



Paper Making & Distribution 2007 Media Data

As we approach 2007, it would appear from recent industry comments that an upturn for papermaking could be on the cards. This is good news, and we have been doing our part to deliver a more effective and tailored product for our readers and advertisers alike.

Paper Making & Distribution has become the must read title for paper makers around the world. With exclusive reporting and commentary on pulp and paper developments including record breaking projects, papermachine upgrades and information on the pertinent issues to the industry.

We can report a very favourable uptake in newly qualified readers over the past 12 months, which takes our international distribution to some 6169 individuals, spread over 87 countries worldwide. This increase does not include machinery, equipment or ancillary suppliers, as these are maintained on a separate database.

From the forest floor, to papermaking technology, from transport and distribution to the environment, we will continue to keep readers informed of current events, as well as looking at new products to make your business more productive, cost effective and efficient. Paper Making & Distribution not only continues to be an essential read for buyers and specifiers, but also a magazine that they look to for answers and solutions.

With just six issues a year available for your marketing message, now is the time to reserve your advertising space for the coming year to ensure your products are at the forefront of our readers' minds.

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Paper Making & Distribution forward features 2007

Feb/March:

Theme: High technology
Drying
Nanotechnology
Automation and process control
Record breakers
Review of Exfor 2007

May:

Theme: Transport
Converting and finishing
Shipping, handling and warehousing (includes tracking and tracing)
Machine clothing
PulPaper 2007 issue

Summer issue:

Theme: The environment
Green transport
Recycling and deinking
Certification
Water and effluent treatment

Sept:

The woodyard
Drying
Paper goes east
Management and measuring technology

Oct:

Tissue
Machine clothing
Chemicals and additives
Pulping including chemical pulping

Nov:

Theme: Energy and power
Powering your mill including new technology (Bio fuel, wind power and CHP)
The real cost of energy
Stock preparation
The papermachine dry end

New for 2007 and included in every issue will be 'From the shop floor' a maintenance section covering areas such as lubricant selection, lighting, plant heating, ventilation and air conditioning, pumps, valves, bearings, drives, gearboxes, pipe replacement and much more.

Other topics to be included: consultants and project management, retro fitting and machine re-builds, auxiliary equipment and project reports.

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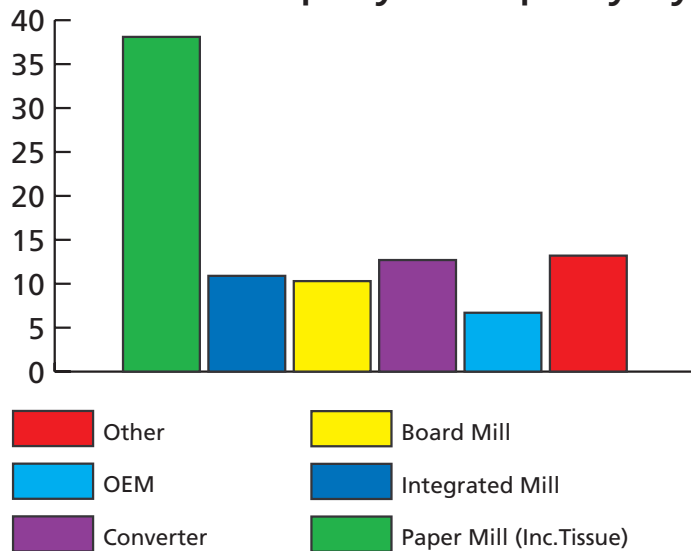
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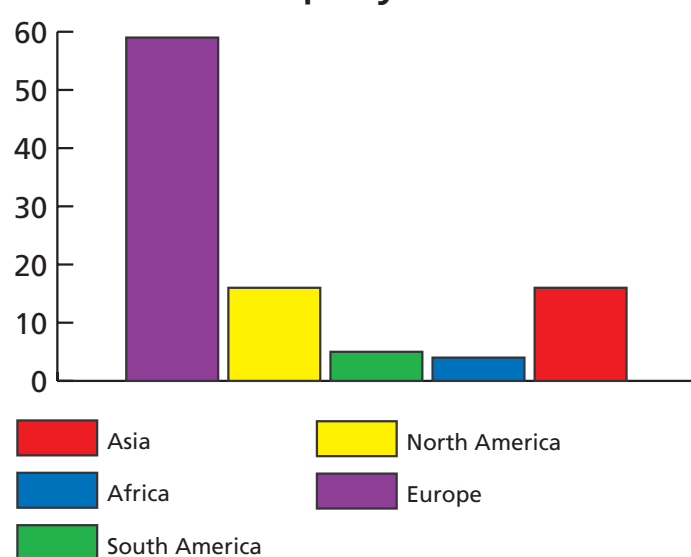
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Country			
Algeria	2	Madagascar	1
Argentina	62	Malaysia	27
Australia	29	Malta	1
Austria	52	Mexico	61
Bangladesh	64	Monaco	1
Belgium	76	Morocco	7
Belorussia	5	Nepal	2
Bosnia-Herzegovina	3	Netherlands	93
Brazil	88	New Zealand	10
Bulgaria	4	Nigeria	1
Canada	267	Norway	55
Chile	15	Pakistan	43
China	83	Paraguay	1
Colombia	30	Peru	5
Croatia	1	Philippines	31
Cuba	1	Poland	27
Cyprus	1	Portugal	53
Czech Republic	51	Romania	36
Denmark	14	Russia	136
Ecquador	2	Saudi Arabia	13
Egypt	27	Singapore	20
Eritrea	2	Slovakia	10
Estonia	3	Slovenia	8
Ethiopia	4	South Africa	45
Finland	261	South Korea	10
France	414	Spain	257
Georgia	2	Sri Lanka	11
Germany	444	Sultanate Of Oman	1
Ghana	2	Sweden	211
Greece	27	Switzerland	57
Hong Kong	2	Syria	6
Hungary	16	Taiwan	44
India	450	Tanzania	4
Indonesia	115	Thailand	42
Iran	117	Tunisia	1
Ireland	11	Turkey	65
Israel	12	Ukraine	11
Italy	501	United Arab Emirates	5
Japan	70	United Kingdom	707
Kenya	8	Uruguay	3
Korea, Republic	1	USA	664
Kuwait	1	Venezuela	21
Lebanon	2	Zimbabwe	7
Lithuania	8		
Macedonia	2	Total:	6169

