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Lauterbach & Associates
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Euromonitor

Dr. Terry Mabbett
Shem Oiere
Xavier Sireyjol
Rocky Womack
Tobacco Journal International (TJI) is the leading international tobacco magazine for executives in the world of tobacco and its supplying industry. Working with a large network of correspondents worldwide, TJI provides high-quality, unbiased editorial on trends and developments in the global tobacco industry.

TJI is the only tobacco magazine that covers every sector of the industry in every issue from leaf growing to the marketing of the finished products. Whether packaging and design innovations, new developments in tobacco machinery or comprehensive data of all world markets – you will find it in TJI.

**TJI ONLINE**

www.tobaccojournal.com is a valuable, interactive business tool for industry members seeking latest news from the tobacco world, business links and more, including a substantial archive with thousands of articles. Contact us to learn more about the high-impact fulldesit banner and button advertising opportunities.

**TJI NEWSLETTER**

with more than 5,700 subscribers and growing daily, the TJI Newsletter gives readers a weekly update on all relevant developments in the industry. Place a textbanner or button to reach top executives week by week.

**TJI YEARBOOK**

is the guide to the tobacco industry, providing essential business contact information about the global tobacco community and the e-cigarettes and next generation products. Whether comprehensive address data or suppliers' lines of business – it is all in there.

**TJI Catalogues/Supplements**

Each year, TJI publishes Catalogues for the World Tabacco fairs and the Inter Supply in Dortmund. Besides Hall plans, our Catalogues contain information about key products and exhibitors, as well as interesting event trips. These issues will be distributed at the trade fairs to all visitors.

---

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>Bimonthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>URL:</td>
<td><a href="http://www.tobaccojournal.com">www.tobaccojournal.com</a></td>
</tr>
<tr>
<td>ISSN No:</td>
<td>0039-8748</td>
</tr>
<tr>
<td>Circulation:</td>
<td>Print run: 6,300 copies</td>
</tr>
<tr>
<td></td>
<td>Circulation: 6,100 copies</td>
</tr>
</tbody>
</table>

### Geographical circulation (average from 1 July 2017 to 30 June 2019)

<table>
<thead>
<tr>
<th>Country</th>
<th>% copies</th>
<th>% distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Europe</td>
<td>34.3</td>
<td>2,092</td>
</tr>
<tr>
<td>China, Southeast Asia, Far East</td>
<td>28.9</td>
<td>1,763</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>18.4</td>
<td>1,122</td>
</tr>
<tr>
<td>Eastern Europe, Russia, CIS countries</td>
<td>8.5</td>
<td>519</td>
</tr>
<tr>
<td>India/Middle East</td>
<td>4.6</td>
<td>281</td>
</tr>
<tr>
<td>Central/South America</td>
<td>3.3</td>
<td>201</td>
</tr>
<tr>
<td>Africa</td>
<td>2.0</td>
<td>122</td>
</tr>
</tbody>
</table>

Distributed circulation 100.0 6,100

### Sectors in the supply and value chain

<table>
<thead>
<tr>
<th>Sector</th>
<th>% copies</th>
<th>% distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers of tobacco products</td>
<td>42.4</td>
<td>2,586</td>
</tr>
<tr>
<td>Suppliers of machinery, filters, papers, packaging and other products and services</td>
<td>36.3</td>
<td>2,214</td>
</tr>
<tr>
<td>Leaf traders and tobacco growers</td>
<td>9.6</td>
<td>586</td>
</tr>
<tr>
<td>Research institutes, associations, government ministries and others</td>
<td>11.7</td>
<td>714</td>
</tr>
</tbody>
</table>

Total 100.0 6,100
Advertising on the TJI Homepage

TJI’s website tobaccojournal.com is the top online information tool for the international tobacco industry.

TJI online offers ads in two different sizes – **fullbanners and buttons** – both rotating – both alternating with each click on our site. Of course you can change the content of your button or banner at any time to meet marketing strategies.

