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TJI’s office
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Our partners, main correspondents
and regular contributors

Antonio Abrunhosa, ITGA
Tatiana Chaykina-Oldenborg
Tim Glogan
Don Hedley, Euromonitor
Maxim Korolev, Rustabak

Dr. John Lauterbach, Lauterbach & Associates
Dr. Terry Mabbett
Astrid Mitchell, Reconnaissance
Rocky Womack
The readership survey 2011, sent to 5016 readers, confirmed the undisputed leadership of TJI in terms of use, quality and target groups.

Readership by target groups

- Management/1st level decision makers: 41.8%
- Sales & Marketing: 36.7%
- R&D, engineering, technical: 31.0%
- Market research/analysis: 13.9%
- Communications/press: 8.9%
- Purchasing: 6.3%
- Other: 3.2%

How do you rate the quality/contents of Tobacco Journal International?

- Mixture of topics: 85.5%
- Professional reporting: 82.2%
- Quality of information: 81.0%
- Relevance of topics: 79.9%
- Visual attractiveness: 60.4%

Interviews with the “hakers and makers” in industry, regular reports on new products and technologies, worldwide coverage on a wide range of relevant topics and a team of passionate professional journalists all add up to one thing – TJI Quality.

How important are the following information sources for your professional information?

- Internet: 85.9%
- Personal contacts: 75.4%
- Magazines/journals: 73.2%
- Trade fairs: 58.1%
- Direct mail: 47.8%

Trade journals remain a highly popular source of information.

Which of the following Internet-offers do you know/use?

- Tobacco Journal International: 72.7%
- Competitor 1: 54.1%
- Competitor 2: 40.0%
- Competitor 3: 36.0%

Homepages are often used to look for products and suppliers, to research topics, download articles etc. and are also a useful indicator for a journal’s standing, acceptance, relevance and use. The results are highly significant.
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's cooperation with World Tobacco allows it to provide a unique portfolio, which includes exhibitions and events. For more information on exhibitions and events, please contact Colin Case, phone +44 1737 855215, ColinCase@quartzltd.co.uk.

**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 banner and button advertising opportunities.

**TJI NEWSLETTER** with more than 6,650 subscribers and growing daily, the TJI Newsletter gives readers a weekly update on all relevant developments in the industry. Place an ad or banner to reach top executives week by week.

**TJI TOBACCO PROFILES** is a unique compilation of companies involved in the value and supply chain of the tobacco industry, together with editorial matter. Company portraits on exclusive double pages provide information on philosophies, corporate missions, products, services, and the people behind them. An absolute must to give existing and potential customers greater insights about your company.

**TJI YEARBOOK** is the guide to the tobacco industry, providing essential business contact information about the global tobacco community. Whether comprehensive address data or suppliers’ lines of business – it is all in there.

**TJI NETWORK** is the world’s premier online business platform for the tobacco and related industries. For more information please contact Cecilia Stiebritz, cecilia.stiebritz@konradin.de

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### Circulation analysis:

**Print run:** 6,300 copies  
**Circulation:** 6,100 copies

<table>
<thead>
<tr>
<th>Geographical circulation (average from 1 July 2012 to 30 June 2013)</th>
<th>Share of distributed circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Europe</td>
<td>34.3</td>
<td>2,092</td>
</tr>
<tr>
<td>China, Southeast Asia, Far East</td>
<td>28.9</td>
<td>1,763</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>18.4</td>
<td>1,122</td>
</tr>
<tr>
<td>Eastern Europe, Russia, CIS countries</td>
<td>8.5</td>
<td>519</td>
</tr>
<tr>
<td>India/Middle East</td>
<td>4.6</td>
<td>281</td>
</tr>
<tr>
<td>Central/South America</td>
<td>3.3</td>
<td>201</td>
</tr>
<tr>
<td>Africa</td>
<td>2.0</td>
<td>122</td>
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<tr>
<td><strong>Distributed circulation</strong></td>
<td><strong>100.0</strong></td>
<td><strong>6,100</strong></td>
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### Sectors in the supply and value chain

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Share of distributed circulation</th>
<th>copies</th>
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</thead>
<tbody>
<tr>
<td>Manufacturers of tobacco products</td>
<td>42.4</td>
<td>2,588</td>
</tr>
<tr>
<td>Suppliers of machinery, filters, papers, packaging and other products and services</td>
<td>36.3</td>
<td>2,216</td>
</tr>
<tr>
<td>Leaf traders and tobacco growers</td>
<td>9.5</td>
<td>581</td>
</tr>
<tr>
<td>Research institutes, associations, government ministries and others</td>
<td>11.7</td>
<td>715</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>6,100</strong></td>
</tr>
</tbody>
</table>
TJI Yearbook 2014

TJI Yearbook is an advertising medium with a high readership interest and long-term usage.

