

THE SOURCE FOR NORTH AMERICAN PULP, PAPER AND FORESTRY INNOVATION NEWS DAILY

[www.paperadvance.com](http://www.paperadvance.com)

*Information for the papermaker*

pa

Paper Advance

CONNECTED, ENGAGED & VALUED

Media Kit  
2019

PARTNER PUBLICATION

LE MAÎTRE  
PAPETIER  
[www.lemaitrepapetier.ca](http://www.lemaitrepapetier.ca)

# CONNECTED

## CONNECTING TO PAPER INDUSTRY PROFESSIONALS DAILY

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.

# ENGAGED

## STORIES THAT ENGAGE THE READER

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

# VALUED

## CONTENT OF VALUE

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.

## PAPER ADVANCE

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 newsletters  
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:



Our Social Media Channels

\*Data sources: Cloudflare - Google Analytics - Webalizer



# OUR READERSHIP

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

KEY MILL PERSONNEL

**64%**

P&P SUPPLIERS & CONSULTANTS

**29%**

RESEARCH

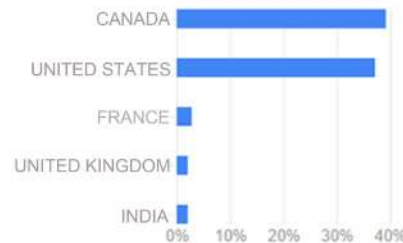
**5%**

ACADEMICS / GOVERNMENT

**2%**

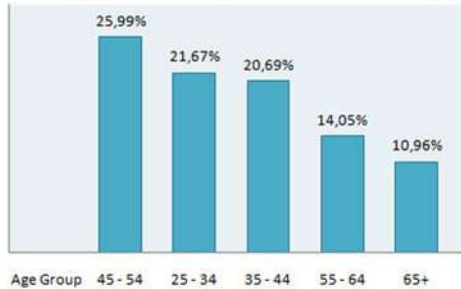


## Top 5 traffic sources



## DEMOGRAPHICS

Demographics: Unique Visitors Profiles (By age group)



**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

\*Data sources: Cloudflare - Google Analytics - Webalizer

## 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

## CONNECTED • ENGAGED • VALUED

“ 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. ”



# DIGITAL ADVERTISING PROGRAM

**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.

## Advertorial

The Swedish pulp and paper industry's mission and future attracts young people

Four of pulp producer Södra's enthusiastic young employees were speaking at SPIC's Friends.

More than forty years ago Södra's first student community at KTH in Stockholm, focusing on pulp and paper technology. We had one in the paper industry as an honorary member of Mälarska's first paper mill in Husum in southern Sweden. At that time the industry's "Students of 60" was to increase production an amount always seemed to increase, to be more efficient and to earn money.

These mills were often showing social responsibility to the neighbouring village or town, long before the term social responsibility became part of company philosophy. Plants like green products, environmental care, sustainability, renewable raw material and contribution to better world were on the other hand all pretty much unheard. These "60" which have changed and these terms, as well as similar ones, are what I would call the pulp and paper industry's legacy and mission in the 21st century.

SPIC's Swedish Association for Pulp and Paper Engineers, together among other activities SPIC's Friends at the Fun Fair "Gården Lada" in Stockholm every third year. SPIC's Friends is open to people in the pulp and paper industry as well as suppliers and related services in our industry.

Five members of SPIC's "Young competence" group presenting activities that to increase young people's interest for our industry.

Why is it so hot? Because it gives a very relaxed atmosphere for all visitors participating and offers extremely good opportunities to meet "mentors in the industry" in a very informal way. I have seen around 2,000 people meet, discuss to a lot of very interesting discussions and presentations, collect different experiences for the activities, establish contacts to increase their interests based on activities in paper, related to Mälarska's show, and also projects and discussed with industry colleagues.

This year's SPIC's Friends took place at the end of May. One thing that will be the, will require the to write this piece. See that you cannot picture your Swedish pulp and paper companies' generational split about the important mission and role for future generations. The basic message, although expressed slightly differently by different speakers, was very clear: "Our industry has a mission to fulfil and a unique opportunity to make an important contribution to a more sustainable society".

Our industry has in the past been accused for green washing, but that is long gone. Company pages just for the sake of it has no room anymore and we

## www.paperadvance.com

Hit your recycled packaging targets with Precision™

More than 100 industry professionals gathered in Vancouver, British Columbia, Canada, for the 12th annual Vancouver Safety Conference on Saturday September 16, 2018.

The conference was held at the Vancouver Convention Centre, a historic landmark building in the heart of the city. The event was a great success, with over 100 attendees from across the industry.

The conference was held at the Vancouver Convention Centre, a historic landmark building in the heart of the city. The event was a great success, with over 100 attendees from across the industry.

## Weekly E-newsletters

Hit your recycled packaging targets with Precision™

Chemistry connected.

Hit your recycled packaging targets with Precision™

Cascades announces the optimization of its corrugated sheet plant capacity in Ontario

CBC Pulp And Paper Acquisition

Domtar Products: They're Here, There and Everywhere

Natural gas service resumes near Meadow Lake mill: SaskEnergy

Mayor Jim Parsons has faith in Corner Brook Pulp and Paper's longevity

Kimberly-Clark invests \$150 million in Chester mill

Columbia Pulp mill expects to inject \$71 million into local economy

## 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



# DIGITAL ADVERTISING RATES

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](mailto:Info@paperadvance.com)



### *CONTACT INFORMATION:*

#### **Publisher**

Stéphan Desjardins  
[sdesjardins@paperadvance.com](mailto:sdesjardins@paperadvance.com)  
[www.paperadvance.com](http://www.paperadvance.com)

#### **Advertising**

[Info@paperadvance.com](mailto:Info@paperadvance.com)