<table>
<thead>
<tr>
<th>Button 192 x 192 px, below 8 KB in size</th>
<th>Fullbanner 468 x 60 px, below 60 KB in size</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months € 430 US$ 477</td>
<td>3 months € 654 US$ 724</td>
</tr>
<tr>
<td>6 months € 820 US$ 909</td>
<td>6 months € 1,050 US$ 1,165</td>
</tr>
<tr>
<td>12 months € 1,250 US$ 1,385</td>
<td>12 months € 1,950 US$ 2,165</td>
</tr>
</tbody>
</table>

**Advantages**
- daily updates of the latest news in the tobacco industry
- direct access to our archive
- plus the content of our print magazine
- features a calendar of upcoming events

Data delivery:
7 days before start of campaign by e-mail to: auftragsmanagement@konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. Max. file size 80KB (max. 2MB).
Please create HTTPS-compatible HTML5 and redirect files. Ads must be submitted as image files in GIF format (can be interlaced and must use a 216 Netscape color palette) or JPG format. GIF animations must not have more than 3 loops, with 5 frames maximum per loop. Advertisers should provide a live URL and are responsible for the quality of their banner.

Advertising in the TJI Newsletter

The TJI Newsletter has over 4000 subscribers from over 100 countries. Each Thursday they receive a weekly update of all relevant developments in the tobacco industry by e-mail.

You can advertise in the Newsletter in two different ways – either a text banner or a button.

<table>
<thead>
<tr>
<th>Button 192 x 192 px, below 8 KB in size</th>
<th>Textbanner 468 x 60 px, below 60 KB in size</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months € 490 US$ 545</td>
<td>3 months € 950 US$ 1,053</td>
</tr>
<tr>
<td>6 months € 1,450 US$ 1,607</td>
<td>6 months € 1,950 US$ 2,162</td>
</tr>
<tr>
<td>12 months € 1,980 US$ 2,195</td>
<td>12 months € 2,550 US$ 2,850</td>
</tr>
</tbody>
</table>

**Advantages**
- daily updates of the latest news in the tobacco industry
- direct access to our archive
- plus the content of our print magazine
- features a calendar of upcoming events

The TJI newsletter is free of charge.

Data delivery:
7 days before start of campaign by e-mail to: auftragsmanagement@konradin.de
File formats: GIF, JPG (not animated as these can only be viewed in web view format), tracking code and redirect are possible, tracking pixels are not built in.
File size: max. 60 KB.
# Editorial Programme 2020

## Issue Publishing date 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing date 2020</th>
<th>In each issue of TJI we cover the latest trends and developments in the following sections:</th>
<th>In addition we have major review topics in each issue for different sectors in the supply chain:</th>
<th>Advertising and Printing material deadline</th>
</tr>
</thead>
</table>
| 1/2020 | 27.02. | • Global compass (markets & regulations)  
• Oriental Tobacco  
• Spotlight India | Packaging (machinery and material)  
Tobacco Processing  
Adhesives  
Leaf Tobacco USA  
Pest Control  
Logistics  
Spotlight Africa  
WT Europe Sofia, 27-28 May 2020 | 16.01. |
| 2/2020 | 28.04. | • Tobacco Traveller | Tobacco Processing  
Adhesives  
Leaf Tobacco USA  
Pest Control  
Logistics  
Spotlight Africa  
WT Europe Sofia, 27-28 May 2020 | 13.03. |
| 3/2020 | 30.06. | • Leaf & tobacco processing | Plug Wrap and Tipping  
Flavors  
Cigarette Filters  
Spotlight East Europe | 12.05 |
| 4/2020 | 28.08. | • Manufacturing & technology | Secondary Machinery  
Quality Control  
Sustainability  
Spotlight Asia  
Inter Tabak/Inter Supply Dortmund, 18-20 September 2020 | 17.07. |
| 5/2020 | 30.10. | • Packaging & design | Roll Your Own  
Printing Technology  
Next Generation Products  
WT Middle East Dubai, 8-9 December 2020 | 18.09. |
| 6/2020 | 23.12. | • Next generation products | Rebuilds and Spares  
Belts  
Leaf Tobacco Brazil  
Shisha  
Spotlight America | 11.11. |
In each issue TJI publishes an international directory (different branches) of tobacco manufacturers and suppliers in the tobacco trade sector.