It contains all the addresses & brands sections that appear in every issue, 2013 revisited, TJI Specials in 2013, portraits and an article index of 2013.

Publishing date 28 July 2014
Reservation deadline 28 May 2014
Material deadline 23 June 2014

For advertising information contact
Stefanie Scherrer at phone +49 6131 5841-139
stefanie.scherrer@konradin.de
TJI TOBACCO PROFILES 2014 is a unique compilation of companies involved in the value and supply chain of the tobacco industry, together with editorial matter written by industry and association experts. Company portraits are presented on exclusive double pages (or multiples of double pages) and provide information on philosophies, corporate missions, products, services, and the people behind them. An absolute must to give existing and potential customers greater insights about your company.

If you would like to contribute please contact william.mcewen@konradin.de.

The price for advertisements remains unchanged at a highly affordable € 1,000 per double page. Please contact stefanie.scherrer@konradin.de, also for special rates for multiple double pages.

Publishing date 30 December 2014
Reservation deadline 31 October 2014
Material deadline 31 November 2014
Advertising on TJI Homepage

TJI's website tobaccojournal.com is valued by our users as the top online information tool for the international tobacco industry with over 143,000 visitors in 2013.

It is:
- updated daily with the latest news in the tobacco industry
- it gives users direct access to our archive and
- the content of our print magazine and
- features a calendar of upcoming events.

TJI online offers ads in two different sizes – banners and buttons. Both alternate with each click on our site.

Jobs:
- if you offer a job, if you look for a job – this is the right place

Rate for one month: € 174.00

Please contact stefanie.scherrer@konradin.de for individual ad and banner rates, as well as Stand-alone-mailings and special packages combining the TJI-Online Portfolio.

Advertising on TJI Newsletter

The TJI Newsletter has over 6,650 subscribers from over 100 countries. They receive each Thursday a weekly update by e-mail on all relevant developments in the industry.

The TJI newsletter is free of charge. You can advertise a HTML message in two different sizes - text banner and graphic banner – plus a link to your URL and/or your e-mail address.

TJI-Stand-alone-mailings

TJI-Stand-alone-mailings let you send messages/information to a specifically selected target group as a one-off mailing. The customer provides his own layout (TJI can provide a template or handle your design upon request).

We offer:
- mailings to our address pool and reporting of results (please note: we cannot provide or sell our mailing list to third parties for reasons of data protection).
- As our mailing list is comprehensive and industry-wide, if you do not wish competitors to receive your mail, please provide us with a list of company names so that we can filter the list for your mailing.

Please contact stefanie.scherrer@konradin.de for individual ad and banner rates, as well as Stand-alone-mailings and special packages combining the TJI-Online Portfolio.
There are more sophisticated ways of communicating

This is where customers meet suppliers online. The TJI Network allows you to manage and update your own entries, making your company more attractive for customers. Basic entries are free of charge, interactive entries are available at marginal costs. To find out how TJI Network can help you grow your business, please contact cecilia.stiebritz@konradin.de

For intra-company communication experts:
The TJI digital bulk subscription is the ideal communication tool to keep all your key people informed – up-to-date and on a global basis – be it in management, sales & marketing, R&D and production. The TJI bulk subscription with turnpage technology: fast, informative and cost-efficient.

THE TJI DIGITAL BULK SUBSCRIPTION FOR COMPANIES

<table>
<thead>
<tr>
<th>Number of Subscriptions</th>
<th>Price p.a. €</th>
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<tr>
<td>20</td>
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<tr>
<td>50</td>
<td>950.00</td>
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<tr>
<td>100</td>
<td>1,650.00</td>
</tr>
</tbody>
</table>

*plus VAT where applicable

For more information or a specific quote, please contact our subscription manager Ms Ulrike Hassmann: ulrike.hassmann@konradin.de or phone +49 6131 5841-127
## Editorial Programme 2014

In each issue of TJI we cover the latest trends and developments in the following sections:

- Global compass (markets & regulations)
- Leaf & tobacco processing
- Manufacturing & technology
- Packaging & design
- Products & trends
- Brand & revenue protection
- Health & scientific affairs

In addition, we have major review topics in each issue for different sectors in the supply chain:

<table>
<thead>
<tr>
<th>Issue</th>
<th>In addition</th>
<th>Advertisement booking deadline 2014</th>
<th>Printing material deadline 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2014</td>
<td>World Tobacco Dubai Show (1-2 April)</td>
<td>17 January</td>
<td>05 February</td>
</tr>
<tr>
<td></td>
<td>Spare &amp; wear parts</td>
<td>Packaging</td>
<td>Shisha/hookah</td>
</tr>
<tr>
<td>2/2014</td>
<td>Primary processing</td>
<td>Expanded &amp; reconstituted tobacco</td>
<td>17 March</td>
</tr>
<tr>
<td></td>
<td>Belts</td>
<td></td>
<td></td>
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<tr>
<td>3/2014</td>
<td>Printing &amp; materials</td>
<td>Plug wrap and tipping papers</td>
<td>Flavours</td>
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<td></td>
<td>Secondary machinery</td>
<td>Quality control</td>
<td>Filters</td>
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<tr>
<td>4/2014</td>
<td>World Tobacco Asia Show (October 2014)</td>
<td>18 September</td>
<td>13 August</td>
</tr>
<tr>
<td></td>
<td>Inter Tabac Dortmund Preview (19-21 September)</td>
<td>18 September</td>
<td>13 August</td>
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<tr>
<td></td>
<td>Secondary machinery</td>
<td>Quality control</td>
<td>Filters</td>
</tr>
<tr>
<td>5/2014</td>
<td>Roll your own</td>
<td>Factory &amp; production management</td>
<td>R &amp; D</td>
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<tr>
<td></td>
<td>R &amp; D</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6/2014</td>
<td>Rebuilds</td>
<td>Adhesives</td>
<td>Films &amp; foils</td>
</tr>
<tr>
<td></td>
<td>Adhesives</td>
<td>Films &amp; foils</td>
<td>Leaf tobacco Brazil</td>
</tr>
</tbody>
</table>

**Case Studies**

- Company portraits

If you have interesting case studies, please contact William.mcewen@konradin.de

Similar to our popular people portrait we intend to showcase one company in every issue.
Addresses and Brands

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. The addresses are only published after the company has confirmed the accuracy of the information and will be published in the TJI YEARBOOK again free of charge.

For advertising information contact:
Stefanie Scherrer at Phone +49 6131 5841-139
stefanie.scherrer@konradin.de

<table>
<thead>
<tr>
<th>Issue</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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</thead>
<tbody>
<tr>
<td><strong>Addresses and brands</strong></td>
<td>Consulting services</td>
<td>Leaf tobacco</td>
<td>Smoking tobacco, chewing tobacco, snuff and shisha</td>
<td>Tobacco processing</td>
<td>Cigarettes</td>
<td>Cigars &amp; cigarillos</td>
</tr>
<tr>
<td></td>
<td>Factory planning &amp; equipment</td>
<td>Cultivation suppliers</td>
<td>Pouches &amp; tins</td>
<td>Fims, foils and tear tapes</td>
<td>Cigarette making &amp; packing</td>
<td>Cigar making &amp; packing</td>
</tr>
<tr>
<td></td>
<td>Rebuilt &amp; used machinery</td>
<td>Shipping &amp; freight forwarding, boxes and cases</td>
<td>Roll-your-own cigarette paper, filter tubes &amp; machinery</td>
<td>Adhesives</td>
<td>Cigarette paper, plug wrap &amp; tipping and perforating equipment</td>
<td>Cigar boxes &amp; cigar tubes</td>
</tr>
<tr>
<td></td>
<td>Quality control &amp; measuring equipment</td>
<td>Warehousing &amp; storage</td>
<td>Packaging machinery</td>
<td>Spare parts</td>
<td>Endless belts &amp; garniture tapes</td>
<td>Printers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Packaging material</td>
<td></td>
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<td>Printing inks</td>
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<tr>
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<td>Printing dies, cylinders and embossing</td>
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</table>
1/1 page
188 x 270 mm
Type area
210 x 297 mm
Bleed page +
(3 mm bleed on all pages, please mark the bleed margins)
4 colours € 4,230.00

2/3 page horizontal
188 x 178 mm
Type area
210 x 195 mm
Bleed page +
(3 mm bleed on all pages, please mark the bleed margins)
4 colours € 3,415.00

2/3 page vertical
125 x 270 mm
Type area
135 x 297 mm
Bleed page +
(3 mm bleed on all pages, please mark the bleed margins)
4 colours € 3,415.00

