

web advertising

The tobacco news Web site you know and love is about to get even better!

Tobacco Reporter is investing heavily in our Web site, www.tobaccoreporter.com. Already bookmarked as the homepage for industry decision makers all over the world, tobaccoreporter.com is beefing up our content to provide even better service to our readers...and advertisers!

We plan to roll out the new site in February 2007, where our paid subscribers can search our extensive editorial archives, access the current issue electronically, reference our always-updated *Global Tobacco Industry Guide* and, of course, find the latest breaking tobacco news.

The immediacy and accessibility of the internet makes tobaccoreporter.com the perfect compliment to an advertiser's

print exposure in our monthly issues.

Post press releases, load video demonstrations, announce your latest developments—without waiting for our printed issue to make it to you via “snail mail.”

The new and improved www.tobaccoreporter.com will offer permanent and rotating banners as well as advertising “pavilions,” so you can communicate as much as you need to in this exciting new format. And www.tobaccoreporter.com is open for business 24/7, so you never have to wait for that customer halfway around the world to get into the office!

Again, *Tobacco Reporter* is setting the standard for other industry journals to match.

For a custom demo of our new web advertising capabilities, please contact one of our offices at the locations below.

headquarters

Tobacco Reporter magazine
5808 Faringdon Place, Suite 200
Raleigh, NC 27609 • USA
Phone: +1.919.872.5040
Fax: +1.919.876.6531
www.tobaccoreporter.com

european office

Attn: Ms. Elise Ward Rasmussen
Corner Cottage • 2 Reading Road, Yateley,
Hampshire GU46 7AB • United Kingdom
Phone: +44.0.1252.878619
Fax: +1.919.876.6531
E-mail: elise@tobaccoreporter.com

exciting new web advertising opportunities!
(see back page)

2007 media information

TOBACCO REPORTER

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

rates 2007

Regular issues, ChinaDirect, Industry Guide, Bonus Issue (all rates in U.S. dollars). All ads need to be submitted in CMYK format. If ads are submitted in RGB, they will be converted to CMYK, which means we cannot guarantee color reproduction. **All ad rates are for black and white space only; any color materials require the addition of the applicable fee(s) below.**

Ad rate	1x	6x	12x	18x	BULK
Full	\$2280	\$2055	\$1855	\$1740	\$1550
2/3	\$1940	\$1760	\$1565	\$1360	
1/2	\$1550	\$1390	\$1260	\$1105	
1/3	\$1160	\$1055	\$930	\$825	
1/4	\$1050	\$945	\$840	\$715	
1/6	\$770	\$725	\$650	\$575	

Color	
4/c	\$1350
Black + 3/c	\$1165
Black + 2/c	\$1075
Black + 1/c	\$535
Bleed	\$300

Special Positions	
Gatefold	\$13,950
French Door	\$10,600
Inside Front Cover	+ 30%
Inside Back Cover	+ 20%
Back Cover	+ 50%
Guaranteed Editorial Position	+ 15%
Sequential Placement	+ 25%

Banner Ads	
Run of site	\$1545/yr
Permanent	\$5660/yr
Inserts	
1pg/1 side	Space + \$575
1pg/2 sides	Space
2pg/1 side	Space + \$1020
2pg/2 sides	Space

Specifications for insert printing are found in the **Mechanicals** section of this brochure.

China Edition Sponsorship Rates		Color
12 months*	\$12,000 net + color	\$1,015
6 months**	\$6,600 net + color	\$875
		\$805
		\$430
		\$630

* Twelve-month China Edition sponsorships include 6 full-page advertisements and 12 courtesy blocks.
** Six-month sponsorships include 3 full-page advertisements and 6 courtesy blocks.

mechanicals

Mechanical Requirements

Printing Process:	web offset
Publication Trim Size:	8-1/4" x 11 (210mm x 280mm)
Binding Method:	Perfect
Colors Available:	matched, 4 color process, 4A/MPA
Safety:	1/4" or 6mm

Bleed

Tobacco Reporter, China Edition, Bonus Issue and Industry Guide
1 page (full bleed): 8 1/2" x 11 1/4" or 216mm x 286mm trimmed to a finished size of 8 1/4" x 11" or 210mm x 280mm

2-page Spread (full bleed): 17" x 11 1/4" or 432mm x 286mm trimmed to a finished size of 16 1/2" x 11" or 420mm x 280mm

Preprinted Inserts

Overall insert size: 8 1/2" x 11 1/4" or 216mm x 286mm trimmed to a finished size of 8 1/4" x 11" or 210mm x 280mm
Minimum paper stock: 60#
Maximum paper stock: 110#
*Add 10% to price for inserts on stock over 110#, up to 150#.
*Contact publisher on stock over 150# basis. Coated stock required for insert back-ups.

Preprinted inserts must be delivered to the printer at least 15 days preceding printing date of issue. A sample must also be sent to our Raleigh, NC, USA, production office (see shipping instructions, previous page).