With its detailed product information, this address index is an important up-to-date guide for the whole tobacco industry. Additionally you have the possibility to publish your coloured company logo and your products and services at a very reasonable price. The addresses are only published after the company has confirmed the accuracy of the information and will be published in the TJI YEARBOOK additionally free of charge.

<table>
<thead>
<tr>
<th>Issue</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Addresses and brands</strong></td>
<td>Smoking, Chewing, Snuff and Shisha Tobacco</td>
<td>Cigarettes – Manufacturers, Making and Packaging</td>
<td>Tobacco Processing Belts</td>
<td>Leaf Tobacco</td>
<td>Packaging Machinery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Roll Your Own</td>
<td>Cigarette Papers and Filters</td>
<td>Flavours, E-Liquids and Nicotine</td>
<td>Cultivation Suppliers</td>
<td>Packaging Material</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cigarettes Papers, Pouches, Tins and Boxes</td>
<td></td>
<td></td>
<td>Transport/Storage</td>
<td>Printers, Inks, Embossing and Gravure</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spares and Rebuilds</td>
<td></td>
<td></td>
<td></td>
<td>Quality Control, Test Equipment for NGPS</td>
<td></td>
</tr>
</tbody>
</table>

For advertising information contact: stefanie.scherrer@konradin.de  
Phone +49 6131 5841-139
Rate Card No 50 (Prices valid as of 01.01.2020, Rates/Formats width x height)

2/1 page
380 x 270 mm
Type area
420 x 297 mm
Bleed page +
(3 mm bleed on all sides,
please mark the bleed margins)
4 colours € 2,650

1/1 page
188 x 270 mm
Type area
210 x 297 mm
Bleed page +
(3 mm bleed on all sides,
please mark the bleed margins)
4 colours € 1,980

1/1 Promotion page
188 x 270 mm, Type area
your text, your pictures
Please send us your text (2,500 characters) and photos and a pdf file of your company logo (PDF, 300 dpi). We will prepare the ad for you. You will receive a proof before publishing.
4 colours € 700

2/3 page horizontal
188 x 178 mm
Type area
210 x 195 mm
Bleed page +
(3 mm bleed on all sides,
please mark the bleed margins)
4 colours € 1,550

2/3 page vertical
125 x 270 mm
Type area
135 x 297 mm
Bleed page +
(3 mm bleed on all sides,
please mark the bleed margins)
4 colours € 1,550

1/3 page
Only at the EDITORIAL page
60 x 270 mm vertical
4 colours € 600
Rate Card No 50 (Prices valid as of 01.01.2020, Rates/Formats width x heigh)

1/2 page horizontal
188 x 133 mm
Type area
210 x 150 mm
Bleed page +
(3 mm bleed on all sides,
please mark the bleed margins)
4 colours € 950

1/3 page horizontal
188 x 88 mm
4 colours € 590

1/4 page horizontal
188 x 65 mm
4 colours € 390

1/2 page vertical
92 x 270 mm
4 colours € 950

1/3 page vertical
60 x 270 mm
4 colours € 590

1/4 page Island
92 x 133 mm
4 colours € 390
# Rate Card No 50 | Extras (Prices valid as of 01.01.2020)

