



NOW INCLUDES

CorrFocus



MEDIA BROCHURE



CONTACT:

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Project Manager

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Mobile: 770-810-6982



- Paper360° Website • Tissue360° Website • TAPPIJournal
- TAPPI Products and Services Guide • Tissue360 Newsletter
- Over the Wire • TAPPI.org Website Advertising
- Standard & TIPS Action Report (STAR)
- TAPPI Webinars • TAPPI Retargeting



YOUR TARGET AUDIENCE IS HERE!

"TAPPI is the leading association for the worldwide industries, and the publisher of *Paper360°*, *Tissue360°* and *TAPPI Journal*. Through information exchange, events, trusted content and networking opportunities, TAPPI helps members elevate their performance by providing solutions that lead to better, faster and more cost-effective ways of doing business. It has provided management training and networking to the industry's leaders for 100 years. Our media gives TAPPI members the expedient resources they need to excel in their careers."

Our publications reach over 40,000 professionals a month.

- ◆ TAPPI is a **leading authority** on industry technical standards—because our members help write them.
- ◆ TAPPI is an **ANSI-certified standards development organization**—proof positive of TAPPI's expertise.
- ◆ TAPPI **members author numerous Standards, Technical Information Papers (TIPs)** and publications the entire industry relies on.
- ◆ TAPPI's e-Library is the industry's most extensive with **more than 25,000 documents**—and it's used by members worldwide.

Target industry professionals in print and online — all decision makers in the global pulp and paper industry.



Paper360° Magazine



Paper360° Website



Tissue360° Magazine



TAPPI Journal



TAPPI Products and Services Guide



TAPPI Website Advertising



Tissue360° eNews



Over the Wire eNews



STAR Monthly eNews



TAPPI Webinars

Paper360°

READER BREAKDOWN

Target industry professionals in print and online — all decision makers in the global pulp and paper industry.

Regularly cited as the top benefit for TAPPI members, *Paper360°* and its partner publications, websites and eNewsletters provide the pulp and paper industry with a business resource to reach top global buyers, influencers and specifiers in print and online.

Paper360° is a publication dedicated to exploring the links within the pulp and paper industry: from forest resource to finished product; from superintendent to CEO; around the industry, around the world. *Paper360°* is a magazine steeped in tradition with roots firmly planted in the technical and management expertise of TAPPI and PIMA.



CURRENT RATES

Display Advertising - Full Color	Frequency 1x	Frequency 2-3x	Frequency 4-6x
Double Page Spread FC	\$8,229.50	\$7,819.50	\$7,409.50
Full Page FC	\$5,109.50	\$4,849.50	\$4,599.50
1/2 Page Island FC	\$3,789.50	\$3,599.50	\$3,409.50
1/2 Page FC	\$3,249.50	\$3,089.50	\$2,919.50
1/3 Page FC	\$2,459.50	\$2,339.50	\$2,209.50
1/4 Page FC	\$1,879.50	\$1,789.50	\$1,689.50
1/8 Page FC	\$1,139.50	\$1,079.50	\$1,029.50

PREMIUM POSITION UPCHARGES

Centerspread	15%
Inside Advertiser Index	15%
Inside Back Cover	\$520.00
Inside Front Cover	\$520.00
Opposite Inside Front Cover	15%
Opposite Table of Contents	15%
Outside Back Cover	\$1,030.00
Within First Quarter	15%
Within Fourth Quarter	15%
Within Second Quarter	15%
Within Third Quarter	15%

SUPPLEMENTARY CHARGES

Artwork Creation	\$125.00
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Package Rates and Corporate sustaining member discounts available. Contact your Naylor representative for more information.

