In today's highly competitive environment, it is imperative that our readers, mill executives, managers, engineers, operators and researchers stay informed of the products, technologies and trends that impact their current and future operational needs. Our web platform and social media keep you connected with key decision-makers by offering a number of avenues to deliver your company's message, improve your brand awareness and drive traffic to your website.

We facilitate the exchange of critical information on operations optimization, management and industry advancement.

We work diligently to consistently provide first-class editorial content to our readers, and support our advertisers in their efforts to bring value and generate effective campaigns that speak directly to their target audiences.
Our aim is to bring new knowledge to all industry practitioners, to exchange and to share information that encourages industry excellence in production.

PROVIDING PAPER INDUSTRY NATIONAL & INTERNATIONAL NEWS INFORMATION DAILY

Paper Advance offers critical, up-to-date and diverse content focusing on pulp, paper, board and tissue manufacturing, converting operations, bioeconomy technology reports, process optimization, science and exclusive interviews with top industry leaders.

An industry-respected editorial team helps you create an exclusive online environment to deliver your key advertising messages – forming an integral part of Paper Advance’s bedrock of services.
MARKET REACH

Reaching an audience of influence through relevant, timely content

Unique Visitors (Users)  
55,000* + Yearly

30,000  
Average Visits per month

Pages viewed / Impressions per month  
170,000

8,200 (CASL Compliant)  
Subscribers to our informative weekly enewsletters

Click through rate 33% to 40%, SSL certificates

In our capacity as the official media partner of many the industry’s premier international conferences, our in-depth coverage of these signature events drives continual and growing traffic to our portal.

Media partner for the following conferences:

*Data sources: Cloudflare - Google Analytics - Webalizer

Our Social Media Channels
OUR READERSHIP

KEY MILL PERSONNEL
64%

P&P SUPPLIERS & CONSULTANTS
29%

RESEARCH
5%

ACADEMICS / GOVERNMENT
2%

Paper / Board / Tissue & Converting Mills / Research / Consultant / Government

Business Development Managers ● Chief Executive Officers ● Chief Technology Officers

Consultants ● Plant Operators ● Plant Superintendents ● Corporate and Mill Engineering

Corporate and Mill Purchasing ● Mill and Plant Managers ● Superintendents ● R&D Managers

Directors ● Research Scientists ● Technical Managers ● Tissue Machine Superintendents

Converting Plant Managers ● Academics ● Government Personnel ● Associations

72% + of our mill readers are involved in the buying decision

78% of our readers are located in North America

57% access our sites via desktop computers

43% access our sites via mobile devices / tablets

DEMOGRAPHICS

*Data sources: Cloudflare - Google Analytics - Webalizer
“The Internet provides the technical capability for a user to read an article, examine its sources, and interact through a natural conduit that other media do not provide.”

FEATURED TOPICS

- P&P Market Outlook
- Forest Sector
- Mill Profile
- GreenField Projects
- Financial News
- Forest Bioeconomy
- Experts Bloggers
- Process Optimisation
- Technical Innovations
- Chemicals
- Process Controls
- Energy
- Machine Clothing
- Sustainability
- Sciences & Research
- Market Stats
- Interviews
- Global Industry Events Coverage
**Proposed program:** Banner placement + hyperlink on all the pages in our website and our e-newsletters in combination with an advertorial program, an effective tested approach to engage and reach your target audience. Remember, anything that impacts your client - impacts your brand.

**Placements**

Banner position on every pages including homepage of our website & in our weekly e-newsletter to help maximize your brand exposure.

- 10 free posts on Twitter and Linkedin

**REACH**

- E-news sent on a weekly basis to 8,200 (CASL compliant) readers
- 55,000 + Yearly North American Unique visitors
- 30,000 Average visits per month
- Pages viewed / Impressions: average 170,000 per month
We're here to help growing your paper sector business

In helping you promote your services and/or technology, we offer the most economical and effective cross platform approach to directly connect you with the most appropriate segments of the North American Pulp and Paper Industry.

Get in touch with us to obtain rate information on our different program options.

Advertising
Info@paperadvance.com