



2012 Media Planning Guide



International
Forest
Products
Transport
Association

I F P T A

The IFPTA Journal



The *IFPTA Journal* is the leading magazine for transport and logistics professionals in the forest products sector.

Since 1984, the *IFPTA Journal* has provided comprehensive coverage of the issues facing the transport, handling, and distribution of forest products. Covering all aspects of the logistics involved in transporting millions of tonnes of forest products annually, the Journal has its finger on the pulse of what is important.

The Journal's strength is the understanding its editors have of the industry. Along with its full feature coverage, the publication also contains the latest news from the IFPTA, a roundup of other worldwide forest products news and the latest in market activity in various sectors from the economic experts of RISI.

Since January 2007, the *IFPTA Journal* has been managed by RISI, the leading information provider for the forest products sector. Graeme Rodden is in charge of the global editorial efforts at the *IFPTA Journal* in addition to his involvement with *Pulp & Paper International (PPI)* magazine and the RISI website. RISI is able to bring its editorial expertise to the *IFPTA Journal* by complementing and adding to the Journal's in-depth editorial coverage and industry information.

Read by professionals in all areas of the forest products transport and logistics business, advertisers in the *IFPTA Journal* can count on reaching a targeted group of loyal and dedicated readers. Additionally, the *IFPTA Journal* readers are spread across the globe allowing advertisers to tap into various regions at the same time. Distributed at all of the industry's main events, the *IFPTA Journal* reaches new readers on a regular basis.

IFPTA Website



The IFPTA website (www.ifpta.org) provides a variety of advertising and promotional opportunities to reach IFPTA members and professionals working on the transportation and logistics side of the forest products industry. By advertising online, your message will reach IFPTA members and prospective members on a daily basis.

PPI Transport Symposium

PPI TRANSPORT
SYMPOSIUM 20

For nearly 30 years, *PPI Transport Symposium* has been recognized as the leading event for the global forest products logistics industry. *PPI Transport Symposium 19* was held October 11-14, 2011 in Amsterdam, Netherlands and the event attracted a large number of high quality attendees from around the world. *PPI Transport Symposium 20* will be held in Baltimore, USA, in October 2013.

PPI Transport Symposium is the perfect opportunity to increase your organization's visibility with key decision makers involved in all areas of the forest products logistics supply chain and take advantage of the most successful way to build customer relationships – with face-to-face communication. A variety of exhibit, sponsorship, and advertising packages are available. For more information, visit www.transportsymposium.com

Quarter	Editorial Highlights	Bonus Distribution	Ad Close	Mat Due
Quarter 1	<ul style="list-style-type: none"> • Supply chain management • Insuring your load • Port profile – Europe 	<ul style="list-style-type: none"> • RISI European Conference, Amsterdam • Breakbulk Europe, Antwerp • Tissue World Miami • Tappi/PIMA Papercon, New Orleans • Asian Paper, Bangkok • Critical Commodities Conference, New Orleans 	Feb 24	Mar 1
Quarter 2	<ul style="list-style-type: none"> • Focus on Asia • US rail developments • Port profile – North America 	<ul style="list-style-type: none"> • IFPTA 3rd Asian Regional Seminar, Shanghai • China Paper, Beijing • RISI Asian Conference, Shanghai • RISI Latin American Conference, Sao Paulo 	May 25	June 1
Quarter 3	<ul style="list-style-type: none"> • Focus on South America • Materials handling • Port profile – Europe 	<ul style="list-style-type: none"> • Breakbulk Americas, Houston • RISI North American Conference, Boston • International Containerboard Conference, Chicago • PPI Awards, TBD 	Aug 31	Sept 6
Quarter 4	<ul style="list-style-type: none"> • IFPTA 3rd Asian Regional Seminar review • Clean shipping • Port profile – Asia 	<ul style="list-style-type: none"> • Breakbulk Asia • RISI Indian Seminar 	Nov 23	Nov 29

** Additional bonus distribution opportunities may be added. Check with your sales contact to confirm the actual bonus distribution opportunities scheduled for a specific issue.*

Plus, every issue features:

- Editor’s Column
- Chairman’s Corner
- Market Quotes – Analysis of market moves by RISI economists
- Industry news & highlights
- IFPTA Member News
- Last Word

About the editors



Graeme Rodden took over the reins of the *IFPTA Journal* in January 2007 and has attended many transportation industry events. He has also made numerous field trips on behalf of the Journal gathering information for feature articles. Graeme is also the Executive Editor of *Pulp & Paper International (PPI)*, the leading monthly publication for the global pulp and paper industry, and is responsible for running the editorial team.