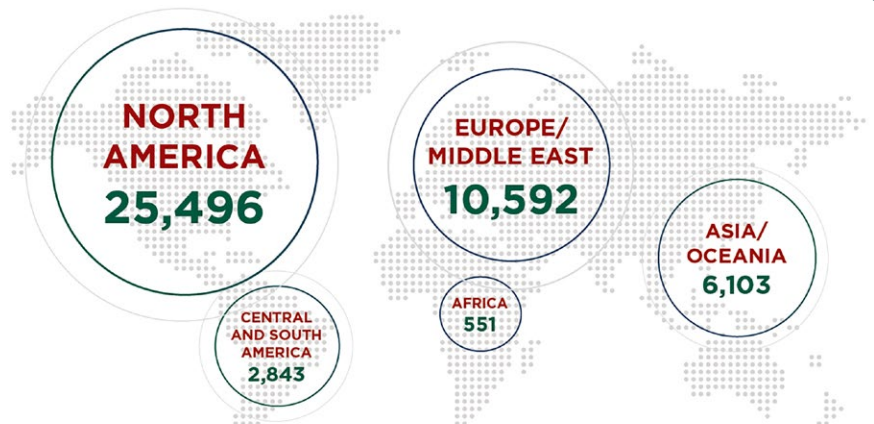
Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come first-served basis.

WHERE OUR READERS WORK:

- ◆ Paper manufacturers
- ◆ Suppliers to the pulp and paper industry
- ◆ Consultants
- ◆ Academics
- ◆ Other areas including: research, printing, corrugated and converting, labeling and packaging, government, engineering firms and students.

More Options Available!

Contact Kira Krewson
kkrewson@naylor.com



Paper360°
GLOBAL CIRCULATION

*Print and Digital Distribution As of 2023

Paper360° EDITORIAL CALENDAR

January/February 2025

Theme (Trendspotting): Safety First. Feature on Sylvamo.

- Company Showcase
- Millwise: Mill openings, operations and productivity
- CorrFocus: Trends, events and best practices for the corrugated sector
- Techlink: Mill application content; best practices; new products, processes, or services
- Reliability & Maintenance: Operations-based maintenance information for mills
TAPPI News, ASPI News

Bonus distribution: TAPPICon Minneapolis May; Tissue World Dusseldorf April

Ad space date: 11/22/2024
Materials deadline: 11/26/2024
Ships: January

March/April 2025

Theme (Trendspotting): Equipment, Processes & Operations

- TAPPICon Preview
- Safety Column
- Millwise: Mill openings, operations and productivity
- CorrFocus: Trends, events and best practices for the corrugated sector
- Techlink: Mill application content; best practices; new products, processes, or services
- Reliability & Maintenance: Operations-based maintenance information for mills
- TAPPI News, ASPI News

Bonus distribution: TAPPICon Minneapolis May

Ad space date: 1/29/2025
Materials deadline: 1/31/2025
Ships: March

May/June 2025

Theme (Trendspotting): Controlling Costs; energy savings, water savings, automation, chemical solutions

- TAPPI Awards
- Safety Column
- Millwise: Mill openings, operations and productivity.
- CorrFocus: Trends, events and best practices for the corrugated sector
- Techlink: Mill application content; best practices; new products, processes, or services
- Reliability & Maintenance: Operations-based maintenance information for mills
- TAPPI News, ASPI News

Bonus distribution: Zellcheming Germany July

Ad space date: 4/2/2025
Materials deadline: 4/4/2025
Ships: May

July/August 2025

Theme (Trendspotting): New Data Technology for Corrugated

- Top 50 Power List
- Safety Column
- Millwise: Mill openings, operations and productivity
- CorrFocus: Trends, events and best practices for the corrugated sector
- Techlink: Mill application content; best practices; new products, processes, or services
- Reliability & Maintenance: Operations-based maintenance information for mills
- TAPPI News, ASPI News

Bonus distribution: CorrExpo Savannah October

Ad space date: 6/5/2025
Materials deadline: 6/9/2025
Ships: July

September/October 2025

Theme (Trendspotting): How Young Professionals are Shaping Our Industry

- Safety Column
- Millwise: Mill openings, operations and productivity
- CorrFocus: Trends, events and best practices for the corrugated sector
- Techlink: Mill application content; best practices; new products, processes, or services
- Reliability & Maintenance: Operations-based maintenance information for mills
- TAPPI News, ASPI News