Ship to:

St. Croix Press, Inc.
1185 S. Knowles Avenue
New Richmond, WI 54017, USA

Camera-Ready Ads on Disk

All ads should be accompanied by a current hard copy of ad, 100% size, all type-faces and supporting artwork, including logos and photo scans in .tiff or .eps format used in the ad. All colors should be built as CMYK mixes. Any 4-color photos or artwork that require separation will be billed to the client. Quotes provided upon request.

FTP site submission

Ad materials may be submitted electronically via file transfer protocol by logging into ftp://speccommftp@ftp.speccomm.com/.
Log-in: speccommftp
password: beammeup
Once the ftp sit has loaded, simply drag and drop desired files onto the Internet browser window, over the folder marked "incoming." When uploading ad materials in this manner, please send a confirmation message to production@speccomm.com.

specifications

Ad Size	Inches	Millimeters
Full Page	7 x 10	178 x 254
2/3 Page	4-1/2 x 10	115 x 254
1/2 Page Horizontal	7 x 5	178 x 127
1/2 Page Vertical	3.25 x 9.75	83 x 248
1/2 Page Island	4-1/2 x 7-1/2	115 x 190
1/3 Page Horizontal	7 x 3-1/4	178 x 83
1/3 Page Island	4-1/2 x 5	115 x 127
1/4 Page Horizontal	2-1/8 x 10	54 x 254
1/4 Page Island	7 x 2-1/2	178 x 64
1/4 Page Vertical	4-1/2 x 3-3/4	115 x 127
1/6 Page Horizontal	2-1/8 x 7-1/2	54 x 190
1/6 Page Island	7 x 1-1/2	178 x 38
1/6 Page Vertical	4-1/2 x 2-1/2	115 x 64
China Sponsorship Box	2-1/8 x 5	54 x 127
Column Inch	3-1/4 x 2	83 x 51
	2-1/8 x 1	54 x 25

circulation

Total qualified circulation breakdown

Europe	2,017
Asia	2,445
The Americas	1,469
Africa/Middle East	337
Non-qualified	618
Total	6,886

*Source: June 2006 BPA circulation statement

Space Rates

Frequency rates earned on total number of insertions used during any 12-month period.

Guaranteed Placement

Covers are noncancelable. Cover positions and guaranteed placement charges are sold as a premium added to space costs and do not include color or bleed charges. Cover positions are offered for first refusal to holders from the previous year.

Color

Color charges are a flat fee added to earned space charges and are available on full or partial pages.

Bleeds

Add \$300 to total space, color and position costs. Available in spreads, whole or fractions of a page unit, excluding any size less than 1/2 page. Note: 1/8" scuffed off in gutter may remove live material.

Cancellations

No cancellations accepted after published closing date. Short rates apply for canceled contracts.

Preprinted Inserts

Customs and/or shipping charges handled by Tobacco Reporter will be billed back to the client/agency.

Commissions

15% of gross billing on space, position, bleed and insert charges allowed to recognized agencies for all Tobacco Reporter publications excluding China sponsorships. No commissions allowed on production charges.

Payment

All invoices must be paid in full in U.S. dollars within 30 days of receipt unless other arrangements have been made with the publisher prior to space reservations.

International Payment Methods

Wire Transfer: You may pay in U.S. dollars by wire transfer. The wire should be sent through Branch Banking & Trust (BB&T), Winston-Salem, NC, via wire ABA #053101121 for credit to SpecComm International Inc., Account #5217146501. Reference your account and invoice number.
Check: Mail your check drawn on a USA bank in U.S. dollars to:
SpecComm International, Inc.
5808 Faringdon Place., Suite 200
Raleigh, NC 27609, USA

A copy of the TR invoice for which payment is to be applied should be returned with your check.

TABEXPO
Paris 2007
26 - 29 NOVEMBER

There's only one event that can claim to set the standard for industry get-togethers—**TABEXPO**. The 2007 trade fair and Congress will be held in Paris, 26-29 November. Paris makes the ideal location to bring together executives from all sectors of the global tobacco community, as it is centrally located in Europe, easy to travel in and out of, and famous for its after-hours entertainment!

Tobacco Reporter is a sponsor of this not-to-be-missed event, which takes place every 4 years. The last **TABEXPO**, in Barcelona '03, was a record-breaking success, with thousands of visitors and hundreds of exhibitors, displaying the latest in tobacco manufacturing technology and services. Get a jump start on your **TABEXPO** experience by advertising in the one place the industry goes for the latest show updates, the inside scoop on topics for Congress discussion and all the news you need to be ready. For information about the event, visit www.tobaccoreporter.com or www.tabexpo.com

2007 golden leaf awards

In 2006, Tobacco Reporter, with the support of BMJ, introduced the only awards available industrywide, the Golden Leaf Awards. Nominations for this prestigious program will be accepted during the months of March-July, and winners will be announced in November 2007 in Paris, during the **TABEXPO** show. Enter for your chance to win our beautiful trophy and be able to tell your competitors, "I won this year's Golden Leaf!"



Tobacco Reporter Staff



NOEL L. MORRIS
Publisher,
Director Sales &
Marketing



TACO TUINSTR
Editor



KAY O'NEILL
Sales Representative
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Editor European
Office



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