

TWMM

TISSUE WORLD MAGAZINE

The leading news provider for the global tissue business



MEDIA KIT 2018

TISSUE WORLD MAGAZINE

The leading news provider for the global tissue business

TWM
TISSUE WORLD MAGAZINE

Tissue World Magazine is the leading independent publication and online resource for the global tissue industry.

Dedicated to keep tissue professionals up-to-date with the industry, Tissue World publishes essential information, analysis and opinions on breaking trends in business, technology, regional developments and sustainability.

Distributed across both print and digital media, Tissue World's authoritative editorial content is accessed by over 50,000 industry professionals every year.

- Bi-Monthly Magazine
- Website
- Mobile Application
- Bi-Weekly E-newsletters
- Social Media (LinkedIn / Facebook / Twitter)

An Integrated Platform to Enhance Your Brand Visibility

Your investment with Tissue World includes a comprehensive outreach to tissue professionals across all of the mentioned channels.



Raise your profile and get noticed by being part of the leading global media for your industry!

www.tissueworldmagazine.com

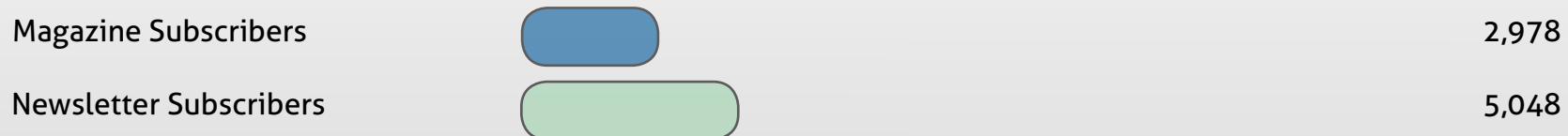
TISSUE WORLD MAGAZINE

The leading news provider for the global tissue business

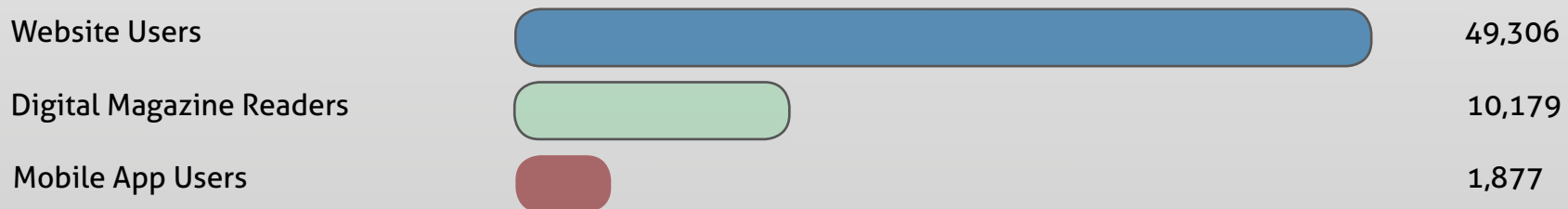


Visibility

SUBSCRIBER STATISTICS



ONLINE USER STATISTICS



SOCIAL MEDIA STATISTICS



TISSUE WORLD MAGAZINE

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TISSUE WORLD MAGAZINE

The bi-monthly Tissue World magazine is distributed to **2, 919** tissue professionals.

Every issue of TWM features popular departments:

- **Frontissues:** The editor reviews the leading issues.
- **Marketissues:** Expert analysis of market trends from industry leaders and innovators.
- **World News:** Rounding up the latest developments across the world with our news and analysis of all the issues that matter.
- **Fisher International:** An in-depth look into a region's tissue capacity and production.
- **Euromonitor International:** Analysis of a country's tissue market trends and dynamics.
- **Operations Report:** TWM visits the world's key tissue mills to report on their latest developments.
- **Technical News:** Equipment and process innovations from the suppliers.
- **Consumer Speak:** What the industry needs to know – tissue product consumers speak to TW about what and why they buy, and how much they are prepared to pay.
- **Exitissues:** Expert opinion on issues that count.

Tissue World FOCUS Report



As the official publication of the global Tissue World trade shows, Tissue World Magazine publishes Tissue World FOCUS Report in conjunction with the events taking place in Milan, Miami, São Paulo, Bangkok and Istanbul, offering an in-depth review of the specific market in terms of the regional trends and the latest market opportunities.

The FOCUS Report is bundled in event registration packages.

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With the steady increase in web page views annually, there can be no better way to promote your products and services to a targeted, industry specific audience through Tissue World online channels

Tissue World's online presence includes:

- **Tissue World Website**

Updated with breaking industry news, market analyses and opinions, the TWM website is the go-to place for all resources critical to the tissue industry. For the past 12 months, the TWM website recorded a monthly average of over 3000 unique visitors.

- **Tissue World Bi-Weekly E-Newsletter**

Delivered every two weeks to over 5,000 opt-in subscribers and an average open rate of 20% and click rate of 25%, the Tissue World bi-weekly newsletter delivers a summary of the most important industry news and topics for the convenience of the industry professionals.

- **Tissue World Magazine (Online Version)**

The digital version of the Tissue World Magazine is published on Issuu. On a monthly average, 848 users access the online version of the magazine.

- **Tissue World Magazine Mobile App**

A free to download App available on Apple iTunes store and Google Play Store, the Tissue World Magazine App brings the latest tissue industry news to the fingertips of tissue professionals.