Bonus distribution: MIAC Italy October; Student Summit

Ad Space date: 8/7/2025
Materials deadline: 8/11/2025
Ships: September

November/December 2025

- Top 75 Manufacturers
- Mill Map
- Safety Column
- Millwise: Mill openings, operations and productivity
- CorrFocus: Trends, events and best practices for the corrugated sector
- Techlink: Mill application content; best practices; new products, processes, or services
- Reliability & Maintenance: Operations-based maintenance information for mills
- TAPPI News, ASPI News

Bonus distribution: Student Summit

Ad Space date: TBD
Materials deadline: TBD
Ships: November

In Every Issue

SAFETY:
Values, training, performance

CorrFocus: Trends, events, best practices

TECHLINK:
Products, machinery, materials

RELIABILITY & MAINTENANCE:
Resources for R&M professionals

Millwise: Mill openings, operations and productivity

READER BREAKDOWN

Tissue360° is a semi-annual TAPPI publication covering the global tissue, toweling, and associated converting industries, with a focus on mill and plant operating floor technologies and applications. Our editorial aims to target both the equipment/systems and chemical applications sides of mill and plant operations and tracks process control, environmental/sustainability, maintenance/reliability, power/energy, quality, shipping and transportation, labor, and safety issues.



CURRENT RATES

Display Advertising - Full Color	Frequency 1x	Frequency 2x
Double Page Spread FC	\$4,009.50	\$3,809.50
Full Page FC	\$2,279.50	\$2,169.50
1/2 Page FC	\$1,449.50	\$1,379.50
1/4 Page FC	\$839.50	\$799.50
1/8 Page FC	\$499.50	\$469.50

Display Advertising - Black and White	Frequency 1x	Frequency 2x
Full Page BW	\$2,019.50	\$1,919.50
1/2 Page BW	\$1,289.50	\$1,229.50
1/4 Page BW	\$739.50	\$699.50
1/8 Page BW	\$439.50	\$419.50

PREMIUM POSITION UPCHARGES

Inside Back Cover	\$730.00
Inside Front Cover	\$730.00
Outside Back Cover	\$1,050.00

SUPPLEMENTARY CHARGES

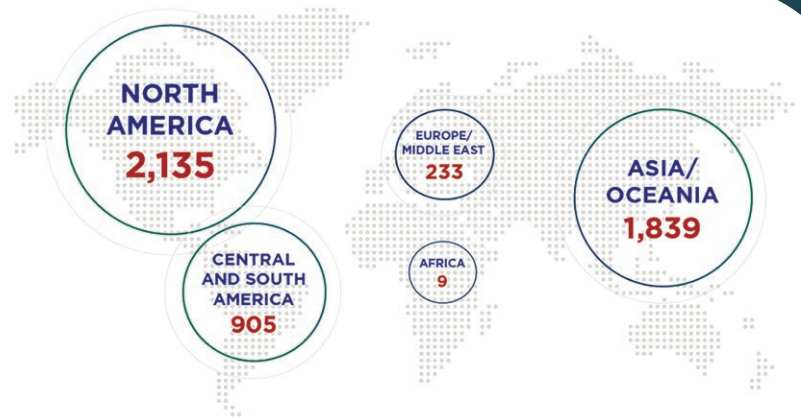
Artwork Creation	\$125.00
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All prices in U.S. dollars. TAPPI Sustaining Members receive a 5% discount on ad placement in *Tissue360°*. Your advertisement in *Tissue360°* includes a direct link to your company's website in the digital edition.

Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come first-served basis.

More Options Available!

Contact Kira Krewson
kkrewson@naylor.com



TOPICS INCLUDE

- ◆ Tissue/toweling industry news and developments
- ◆ Mill and converting plant expansions/modernizations
- ◆ Capital spending and production capacity update
- ◆ Startups/shutdowns
- ◆ New and emerging technologies in the tissue arena
- ◆ Marketplace trends and outlooks
- ◆ Supply and demand statistics
- ◆ People/human resources news
- ◆ End product technologies and drivers
- ◆ Expert opinion from key perspectives

TAPPI TISSUE360° EDITORIAL CALENDAR

Our semi-annual TAPPI publication, Tissue360°, covers the global tissue, toweling, and associated converting industries, with a focus on mill and plant operating floor technologies and applications.