## Ad Specials

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Prices</th>
<th>More Options/Technical Notes</th>
<th>Formats: Width x height in mm, plus 3 mm bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover Band Wrap</strong> 105 mm high</td>
<td>€ 5,000</td>
<td>Single sided printing plus processing incl. production. Paper: 200g matt art paper, 2x fold grooves with adhesive dot</td>
<td>465 x 105</td>
</tr>
<tr>
<td><strong>Titel Flap</strong></td>
<td>€ 5,000</td>
<td>105 mm width, positioned on the left side with magazine title featured on the front Partial front, full back printable.</td>
<td>105 x 297</td>
</tr>
<tr>
<td><strong>Tip-ins Postcard</strong></td>
<td>€ 400</td>
<td>Automatic gluing Minimum size of backing advertisement: 1/1 page Manual gluing (i.e. precise gluing)</td>
<td>€ 500 plus Display Advertising</td>
</tr>
<tr>
<td><strong>Tip-ins Post-it</strong></td>
<td>€ 600</td>
<td>Manual gluing Minimum size of backing advertisement: 1/2 page Booklets and other Tip-ins (such as product samples) upon request.</td>
<td>€ 600 plus Display Advertising</td>
</tr>
<tr>
<td><strong>Bookmark Advertising</strong></td>
<td>€ 2,000</td>
<td>Printed on one side with a blackband</td>
<td>140 mm in width, 150 mm in height final size: 70 x 150 mm</td>
</tr>
</tbody>
</table>
Catalogues/Supplements

Each year, TJI publishes Catalogues for the World Tobacco fairs. Besides Hall plans, our Catalogues contain information about key products and exhibitors, as well as interesting event trips.

These issues will be distributed at the trade fairs to all visitors.

Catalogue for WT Europe
27-28 May 2020, Sofia, Bulgaria

Supplement for the Inter Supply
18-20 September 2020, Dortmund, Germany

Catalogue for WT Middle East
8-9 December 2020, Dubai, UAE

Are you an exhibitor? Want to attract visitors to your stand? Then please talk to us. We would be delighted to work with you as a professional media partner and offer a wide selection of marketing and advertising solutions.

Print Specials

Exhibition Catalogues

Print run: 1.500 issues

Size of publication: 210 x 297 mm (width x height)

• Editorial Support
• Publication of your advertisement in the Exhibition Catalogue, enabling you to reach your target audience directly.

Prices:
1/1 page 4 colours — € 1,260
1/2 page 4 colours — € 630
1/4 page 4 colours — € 318

Inter Supply Supplement

Print run: 6.000 issues

Size of publication: 210 x 297 mm (width x height)

• Editorial Support
• Publication of your advertisement in the supplement, enabling you to reach your target audience directly.

Prices:
1/1 page 4 colours — € 1,260
1/2 page 4 colours — € 630
1/4 page 4 colours — € 318

Catalogues and Supplements

Publication of your company logo above your entry in the exhibitor's list. This is a good value alternative to an advertisement.

Price:
€ 250 / US$ 280

Reprints of your published articles in TJI as information for your visitors (4 pages, 4-colours)

Prices:
250 reprints — € 270
1.000 reprints — € 900
TJI Yearbook is the guide to the tobacco industry, providing essential business contact information about the global tobacco community. It contains all the addresses & brands sections that appear in every issue, in 2019 revisited and TJI Specials.

TJI Yearbook is an advertising medium with a high readership interest and a long-term usage. An absolute must to give existing and potential customers greater insights about your company.

TJI Yearbook is available ONLINE too

Publishing date 30 December 2020
Reservation deadline 21 September 2020
Printing Material 21 October 2020

For advertising information contact:
Stefanie Scherrer, Phone +49 6131 5841-139
stefanie.scherrer@konradin.de
Subscription rates:

**TJI PRINT edition** (Online edition is included):

- Annual subscription Europe: € 134.10 (incl. P&P + VAT)
- Annual subscription Overseas: € 134.10 (+ charge for airmail)
- Single copy: € 22.90

**TJI ONLINE edition**:

- Annual subscription: € 93 (incl. VAT)

Subscribers to the print edition will receive the ONLINE issue free of charge.

