

# PULP PAPER & LOGISTICS

MEDIA INFORMATION 2023



## 2023 Media Information

**W**elcome to the media plan update for Pulp Paper & Logistics covering 2022/2023.

With demand in the paper industry shifting to the manufacture of tissue and packaging grades at a time of energy cost inflation it is all the more important that technical developments in the production of paper products are well communicated.

Pulp Paper & Logistics has reported on these trends but there is also increasing pressure for mill owners to be aware of the changing needs for ensuring operations are sustainable and their products are recyclable. Investments have also been made to ensure that operations are more easily adapted to market changes. Also key is the need to exploit the energy potential of waste products, which are increasingly be used as a power source and as a range of useful chemicals.

This past year has seen rising demand for paper products to be used in secondary packaging, replacing plastic films that would otherwise go to landfill.

As paper mills respond to these changes there has been a string of acquisitions and divestments as they either add to their product portfolio or reduce their exposure to less-profitable production.

Mill production to meet future demands is being helped by



new developments and products from major machinery and equipment suppliers with rising spend on design and R&D to match.

Pulp Paper & Logistics is proud to say that it has a strong, and rising, readership. Following its recent annual re-registration on 26 September it stands at a little over 22,400 professionals around the world.

The editorial schedule for Pulp Paper & Logistics in 2023 also reflects topics we have been asked to cover through news and articles that will assist the readers in areas of interest.

To find out more on how you can be part of the story contact Vince Maynard at [pulppaperlogistics@virginmedia.com](mailto:pulppaperlogistics@virginmedia.com) or Telephone +44 (0)1732 505724.

Circulation  
total  
**17,385**

PDF only  
circulation  
**5,100**

Circulation  
reach  
**112**  
countries

## Pulp, Paper & Logistics editorial schedule 2023

### January 2023 – issue 76

- Machine clothing (including rolls, wires, felts and inspection)
- Packaging production
- Emission reduction technology
- Analysers and monitoring

### March 2023 – issue 77

- Steam and power generation
- Mill management and software technology
- Process and production optimisation

### May 2023 – issue 78

- Shipping, ports, handling and warehouse focus (including cranes and forklifts)
- Energy production, management, reduction and recovery
- Drying technology

### July 2023 – issue 79

- Machine clothing developments
- Mill re-configuration for packaging grades
- Pumps, valves and drives

### September 2023 – issue 80

- MIAC 2023, Lucca, Italy, show preview
- Tissue production and processing
- Raw material, chemicals and additives

### November 2023 – issue 81

- Logistics and handling update
- Environmental monitoring technology
- Reeling, winding and wrapping



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**PULP PAPER  
& LOGISTICS**

## Pulp, Paper & Logistics Technical Data

### Advertising Rates

Position/Size	Four colour
Back cover	£3,400
Double page	£4,500
Full page	£2,600
Half page	£1,600
Third of a page	£1,200
Quarter page	£850
Eighth of page	£600
Bleed	£135
Facing matter	£195

### Subscription Rates

PULP, PAPER & LOGISTICS 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**

### Mechanical Data

**Printing:** Sheet fed offset litho, saddle stitched.

**Sizes:** All dimensions are in millimetres, horizontal by vertical. Our magazines have a trimmed size of **210 x 297 (A4)**.  
Double page spread = **426 x 303**  
Front Cover Advert Dimensions = 169 x 238 (vertical)  
Full page **(A4) 210 x 297** and a Bleed size of **216 x 303 (3mm on each edge)**.

<b>1/2 page horizontal</b>	<b>= 186 x 130</b>
<b>1/2 page horizontal bleed</b>	<b>= 216 x 151</b>
<b>1/2 page vertical</b>	<b>= 90 x 275</b>
<b>1/2 page vertical bleed</b>	<b>= 113 x 303</b>
<b>1/3 page vertical</b>	<b>= 65 x 275</b>
<b>1/4 page vertical</b>	<b>= 90 x 130</b>
<b>1/4 page horizontal</b>	<b>= 186 x 65</b>

For non-standard size, please call us.

### Materials

A press optimised PDF file; all encapsulated images with a resolution of 300 dpi at the size it is to be used and in a CMYK colour mode. All fonts embedded with the 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 can be created from QuarkExpress, Adobe Indesign, Adobe Illustrator or Photoshop but can tend to be rather large files. It is therefore recommended to export a postscript file first then distill to a high resolution pdf.

KVJ Enterprises cannot be held responsible for the reproduction of electronically transmitted advertisements that do not meet the aforementioned specifications.

E-mail PDF files to: Anthony Wiffen at:

**anton\_print\_1@mac.com**. If you have any queries please contact Anthony Wiffen on the above email or telephone

**+44 (0) 1460 261011**

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

## Circulation in Detail

Albania	2	Hungary	72	Peru	12
Algeria	26	India	887	Philippines	89
Angola	3	Indonesia	171	Poland	223
Argentina	161	Iran	3	Portugal	60
Armenia	2	Iraq	2	Romania	28
Australia	212	Ireland	16	Russia	581
Austria	128	Israel	7	Saudi Arabia	26
Bangladesh	98	Italy	992	Serbia	19
Belarus	18	Japan	1125	Singapore	8
Belgium	110	Jordan	6	Slovakia	31
Bhutan	3	Kazakhstan	10	Slovenia	25
Bolivia	38	Kenya	10	South Africa	90
Bosnia-Herzegovina	10	Korea, Republic	110	South Korea	10
Brazil	465	Kosovo	3	Spain	545
Bulgaria	34	Kuwait	6	Sri Lanka	18
Canada	588	Laos	1	Sultanate of Oman	2
Chile	59	Latvia	16	Sweden	561
China	1965	Lebanon	18	Switzerland	40
Colombia	39	Lithuania	19	Syria	2
Costa Rica	14	Luxembourg	40	Taiwan	9
Croatia	22	Macedonia	5	Tanzania	10
Cuba	21	Madagascar	2	Thailand	153
Czech Republic	132	Malaysia	166	Tunisia	88
Denmark	41	Malta	2	Turkey	321
Dominica	1	Mauritius	1	Ukraine	90
Dominican Republic	2	Mexico	234	United Arab Emirates	20
Ecuador	21	Monaco	4	United Kingdom	311
Egypt	77	Montenegro	1	Uruguay	112
El Salvador	10	Morocco	67	USA	2,235
Eritrea	1	Myanmar	10	Uzbekistan	2
Estonia	36	Nepal	10	Venezuela	32
Ethiopia	2	Netherlands	143	Vietnam	50
Finland	217	New Zealand	129	Yemen	4
France	543	Nigeria	4	Zambia	6
Georgia	5	Norway	132	Zimbabwe	8
Germany	1,722	Oman	3	<b>Total</b>	<b>17,385</b>
Greece	60	Pakistan	226		
Guatemala	3	Paraguay	20		

Figures accurate as of 23rd September 2022 and excludes over 5,100 individuals who have opted for the full issue PDF only