Junior page
140 x 190 mm
4 colours € 2,960.00

1/2 page horizontal
188 x 133 mm
Type area
210 x 150 mm
Bleed page +
(3 mm bleed on all pages, please mark the bleed margins)
4 colours € 2,960.00

1/2 page vertical
92 x 270 mm
4 colours € 2,960.00

Size of the magazine:
210 mm in width,
297 mm in height
1/3 page
60 x 270 mm vertical
188 x 88 mm horizontal
4 colours € 2,515.00

1/4 page
188 x 65 mm horizontal
92 x 133 mm island
4 colours € 2,370.00

1/6 page
188 x 42 mm
4 colours € 450.00

1/6 page island
92 x 84 mm
4 colours € 435.00
Rate Card No 45 of 1 January 2014

<table>
<thead>
<tr>
<th>Copies:</th>
<th>Print run:</th>
<th>6,300 copies</th>
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<tbody>
<tr>
<td>Circulation:</td>
<td>6,100 copies</td>
<td></td>
</tr>
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</table>

**Size of publication:** 210 x 297 mm (width x height)
Providing advertisement data see page 15

**Dates:** Publishing date and closing date see page 10

**Publishing house:** Konradin Selection GmbH

**Contact:** see Contacts page 2

**Terms of payment:** 30 days net

**Bank account:**
Deutsche Bank, 164 024 200 (bank code 600 700 70)
UST-Ident-Nr: DE 811 201 453
BIC: DEUTDESS, IBAN: DE27 6007 0070 0164 0242 00

We have switched to e-billing.
The invoice will be sent to you as a PDF file – fast, efficient and approved by the financial authorities.

**General Terms and Conditions:**
Our General Terms and Conditions are available on our web site: www.konradin.de
We would be happy to send you a copy on request.

**Advertisement sizes and rates:** see pages 12 and 13

**Subscription rate:**
Annual subscription including p&p and VAT:
Europe: € 116.10, overseas: € 116.10
Additional charge for airmail.
Single copy: € 20.00
Subscribers to TJI ONLINE as part of their subscription.
Single copy of TJI YEARBOOK:
Europe: € 37.00 plus VAT
Additional charge for airmail.

**Surcharges:**
- Colour surcharges: Special colours for matched colour € 578.00
- Special position: Cover placement: additional charge € 345.00

**Discounts:**
- Insertions within 12 months
  - 2 pages 5 %
  - 3 pages 7 %
  - 4 pages 9 %
  - 5 pages 12 %
  - 6 pages 15 %
  - 9 pages 18 %
  - 12 pages 21 %
- 2 ads 3 %
- 3 ads 5 %
- 4 ads 7 %
- 5 ads 9 %
- 6 ads 12 %
- 9 ads 15 %
- 12 ads 18 %

**Inserts:**
1 page € 5,300.00

**Number of inserts required:** 6,500 (only for complete edition – please ask for exact numbers)

**Insert size:**
240 x 297 mm (width x height, including bleed:
5 mm top, 7 mm right, 3 mm left, 5 mm bottom)

**Max. grammage:** 300 grams

**Delivery address:**
Postage paid to Konradin Druck GmbH
Kohlhammerstr. 15, 70771 Leinfelden-Echterdingen
Marked: For „Tabacco Journal International“, Issue (No.)
Delivery: Monday – Friday 7:00 a.m. to 6:00 p.m.
Euro-Paletts: 80 x 120 cm (max. height 110 cm)
1. **Size of publication:** 210 mm x 297 mm (width x height)
   **Bleed page:** 216 mm x 303 mm (width x height)
   **Type area:** 188 mm x 270 mm (width x height)

2. **Printing process:** Offset printing, back-stitching, digitally produced

3. **Providing advertisement data:** It is easy to provide your data via our advertising service portal www.konradin-ad.de
   E-mail: anzeigenkv@konradin-druck.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)

4. **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.

5. **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_Offsetset_2009” package from 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.

6. **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) to allow the colour to be checked. Proofs must display an officially recognised print control strip.

7. **Data archiving:**
   All data are archived. Therefore repeats with no changes are usually possible. However, no guarantee is offered with respect to the data.

8. **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.

9. **Contact:**
   Stefanie Scherrer, Phone +49 6131 5841-139
   email: 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.

   **Looking for special advertising formats?**
   Bands, flaps, individual inserts and glued inserts, pop-ups, bookmarks etc. Simply ask us for a quote!
Trade media of the 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.

For more information on our portfolio in the fields of architecture, building, industry, the world of work, eye care, consumption and science go to www.konradin.de