**TJI YEAR BOOK**

**PRINT edition**:

- Single copy: € 34.90 (+ VAT and charge for airmail)
- Single copy for Subscribers: € 19.90 (+ VAT and charge for airmail)

**ONLINE edition**:

- None subscribers to TJI: € 19.90
- Subscribers to TJI: € 9.90

For more information about subscriptions, please contact:

tji@zenit-presse.de
phone +49 711 72 52 238

www.direktabo.de/tji
Rate Card No 50 (Prices valid as of 01.01.2019, in €, plus VAT)

Copies:
Print run 6,300 copies, Circulation 6,100 copies

Size of publication:
210 x 297 mm (width x height)

Publishing house:
Konradin Selection GmbH, Mainz

Discounts:
Insertions within 12 months

Frequency:

<table>
<thead>
<tr>
<th>Pages</th>
<th>2 pages</th>
<th>3 pages</th>
<th>4 pages</th>
<th>5 pages</th>
<th>6 pages</th>
<th>9 pages</th>
<th>12 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount (%)</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
<td>12%</td>
<td>15%</td>
<td>18%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Volume:

<table>
<thead>
<tr>
<th>Ads</th>
<th>2 ads</th>
<th>3 ads</th>
<th>4 ads</th>
<th>5 ads</th>
<th>6 ads</th>
<th>9 ads</th>
<th>12 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount (%)</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
<td>12%</td>
<td>15%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Colour surcharges:
Special colours for matched colour

€ 578

Special position:
Cover placement: additional charge

€ 345

Inserts:

1 page

€ 1,750

Number of inserts required:
6,500 (only for complete edition)

Insert size and grammage:
240 x 297 mm (width x height, including bleed: 5 mm top, 7 mm right, 3 mm left, 5 mm bottom), max. 300 grams
Providing advertisement data:
It is easy to provide your data via our advertising service portal www.konradin-ad.de
1. PDF advertisements (PDF automatically checked)
2. open data (via Upload Mask, please deliver packed data)
If you have any questions please call our hotline. +49 711 7594-718 (8.00 am-5.30 pm)

Data formats:
We recommend the delivery of artwork in PDF/X-3 standard. Otherwise please supply unseparated files in EPS or TIFF format. Open data (e.g. InDesign, Quark XPress etc) should be avoided. The file must be ready for printing, i.e. all the fonts that are used must be embedded. The resolution of continuous tone images must be at least 300 dpi and line art 600 dpi.

Colour space:
CMYK process colours in accordance with ISO 2846-1. Spot colours possible by prior arrangement. Please refer to the standard ECI offset profiles (order the free “ECI_Offset_2009” package from www.eci.org) when converting and checking the colour space (ICC Color Management). Use the “eciRGB_v2.icc” (RGB colour space) and “ISOcoated_v2_eci.icc” (CMYK colour space) profiles.

Proof:
Contact proof in accordance with the “Media Standard Print” (bvdm) Digitally produced proofs must contain the FOGRA media wedge (available to order from www.fogra.org) to allow the colour to be checked. Proofs must display an officially recognised print control strip.

Data archiving:
All data are archived. Therefore repeats with no changes are usually possible. However, no guarantee is offered with respect to the data.

Guarantee/Additional costs:
In the case of delivery of incomplete or incorrect data (text, colours, illustrations), we accept no liability for the printed result. Faulty output due to incomplete or faulty files, incorrect settings or incomplete instructions will be charged for, as will additional setting or repro and the production of missing proofs.

Contact:
Stefanie Scherrer
Phone +49 6131 5841-139
mail: stefanie.scherrer@konradin.de

Requirements:
Prior to the digital delivery of an advertisement the advertising department must receive an appropriate official Advertisement Order. The general advertising copy deadlines apply. In order to check advertisements received, a full size printout or – for colour advertisements – a contact proof or press proof are required.
Trade media of Konradin Publishing Group

The Konradin Publishing Group is one of the largest suppliers of trade information in the German-speaking world, with a portfolio that spans some 50 specialist magazines, online portals and series of events. This array of media is complemented by services that range from corporate publishing to printing.

Our portfolio includes the fields of architecture, industry, the world of work, eye care, trades, fine living and knowledge.

Printing: As a catalogue specialist, we are particularly efficient at producing complex jobs involving language changes or different versions as well as standard catalogues. For more information, see konradinheckel.de

Market: research, whether an advertising test or a target group survey, we will design your surveys and handle all aspects of their implementation professionally.

Corporate: publishing in those markets where konradin media operate, we will produce your target group-specific print and online corporate communications for you. For more information, see konradin.de