Each issue of Tissue360° is also available in a fully interactive digital edition. All issues are archived on TAPPI.org, creating longevity for your online presence. Extend your print advertising investment with the unique benefits of digital media.

Tissue360's editorial focuses on innovation, inspiration, and impact. Next year's issues will dive deep into trends that shape the industry, telling stories that spark conversation and providing insights that empower our members. Readers can expect fresh perspectives, expert voices, and timely content that will keep you ahead of the curve.



**Editorial Calendar is tentative and subject to change.*

Spring/Summer 2025

The spring/summer issue will focus on digitalization of the tissue making process and the benefits this technology brings in terms of improving production efficiency, quality, and reducing energy use.

- Setpoint: Industry observations from Editor Mark Rushton
- Tissue Industry News: market updates, industry news, people, suppliers, producers and converters
- Industry Outlook for 2025 and Beyond
- Interview with Esko Uutela – What the next 50 years holds for the tissue industry
- Interview with Dr Cao Zhenlei, head of the China Household Paper Industrial Association
- Robotics in the Tissue industry
- Interview with Doug Sweet – The evolution of the tissue market and technology in North America

Bonus Distribution: TAPPICon Minneapolis May; Tissue World Dusseldorf April; Zellcheming German July

Ad Materials Due: January 23, 2025

Ships: March 2025

Fall/Winter 2025

The fall/winter issue will focus on the environmental areas of tissue making, including savings on raw materials, water and energy use, and finding ways to reduce carbon footprint in the making of tissue.

- Setpoint: Industry observations from Editor Mark Rushton
- Tissue Industry News: market updates, industry news, people, suppliers, producers and converters

Bonus Distribution: MIAC Italy October

Ad Materials Due: July 24, 2025

Ships: September 2025

In Every Issue

Setpoint

Industry observations from Editor Mark Rushton

Tissue Industry News

Market updates, industry news, people, suppliers, producers and converters

TAPPI PRODUCTS AND SERVICES GUIDE



This annual publication is a comprehensive purchasing tool for pulp and paper industry professionals, providing your ad with exposure to decision-makers during the purchasing process. Our guide includes *TAPPIJournal* abstracts, lists of boards, meetings, and valuable information for our members. We also include a buyers guide for our members to reference in print and digital.

Our trusted resource is referenced throughout the year — one advertising investment provides you with long-term results.

The TAPPI Products and Services Guide is delivered directly to the inbox of over 12,250 pulp and paper industry professionals along with nearly 5,700 print copies.

CURRENT RATES

Display Advertising - Full Color

Double Page Spread FC	\$3,869.50
Full Page FC	\$2,599.50
1/2 Page FC	\$1,979.50
1/4 Page FC	\$1,519.50
1/8 Page FC	\$1,289.50

Display Advertising - Black and White

Double Page Spread BW	\$2,969.50
Full Page BW	\$1,699.50
1/2 Page BW	\$1,069.50
1/4 Page BW	\$629.50
1/8 Page BW	\$379.50

PREMIUM POSITION UPCHARGES

Inside Back Cover	\$480.00
Inside Front Cover	\$480.00
Outside Back Cover	\$620.00

SUPPLEMENTARY CHARGES

Artwork Creation	\$125.00
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Bonus Distribution: TAPPICon

**Receive a FREE basic listing with any 1/2 page or larger display ad in the TAPPI Products and Services Guide. All rates include an ad link in the digital edition of the directory.*

TAPPIJOURNAL



An internationally recognized technical publication for over 60 years, *TAPPIJournal* (TJ) publishes the latest and most relevant research on forest products and related industries and is distributed to TAPPI members in a digital format 11 times per year. A stringent peer-review process and distinguished editorial board of academic and industry experts set *TAPPIJournal* apart as a reliable source for impactful basic and applied research and technical reviews.