A native of Montreal, Graeme started covering the pulp and paper industry in 1980 as Assistant Editor with *Pulp & Paper Canada* magazine. Since joining RISI in 2001, he has visited and written about more than 200 pulp, paper and board mills in his career and has attended and spoken at numerous pulp and paper related conferences.



Kenneth Norris was named Managing Editor of the *IFPTA Journal* in 2011. Joining the *IFPTA Journal* staff in January 2008, he also manages the editorial content for the IFPTA.org website and the Association. Ken covers all aspects of the forest products logistics industry, serves as a conference program director for the IFPTA, and is a contributing editor to *Pulp & Paper International (PPI)* magazine and RISI.com. Prior to joining the IFPTA, Ken worked as a freelance contributor and editor on economics and business strategy in the software and marketing industries for over 10 years. He has traveled extensively around the world, interviewed industry-leading executives and their organizations, and presented at many international conferences and events.

IFPTA Journal Advertising		All rates below are net rates			
	1 insertion	4 insertions	1 insertion	4 insertions	
1 page	\$1,945	\$1,785	€ 1,555	€ 1,430	
Spread	\$3,380	\$3,090	€ 2,700	€ 2,470	
Half page	\$1,535	\$1,360	€ 1,225	€ 1,100	
Black and White					
1 page	\$1,370	\$1,230	€ 1,230	€ 970	
Half page	\$1,070	\$965	€ 965	€ 765	
Cover					
2nd (inside front)	\$2,150	\$1,965	€ 1,715	€ 1,570	
3rd (inside back)	\$2,150	\$1,965	€ 1,715	€ 1,570	
4th (back)	\$2,250	\$2,060	€ 1,785	€ 1,650	

IFPTA Website Advertising		
Banner: 728 x 90 pixels		
Square: 300 x 250 pixels		
Online Ads	Banner	Square
3 months	\$230	\$155
	€ 165	€ 110
6 months	\$430	\$280
	€ 305	€ 200
9 months	\$630	\$405
	€ 445	€ 285
12 months	\$830	\$530
	€ 585	€ 375

Classified (Black and White)				
	1 insertion	4 insertions	1 insertion	4 insertions
Full page	\$995	\$945	€ 785	€ 705
1/2 page	\$765	\$730	€ 630	€ 560
1/4 page	\$460	\$435	€ 385	€ 325
1/8 page	\$385	\$285	€ 255	€ 225
Business Card - 3.5" x 1"	\$305	\$230	€ 215	€ 165

Dimensions	Trim Size	Image Bleed	Type Size (Live Area)
- What size should my advert be?			
Full page	210 x 297 mm	+ 3 mm on all sides	
Full page (live area)			180 x 255 mm
1/2 page horizontal	210 x 148 mm	+ 3 mm on all sides	
1/2 page horizontal (live area)			180 x 125 mm
1/2 page vertical	105 x 297 mm	+ 3 mm on all sides	
1/2 page vertical (live area)			85 x 255 mm

DIGITAL AD MATERIAL

What is the technical information?

Press-Ready PDF files in high resolution
 If possible: PDF-X/1a files
 Ad materials may also be submitted in the following native formats:

- Quark Express
- Indesign
- Illustrator

Colour Format: Only CMYK - Process Colours
 Final Trim Size: 210 x 297 mm
 Paper Stock: 70 grams
 Cover: 150 grams
 Binding: Saddle-stitched

DELIVERY INSTRUCTIONS

How should I send the advert?

Send your ad materials by email to RISI's production manager Stef De Swaef sdeswaef@risi.com or upload them to the RISI Ad Drop Box after being granted access by your regional sales contact or the production manager.
 The production manager will check all the ad materials.

PRODUCTION NOTES

Publisher's Copy Protection Clause:

Advertisers and their advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse any advertising which is not in keeping with the publication's standard.

Nonsimulation: Any deliberate attempt to simulate a publication's format is not permitted. Publisher reserves the right to place the word "Advertisement" with copy which, in the publisher's opinion, represents editorial matter.



Published every two years following the biennial PPI Transport Symposium, the IFPTA Membership Directory is the go-to resource for professionals involved in the transport, handling, warehousing, and distribution of forest products and related industries. It contains comprehensive up-to-date information about the entire IFPTA membership.

Advertising messages are seen again and again throughout the year as the Directory is used as a reference guide by IFPTA members around the world.

Don't miss your chance to advertise in the new IFPTA Membership Directory – a must-have contact list for anybody involved in forest products logistics.

