accessed section of the app) so that your message is placed right in front of your audience.

With 140-character limit, Promoted Posts can include a link to a website or an agenda item, as well as an embedded image (600x200 pixels in PNG format).

Sponsored App



Prime placement in the main menu of the app

Position your company along with the other main editorial sections

With a custom link and page for your company in the app, this is the best platform for you to share all things relevant to your company solutions, alongside the TW magazine editorial content.

The App Section will showcase your company logo and a link to a page within the app with customised content.

TOP ADVERTISERS

ANDRITZ

Buckman

convermat
CORPORATION

 **EDT**

ECZACIBAŞI
TÜKETİM ÜRÜNLERİ

EIL
TRUST THE POWER

 **FABIO PERINI**
KÖRBER SOLUTIONS

 **FUTURA**

 **Gambini**

 **INFINITY**

 **LITORRES**

 **SIMEC GROUP**
MORE THAN ENGRAVINGS

 **SÖDRA**

 **SOFIDEL**
ENDLESS CARE. INNOVATIVE LIFE

Solar Turbines
A Caterpillar Company

 **STAX**

 **SVECOM P.E.**
EXPANDING DEVICES

 **TOSCOTEC**

TREBOR

Valmet
FORWARD

VOITH

EDITORIAL CALENDAR 2020

Issue	Special Feature	Technical Theme	Country Report	Focus Report	Ad Deadlines
January/February 2020	Projects Survey	Paper Machine	Norway	-	10-Dec-19
March / April 2020*	Distribution Special	Converting	Canada	USA	10-Feb-20
May/June 2020*	Retail Special	Packaging, Wrapping & Logistics	Portugal	-	10-Apr-20
July/August 2020	The Barometer Issue	Chemicals	Serbia	-	10-Jun-20
September/October 2020*	Private Label and Brands	Pulping / Fibre	Turkey	-	10-Aug-20
November/December 2020	Annual Review	Environment	Japan	-	10-Oct-20

Distribution issues at Tissue World Tradeshow and Conferences*

- March / April 2020 - Tissue World Miami 2020
- May / June 2020 - Asian Paper / Tissue World Bangkok 2020
- September / October 2020 - Tissue World Istanbul 2020

RATE CARD

PACKAGES	ITEMS
Maximum Digital (USD\$25,000)	<ul style="list-style-type: none"> • 6x full page color advert in the printed magazine • 6x full page color advert in the PDF version • 6 months' revolving banner on the homepage of the magazine's website • 1 customised landing page on the magazine's website • 6 months' banner on the bi-weekly enewsletter (12 times in total) • 1 month's splash screen on the magazine's app • 1 month's banner on the magazine's app • 3 posts on Twitter, LinkedIn and Facebook
Digital Reach (USD\$20,000)	<ul style="list-style-type: none"> • 6x full page color advert in the printed magazine • 6x full page color advert in the PDF version • 3 months' revolving banner on the homepage of the magazine's website • 1 customised landing page on the magazine's website • 3 months' banner on the bi-weekly e-newsletter (6 times in total) • 1 month's banner on the magazine's app • 1 free post on Facebook, Twitter and LinkedIn
Targeted Digital (USD\$15,000)	<ul style="list-style-type: none"> • 4x full page color advert in the printed magazine • 4x full page color advert in the PDF version • 1 month's revolving banner on the homepage of the magazine's website • 1 customised landing page on the magazine's website • 1 month's banner on the bi-weekly e-newsletter (2 times in total) • 1 free post on Facebook, Twitter and LinkedIn

RATE CARD (DIGITAL)

PACKAGES	ITEMS
Maximum Digital (USD\$15,000)	<ul style="list-style-type: none">• 6 months banner bi-weekly enews• 6 months revolving banner website• 6 months landing page website• 1 window popup website• 1 month splashscreen app• 1 page printed magazine
Digital Reach (USD\$11,500)	<ul style="list-style-type: none">• 4 months banner bi-weekly enews• 4 months header banner website• 4 months larger banner website• 1 month splashscreen app• 1 page printed magazine
Targeted Digital (USD\$8,300)	<ul style="list-style-type: none">• 3 months banner bi-weekly enews• 3 months header banner website• 1 month medium banner website• 1 month splashscreen app• 1 page printed magazine

RATE CARD

Need a customised solution?

Contact us at info@tissueworld.com for more information.

PACKAGES	ITEM	SPECIFICATIONS	
Customised Package	Spread	432mmx395mm (w/bleed)	USD\$9,500
	Full Page *	220mm x 307mm (w/bleed)	USD\$5,000
	Full Page - <i>Inside Back Cover</i>	220mm x 307mm (w/bleed)	USD\$5,750
	Full Page - <i>Guaranteed Position</i>	220mm x 307mm (w/bleed)	USD\$5,500
	1/2 Page (Horizontal/vertical) *	180mmx125mm (w/bleed) /85mmx255mm (w/bleed)	USD\$1,900 / USD\$1,900
	Gatefold Cover (2 page Spread)	432mmx307mm (w/bleed)	USD\$9,500
	Inserts		USD\$7,300
	Belly Band		USD\$5,500
	Newsletter Banner (Horizontal)	570px width x 100px height	USD\$990
	Newsletter Banner (Sidebar)	270px width x 200px height	USD\$990
	Website header banner	729x128 pixels 72 dpi	USD\$1,300/month
	Website Revolving Banner (incl. landing page)	1070x220 pixels 72 dpi	USD\$1,500/month
	Website Window pop-up	1200x900 pixels 72 dpi	USD\$2,000/month
	Website central or sidebar banners	small (150x400)	USD\$900/month
		medium (300 x 400)	USD\$1,000/month
		large (600x400)	USD\$1,250/month
	App Splash Screen Banner	320 width x 320px height	USD\$1,200

Alternatively, contact the sales representative in your region for more details. *

* Full contact details are available on the last page of this kit.

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