Our partners, main correspondents and regular contributors

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ITGA

Maxim Korolev
Rustabak

Dr. Terry Mabbett

Jaroslaw Adamowski

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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 fullbanner 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.

**Inter Supply Catalogue**
Each year, TJI publishes the Inter Supply Catalogue for the fair in Dortmund. Besides Hall plans, our Catalogue contain information about key products and exhibitors, as well as interesting event trips. This issue will be distributed at the trade fairs to all visitors.
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.

**Button** 192 x 192 px, below 8 KB in size | **Fullbanner** 468 x 60 px, below 60 KB in size
---|---
3 months | 3 months
€ 430 | US$ 477
€ 820 | US$ 909
€ 1,250 | US$ 1,385
6 months | 6 months
€ 654 | US$ 724
€ 1,050 | US$ 1,165
€ 1,950 | US$ 2,165
12 months | 12 months
€ 820 | US$ 909
€ 1,250 | US$ 1,385

Data delivery:
7 days before start of campaign by e-mail to: auftragsmanagement@konradin.de
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.

Advertisements
- 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

Advertising in the TJI Newsletter

We send out 4,385 free of charge Newsletters each Thursday

**Open rate:** 99.03 %
**Click rate:** 29.39%
**Unsubscribe rate:** 0.12%

**Our readers are: (personal contacts)**
- Manufacturers of Tobacco products (cigarettes, cigars, smoking Tobacco, chewing tobacco and snuff, OTP and CBD)
- Suppliers to the tobacco industry (packaging material, filters, flavours, papers and others)
- Tobacco making and packing, printers, spares, quality control and others...
- Leaf traders and tobacco growers
- Research institutes consultants, government ministries, associations…

**Button** 192 x 192 px, below 8 KB in size | **Textbanner** 468 x 60 px, below 60 KB in size
---|---
3 months | 3 months
€ 490 | US$ 545
€ 950 | US$ 1,053
€ 1,450 | US$ 1,607
€ 1,980 | US$ 2,195
6 months | 6 months
€ 950 | US$ 1,053
€ 1,950 | US$ 2,162
€ 2,550 | US$ 2,850
12 months | 12 months
€ 1,980 | US$ 2,195
€ 2,550 | US$ 2,850

Data delivery:
7 days before start of campaign by e-mail to: auftragsmanagement@konradin.de
Format: 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 2021

<table>
<thead>
<tr>
<th>Issue Publishing date 2021</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>
| **1/2021** 26.02.         | • Global compass (markets & regulations)                                       | Packaging (machinery and material)  
Oriental Tobacco  
Spotlight India  
Cigars                                                      | 13.01.                                               |
| **2/2021** 30.04.         | • Leaf & tobacco processing                                                    | Tobacco Processing  
Adhesives  
Leaf Tobacco USA  
Pest Control  
Spotlight Africa                                               | 15.03.                                               |
| **3/2021** 30.06.         | • Manufacturing & technology                                                   | Plug Wrap and Tipping  
Flavours  
Cigarette Filters  
Spotlight East Europe                                           | 10.05                                               |
| **4/2021** 27.08.         | • Packaging & design                                                           | Secondary Machinery  
Quality Control  
CBD  
Spotlight Asia                                                | 14.07                                               |
| **5/2021** 28.10.         | • Products & trends                                                            | Roll Your Own  
Printing Technology  
Next Generation Products  
Spotlight Middle East                                        | 14.09                                               |
| **6/2021** 23.12.         | • Next generation products                                                     | Rebuilds and Spares  
Belts  
Shisha  
Spotlight America                                            | 09.11                                               |
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.

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

For advertising information contact: stefanie.scherrer@konradin.de
Phone +49 711 7594-4639
<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Type Area</th>
<th>Bleed Page +</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>380 x 270 mm</td>
<td>420 x 297 mm</td>
<td>3 mm bleed</td>
<td>€ 2,650</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>188 x 178 mm</td>
<td>210 x 195 mm</td>
<td>3 mm bleed</td>
<td>€ 1,550</td>
</tr>
<tr>
<td>1/1 page</td>
<td>188 x 270 mm</td>
<td>210 x 297 mm</td>
<td>3 mm bleed</td>
<td>€ 1,980</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>125 x 270 mm</td>
<td>135 x 297 mm</td>
<td>3 mm bleed</td>
<td>€ 1,550</td>
</tr>
<tr>
<td>1/1 Promotion page</td>
<td>188 x 270 mm</td>
<td>Your text, your pictures</td>
<td></td>
<td>€ 700</td>
</tr>
<tr>
<td>1/3 page</td>
<td>Only at the EDITORIAL page</td>
<td>60 x 270 mm vertical</td>
<td></td>
<td>€ 600</td>
</tr>
</tbody>
</table>