The 2012-2013 Directory will be published in the First Quarter of 2012. It will contain the following information about the association members:

- Name
- Address
- Fax number
- Company name
- Email
- Industry
- Job title
- Telephone

In addition, there will be an index of members organized by country, company and name.

Advertise in the IFPTA Directory to reach your key audience:

Distributed to forest products logistics professionals, advertisers in the IFPTA Member Directory can count on reaching a targeted group of loyal and dedicated readers across the globe.

The Directory is an essential reference guide that is used over and over – ensuring that your message gets seen multiple times.

2012 Directory Advertising Rates

4 color	1 page	\$1,995	€ 1,490
	2 page spread	\$2,700	€ 1,995
	Half page	\$1,450	€ 1,095
Black & white	1 page	\$1,650	€ 1,270
	Half page	\$1,100	€ 850
Cover	Inside back	\$2,450	€ 1,885
	Inside front	\$2,400	€ 1,850
	Back cover	\$2,550	€ 1,965

Forest Products Logistics Email Newsletter



The Forest Products Logistics newsletter is a **free** monthly email bringing you the latest updates on PPI Transport Symposium and forest products transportation. It includes:

- Featured forest products & transportation articles
- Latest forest products news
- Messages from conference chairman
- Updated news on PPI Transport Symposium

The magazine editors from the IFPTA Journal and *Pulp and Paper International (PPI)* magazine compile this email on a monthly basis providing the latest updates for the global forest products logistics industry.

Web banner advertising is available in the Forest Products Logistics newsletter. Reach over 2,000 people each month with this email. Ask your account manager for further information on pricing.

PPI Transport Symposium Custom Advertising Packages



Custom advertising packages built around your participation in PPI Transport Symposium are a great way to increase the reach of your advertising message.

Our team will work with you to create a custom advertising package that will include both print and online options available from RISI and the IFPTA. By utilizing the resources from both RISI and the IFPTA, your message will be delivered to thousands of forest products professionals around the world.

Here is just a sample of some of the items that may be included in your custom advertising package:

- Print ad in PPI magazine
- Print ad in the *IFPTA Journal*
- Print ad in the Symposium Directory
- Web banner ad on the PPI Transport Symposium website
- Web banner ad in the Forest Products Logistics email newsletter
- Web banner ad on the RISI website
- Web banner ad on the IFPTA website
- Print ad in the IFPTA Membership Directory
- Logo included on PPI Transport Symposium marketing materials and invitations

Contacts

For IFPTA Journal, website and Membership Directory ad sales, please contact:

Outside North America

Remy Poos

Tel: +32.2.536.0735

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Email: rpoos@risi.com

North America

Monica Zaskiewicz

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Email: mzaskiewicz@risi.com

**For editorial enquiries,
please contact:**

Graeme Rodden, Editor

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Email: grodden@risi.com

**For information about the IFPTA,
please contact:**

Wendy Parsley, Association Manager

Tel: +1.212.537.9130

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Social Media

Find us on LinkedIn and Twitter



IFPTA Membership

The IFPTA is the world's largest and most prestigious professional networking association for the global forest products logistics and related industries.

When you join the IFPTA, you become a part of a global network of senior executives and managers involved in the transport, handling, warehousing, and distribution of forest products. With hundreds of members in over 30 countries around the world, the IFPTA truly connects you with your industry peers and leaders in their industry.

Membership benefits include:

- Personal copy of the quarterly IFPTA Journal. The IFPTA Journal is the leading magazine for transport and logistics professionals in the forest products sector. Each issue features high-interest articles, member news and their companies, ideas and opinions.
- Reduced registration fees for IFPTA seminars and conferences. IFPTA organizes regional seminars, and co-organizes the biennial PPI Transport Symposium with RISI.
- Priority selection of your exhibit space at the biennial PPI Transport Symposium.
- Exclusive access to the Members Section of the IFPTA website, where you can access the online member directory and read archived issues of the IFPTA Journal.
- Printed copy of the IFPTA Membership Directory published every two years and is your blueprint to all the IFPTA has to offer.
- Exclusive discounts on international rental cars from Hertz.
- Unparalleled networking opportunities with key industry contacts.

Membership benefits are available to individuals only.

Membership Fees

1 Year Package	US \$150
3 Year Package	US \$350

Grow your own career opportunities and professional network with global community of professionals.

Visit the IFPTA website to learn more about the IFPTA and sign up as a new membership.
<http://www.ifpta.org/join-the-ifpta>