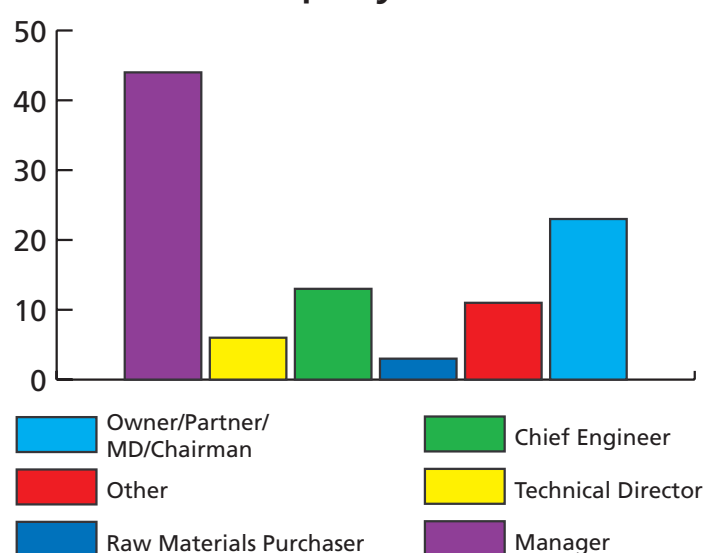
% Readership by Company Type



% Readership by Continent



% Readership by Job Title



ADVERTISING RATES

SIZE:	FOUR COLOUR
Front cover	£3995
Back cover	£3200
Double page	£4500
Full page	£2995
Half page	£1695
Quarter page	£1000

SERIES DISCOUNTS:	
3 insertions	5%
4 insertions	10%
6 insertions	20%

INSERTS:	
Single sheet loose	£2100
Bound in	£2300

Double sheet loose	£3500
Bound in	£3800

BROCHURE SHOWCASE:	
1 insert	£250
6 inserts	£1250

TRADING POST (PER ANNUM):	
Standard	£375
Premium	£525
Web banners from	£650
Bleed	£125
Facing matter	£175

All other rates available on request

MECHANICAL DATA

PRINTING: Sheet fed offset litho, saddle stitched.

SIZES: All dimensions in millimetres, horizontal by vertical.

TRIMMED SIZE: 210 x 297 (A4).

BLEED: 216 x 303 minimum (= 3 mm on each edge).

PAGE TYPE AREA: 186 x 268.

HALF PAGE: 91 x 268 or 186 x 132.

DPS AD: 426 x 303.

INSERTS: BOUND IN: A4 size plus 100 mm on the bound edge, 3 mm on all other edges.

LOOSE: Maximum size 200 x 290.

MATERIALS: A press optimised PDF file; all encapsulated images with a resolution of 300 dpi and in a CMYK colour mode, all fonts embedded, artwork centred prior to PDF creation and with a 3 mm bleed on each edge. Please do not use spot colours in the advert unless they are specially required and we are notified. PDF files should be created by distilling PostScript or EPS files in Acrobat Distiller.

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Please label files with the advertising company's name, the intended publication and issue.

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LIST RENTAL

Access over 24 000 names of personnel in the pulp, paper and printing industries.

A wide range of selection criteria can be used.

SUBSCRIPTION RATES

Paper Making & Distribution is available on subscription to those who do not qualify for free distribution under the terms of control.

Annual subscription rates: UK £93 rest of Europe £132; rest of world £185.

Multiple discount rates: 5 to 9 copies, 7.5%; 10 or more copies, 10%.



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