Note: Prices valid as of 01.01.2021.
Rate Card No 51  (Prices valid as of 01.01.2021, Rates/Formats width x height)

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
### 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>&lt;br&gt;105 mm high</td>
<td><strong>€ 5,000</strong></td>
<td>Paper: 200g matt art paper, 2x fold grooves with adhesive dot</td>
<td>465 x 105</td>
</tr>
<tr>
<td>Single sided printing plus processing incl. production.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Titel Flap</strong>*</td>
<td><strong>€ 5,000</strong></td>
<td>Partial front, full back printable.</td>
<td>105 x 297</td>
</tr>
<tr>
<td>105 mm width, positioned on the left side with magazine title featured on the front</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tip-ins</strong>&lt;br&gt;Postcard</td>
<td><strong>€ 400</strong></td>
<td>Manual gluing (i.e. precise gluing)&lt;br&gt;<strong>€ 500</strong> plus Display Advertising</td>
<td></td>
</tr>
<tr>
<td>Automatic gluing&lt;br&gt;Minimum size of backing advertisement: 1/1 page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tip-ins</strong>&lt;br&gt;Post-it</td>
<td><strong>€ 600</strong></td>
<td>Booklets and other Tip-ins (such as product samples) upon request.&lt;br&gt;Partial allocation not available</td>
<td></td>
</tr>
<tr>
<td>Manual gluing&lt;br&gt;Minimum size of backing advertisement: 1/2 page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bookmark Advertising</strong></td>
<td><strong>€ 2,000</strong></td>
<td></td>
<td>140 mm in width, 150 mm in height&lt;br&gt;final size: 70 x 150 mm</td>
</tr>
<tr>
<td>Printed on one side with a blackband</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Catalogues/Supplements

Each year, TJI publishes the Inter Supply Dortmund Catalogue. Besides Hall plans, our catalogue contains information about key products and exhibitors, as well as interesting event trips.

The issue will be distributed at the trade fair to all visitors.

Publication date: 16. September 2021

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

Exhibitors List in the Catalogue

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

Inter Supply Catalogue

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

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

Prices:
250 reprints — € 270
1.000 reprints — € 900
Subscription rates:

TJI PRINT edition (Online edition is included):

Annual subscription Europe: € 137.70 (incl. P&P + VAT)
Annual subscription Overseas: € 137.70 (+ charge for airmail)
Single copy: € 23.00

TJI ONLINE edition:

Annual subscription € 93 (incl. VAT)

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

For more information about subscriptions, please contact:

tji@zenit-presse.de
phone +49 711 72 52 238
www.direktabo.de/tji
Rate Card No 51 *(Prices valid as of 01.01.2021, 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:**
- 2 pages: 5%
- 3 pages: 7%
- 4 pages: 9%
- 5 pages: 12%
- 6 pages: 15%
- 9 pages: 18%
- 12 pages: 21%

**Volume:**
- 2 ads: 3%
- 3 ads: 5%
- 4 ads: 7%
- 5 ads: 9%
- 6 ads: 12%
- 9 ads: 15%
- 12 ads: 18%

**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

**Delivery address:**
Postage paid to
Konradin Druck GmbH,
Kohlhammerstr. 15,
70771 Leinfelden-Echterdingen,

Marked: For „Tabacco Journal International“, Issue (No.)
Delivery: Mo – Fr 7:00 a.m. to 6:00 p.m.,
Euro-Paletts: 80 x 120 cm (max. height 110 cm)

**Payment conditions:**
For direct debit or advance payment 3% discount,
for payment within 10 days of invoice date 2% discount
payment in full no later than 30 days from invoice date.
VAT No. DE 811 201 453

**Bank account:**
Deutsche Bank AG,
BIC: DEUTDESSXXX,
IBAN: DE27 6007 0070 0164 0242 00

Our general terms and condition are available on the Internet at www.konradin.de.
We would be happy to send you a copy on request.
Providing advertisement data:
It is easy to provide your data via our advertising service portal [www.konradin-ad.de](http://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](http://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](http://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