

audience and reach

the read one.

That's Tobacco Reporter. The most widely read international trade journal for tobacco industry specialists and insiders.

What makes us so vital to this business community of manufacturers, leaf merchants and machinery and component suppliers? Our commitment to top-notch, high-quality, relevant news and features gathered and researched by our experienced team of journalists, who travel the world for firsthand accounts of leaf markets, interviews with hard-to-pin-down executives and thought-provoking opinions and analyses, for starters.

Tobacco Reporter is the only tobacco journal with monthly frequency— is

the only one to trust when you need to get your message in front of decision-makers from Bahrain to Brazil, from Andorra to Austria.

Tobacco Reporter offers a complete, multimedia marketing system, incorporating print advertising with Web presence, E-mail blast potential and trade show visibility.

Our circulation audit provides some pretty important figures—how many of our subscribers are known by name, how many requested their copy of the magazine, which names on our list came from subscribers themselves, not some purchased list of names that might or might not be our advertisers' core audience. This is data you should know about the audience you're spending money to reach.

The quality and quantity of our circulation makes your ad money an inexpensive investment in speaking to your customers and potential customers when you can't have your sales team face-to-face in the field as often as you'd like. And don't forget the companies worldwide who don't know you—yet! Make a memorable impression on these potential customers before you knock on their doors. Tobacco Reporter's circulation is the highest in the industry. No wonder more advertisers choose Tobacco Reporter as their communication tool of choice!

2007 editorial calendar

JANUARY

- *Manufacturing report:* EU
- *Leaf report:* Southeast Asia
- Imperial Tobacco
- Cigarette papers
- Agronomy

FEBRUARY

- *Manufacturing report:* Southeast Asia & Japan
- *Leaf report:* Greece
- British American Tobacco
- Packaging machinery & materials
- Quality control

MARCH

- *Manufacturing report:*
- *Leaf report:* Turkey & China
- CNTC
- Making & packing machinery
- Adhesives

APRIL

- *Manufacturing report:* India
- *Leaf report:* Europe (non-EU)
- Altadis
- Testing & lab equipment
- Printing & ink technology

MAY

- *Manufacturing report:* Europe (non-EU)
- *Leaf report:* South America (always this issue)
- Alliance One
- Spare parts
- RYO components & machinery

2007 CHINADIRECT
The industry's only Chinese-language directory of products and services

JUNE

- *Manufacturing report:* Middle East
- *Leaf report:* Africa
- Japan Tobacco International
- Primary factory developments
- Flavoring technology

JULY

- *Manufacturing report:* OTP & cigars
- *Leaf report:* India
- Independent manufacturers
- Packaging innovations
- Cigarette production

AUGUST

- *Manufacturing report:* Greece
- *Leaf report:* USA
- **TABEXPO 2007 PRESHOW ISSUE**
- Gallaher
- Making & packing machinery
- Filter developments

2007 BONUS ISSUE
 Harm Reduction progress report

SEPTEMBER

- *Manufacturing report:* USA
- *Leaf report:* Brazil
- Philip Morris International
- Leaf processing technology
- Reconditioned equipment

2008 GLOBAL TOBACCO INDUSTRY GUIDE
The best annual resource tool available

OCTOBER

- *Manufacturing report:* Russia
- *Leaf report:* Pakistan
- Reynolds American
- RYO manufacturers
- Cigarette papers
- Secondary machinery

NOVEMBER

- *Manufacturing report:* Top brands
- *Leaf report:* EU
- **TABEXPO 2007 SHOW ISSUE**
- **GOLDEN LEAF AWARDS ISSUE**
- Universal
- Security devices
- Cigarette production

DECEMBER
Manufacturing report: Scandinavia & Pakistan
Leaf report: China

- Philip Morris USA
- Packaging—responding to restrictions
- Filters