Each issue of *TAPPIJournal* features research in pulp, paper, packaging, tissue, nonwovens, converting, bioenergy, nanotechnology or other innovative cellulosic-based products and technologies. *TAPPIJournal* is sent to over 20,000 readers, don't miss your chance to be seen by key-decision makers today!

**Participating companies will receive Research Ambassador banners and a digital badge that can be used on their website or other promotional materials.*



CURRENT RATES

Display Advertising - Full Color

Double Page Spread FC	\$2,100.00
Full Page FC	\$1,200.00
2/3 Page FC	\$1,020.00
1/2 Page FC	\$790.00
1/3 Page FC	\$600.00
1/4 Page FC	\$480.00
1/6 Page FC	\$360.00
1/8 Page FC	\$300.00

PREMIUM POSITION UPCHARGES

Guaranteed Placement	15%
Inside Back Cover	\$500.00
Inside Front Cover	\$500.00
Outside Back Cover	\$700.00

SUPPLEMENTARY CHARGES

Artwork Creation	\$125.00
Member Discount	5.00%

TAPPI

DIGITAL PRODUCTS

Over the Wire WEEKLY eNEWSLETTER

Over the Wire is a weekly eNewsletter that reaches TAPPI members worldwide. The newsletter, distributed every Thursday, provides instant access to industry news and information.

Delivers your message directly to the inbox of over 11,550 decision-makers each week.



About Over the Wire Readers

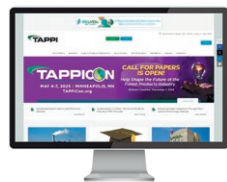
Top Job Titles:

President
REACH Engineer
Process Engineer
General Manager
Director

Major Subscribing Companies:

International Paper
WestRock
Georgia-Pacific Corporation
Packaging Corp. of America
Domtar, Inc.

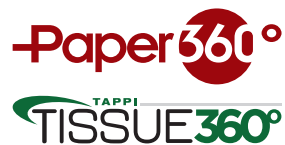
TAPPI.org Website Advertising



Visitors log on to **TAPPI.org** to learn about industry news and upcoming events, discover ways to maximize their TAPPI membership and view the latest issues of industry publications like Paper360° and Tissue360°.

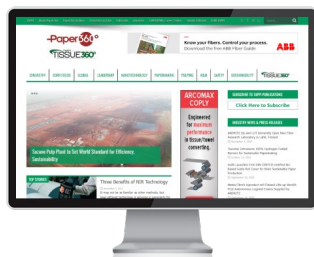
Top 10 countries represented by TAPPI.org traffic:

- | | |
|------------------|-------------------|
| 1. United States | 6. India |
| 2. Mexico | 7. United Kingdom |
| 3. Singapore | 8. Germany |
| 4. China | 9. Brazil |
| 5. Canada | 10. France |



Paper360 Website Advertising

paper360.tappi.org



Advertising on the **Paper360°** website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to get current and archived issues of **Paper360°**. This microsite offers several cost-effective opportunities to position your company as a leader in front of an influential group of paper and pulp professionals.

Features of Paper360° website advertising:

- ◆ Directs visitors to the landing page of your choice to expedite purchases
- ◆ Year-round visibility reinforces brand recognition
- ◆ Allows dynamic, time-sensitive promotion

TAPPI TISSUE360° NEWSLETTER

The monthly **Tissue360° eNewsletter** reaches TAPPI members PLUS a targeted audience of tissue makers worldwide. The newsletter, distributed monthly, features news and technical information regarding the tissue making and converting industry. It is targeted at global leaders and technologists specializing in this unique and profitable grade.



About Tissue360° Readers

Top Job Titles:

President
Director
Process Engineer
Production Manager
General Manager

TAPPI WEBINARS



Increase brand awareness and position your company as an industry thought leader with webinars and sponsored content. Flexible packaging options provide a highly effective way to reach your target audience. Reserve your package today!

TAPPICon Digital Sponsorships



www.tappicon.org

Join this exciting event for a comprehensive technical program, exhibits, a New Technology Showcase, and opportunities to reconnect with industry peers!

The TAPPICon retargeting program allows you to virtually track your potential customers and clients in real-time, providing actionable analytics on their traffic, referral sources, webpage visits, and more. This innovative program merges virtual exhibitor engagement with a broader online presence to enhance your brand's visibility to mills before, during, and after TAPPICon. Get access to TAPPICon and TAPPI's website traffic, reaching your potential customers wherever they go online.

Visit www.tappi.org/event/calendar for our full event calendar!

STAR Standards & TIPS Action Report

News and updates about TAPPI Standards and Technical Information Papers

STAR Monthly eNewsletter delivers your message to over 4,250 decision-makers every month, providing exclusive sponsorship opportunities with lasting exposure. Promote your brand, drive traffic to your landing page, and reach your target audience every month!



TAPPI EVENTS



TAPPICon

May 4 - May 7, 2025 | Minneapolis, MN

Becoming an Exhibitor at TAPPICon 2025 makes perfect sense.

Your key audience will be there and you will have unprecedented access to them. These potential customers are motivated and want to see new products and learn about new technologies.

This is your chance to have face-to-face time with these key decision-makers!

For more information, contact us at TAPPICon@naylor.com



Exhibit at the Conference Connecting the Corrugated Packaging Industry to the Future!

October 20 - October 22, 2025 | Savannah, GA

CorrExpo is your opportunity to showcase your solutions to a large and dynamic group of industry decision-makers, including box makers and suppliers.

As an exhibitor, you'll gain direct access to key players eager to discover new products and technologies while building long-lasting relationships through exclusive networking events.

Don't miss this chance to connect, engage, and grow your business!

For more information on TAPPI Events,
contact Shane Holt, sholt@naylor.com



What is Student Summit?

January 18 - 20, 2025 | St. Petersburg, Florida

Connect with the future of the pulp, paper, packaging, and allied industries at the TAPPI-PIMA Student Summit, the premier event for engineering and technical students nationwide.

As a sponsor, your company will have exclusive access to top-tier talent eager to explore career opportunities and connect with industry leaders.

This event offers a unique platform to showcase your brand, engage with highly motivated students, and identify potential hires from diverse academic programs.

Position your company as an industry leader while fostering relationships with the next generation of professionals shaping the future of the industry.



8 - 11 July 2025 | Girona, Spain

Position your company as a leader in cellulose nanotechnology and renewable materials by sponsoring the 2025 TAPPI Nano Conference.

This globally renowned event draws over 400 professionals from more than 25 countries, including academics, researchers, and industry leaders. As a sponsor, you'll gain visibility through the peer-reviewed technical program and exclusive opportunities like the New Technology Showcase. This feature allows exhibitors to present their latest innovations to an engaged audience during the technical program.

With its global reach and focus on cutting-edge advancements, TAPPI Nano offers an unmatched platform to elevate your brand and connect with high-level decision-makers.



The Future is Here! Chart Your Path Forward.

October 8 -12, 2028 | Orlando, FL

SuperCorrExpo® is the corrugated packaging industry's premier event, offering unmatched access to influential buyers, decision-makers, and industry leaders from around the world. As the largest trade show of its kind in the Western Hemisphere, it's the ideal platform to showcase your products, technologies, and services to thousands of highly qualified attendees with significant purchasing power.

Don't miss your opportunity to participate in the New Technology Showcase, where you can spotlight your company's latest innovations in an exclusive presentation during the technical program—connecting directly with industry leaders eager to invest in cutting-edge solutions.

Now is the time to secure your spot and maximize your brand's visibility at the event that drives real business results.

PACKAGES

More Options Available!



Contact Kira Krewson
kkrewson@naylor.com

TAPPI Webinar Sponsorship

Increase brand awareness and position your company as an industry thought leader with webinars and sponsored content. Flexible packaging options provide a highly effective way to reach your target audience. Reserve your package today!

Benefits of Webinar Sponsorship and Sponsored Content Packages:

- ◆ Raise brand awareness online and in print with exposure in Paper360°, Tissue360°, CorrFocus, and TAPPI Journal.
- ◆ Educate the marketplace with whitepapers, case studies, and advertorials.
- ◆ Measurable results with tracking.
- ◆ High-quality leads and a captive audience.



Technical Expert Package

- ✓ 45-minute educational presentation (sponsor provides)
- ✓ Whitepaper in TAPPI Journal
- ✓ Case Study in one issue of Paper360° OR Tissue360° OR CorrFocus
- ✓ Advertorial in one issue of Paper360° OR Tissue360° OR CorrFocus
- ✓ Article Inclusion on Paper360.com

*Rate and Value depend on publications selected



Thought Leader Package

- ✓ 45-minute educational presentation (sponsor provides)
- ✓ Case Study in one issue of Paper360° OR Tissue360° OR CorrFocus
- ✓ Advertorial in one issue of Paper360° OR Tissue360° OR CorrFocus
- ✓ Article Inclusion on Paper360.com

*Rate and Value depend on publications selected



Lead Generator Package

- ✓ 45-minute educational presentation (sponsor provides)
- ✓ Logo Featured on Promotional Materials (emails, webpage, presentation slides, etc.)
- ✓ Logo and description on the landing page
- ✓ TAPPI.org Homepage Article
- ✓ One Branded Emails
- ✓ Featured in the Monthly Events Email
- ✓ One LinkedIn Post (14,100+ followers)
- ✓ One Facebook, Twitter, and Instagram Post (6,300+ followers)

Marketing Solutions to Drive Brand Awareness & Generate Leads



In today's digital age, **reaching the right audience** and **building a strong brand presence** are key factors for success in the global pulp and paper industry. We offer two distinct media kit packages featuring **omnichannel solutions**, which utilize a variety of channels to deliver your message consistently. These packages address your marketing goals, whether you're looking to amplify brand awareness and reach a wider audience or establish yourself as an industry thought leader and capture valuable leads.

Brand Awareness Package

Research by the Ehrenberg-Bass Institute shows consistent brand messaging drives results. Reach your target audience across TAPPI products. We craft powerful campaigns that build memorability and influence decisions. Ready to Unleash Your Brand Power?



Package Includes:



Print & Digital ad in Paper360 magazine

Target the top global buyers, influencers, and specifiers in Paper360 magazine.



Interior Horizontal Banner in Tissue360 eNews

Reach 5,650+ TAPPI members and tissue makers worldwide every month for 6 months.



Subpage Square on TAPPI Website

Dominate the pulp & paper industry with a high-impact leaderboard ad on TAPPI.org.

Lead Gen Package

Target decision-makers and generate a pipeline of qualified leads through gated content crafted by Naylor. We'll craft engaging content that resonates with the global pulp and paper industry, accelerating awareness, engagement, and conversions across touchpoints. Discover how Naylor can fuel your lead generation with gated content!



Package Includes:



Content Creation

Our content team creates content just for you that resonates with the global pulp and paper decision-makers. We craft strategic narratives that capture attention and showcase your brand as a leader.



Lead Generation Form

Naylor designs a landing page for your gated content, ensuring a seamless experience in capturing leads. We handle the entire process to allow you to focus on nurturing leads and driving sales.



Channels for Promotion

Stand out in TAPPI's media platforms with gated sponsored content in Tissue360 eNews and the Tissue360 microsite. Become an industry leader and generate qualified leads.

TAPPI CAREER CENTER

For over 100 years, TAPPI has been a trusted source for hiring in the pulp, paper, packaging, and related industries. The TAPPI Career Center helps professionals and employers find the right match—*without the noise of generic job boards*.

Whether you're a seasoned professional looking to take the next step in your career or a company seeking top-tier talent, the TAPPI Career Center is your go-to resource. With tools, resources, and a focus on industry-specific connections, it's never been easier to build lasting career relationships in these specialized fields.

Benefits:

- ◆ Reach a niche audience of professionals
- ◆ Quick and easy job posting

** Introducing AI Job Assist: Create job listings by providing just a few key details, and let AI Job Assist handle the rest!*

With our targeted approach, you'll reach the right talent faster and more effectively.