- **Tissue World Social Media Channels**

With a targeted group of followers from the tissue industry, Tissue World's social media platforms including Twitter, Facebook and LinkedIn Group are where the tissue industry connects and shares the latest industry trends.

TISSUE WORLD MAGAZINE

Printed and Online versions

TWM

TISSUE WORLD MAGAZINE

READERSHIP 2016 - 2017

Digital
10,179

Print
2,978



Top 20 Countries subscribed (Print)

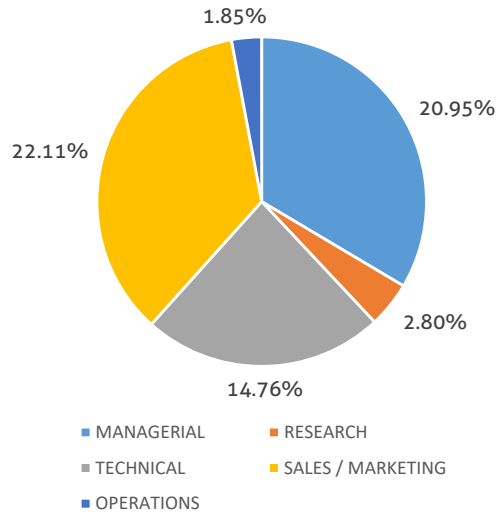
1. USA	11. United Arab Emirates
2. Italy	12. China
3. United Kingdom	13. Egypt
4. Germany	14. Iran
5. Brazil	15. Finland
6. Turkey	16. Argentina
7. Sweden	17. Canada
8. Mexico	18. Colombia
9. Pakistan	19. Chile
10. South Africa	20. Malaysia

TISSUE WORLD MAGAZINE

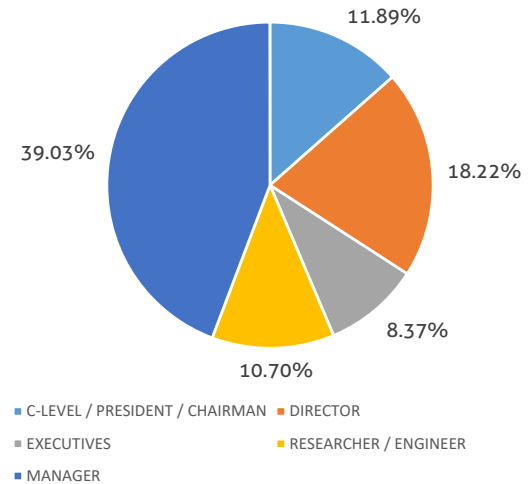
Print Subscribers



TOP JOB FUNCTIONS



TOP JOB LEVELS



TOP SUBSCRIBERS

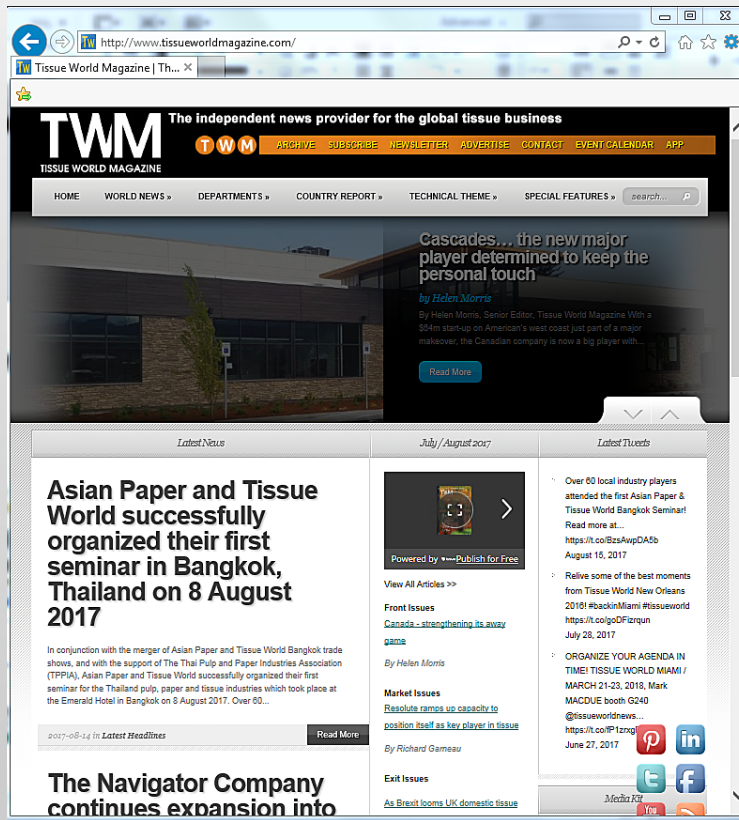


TISSUE WORLD MAGAZINE

Website (www.tissueworldmagazine.com)



WEBSITE TRAFFIC 2016 - 2017



Page Views
144,445

Sessions
71,463

Users
49,306

Top 20 Countries subscribed

1. USA	11. Sweden
2. United Kingdom	12. Turkey
3. India	13. Indonesia
4. Italy	14. Finland
5. Germany	15. France
6. Canada	16. Portugal
7. Spain	17. Japan
8. South Africa	18. Poland
9. Brazil	19. Malaysia
10. China	20. Australia

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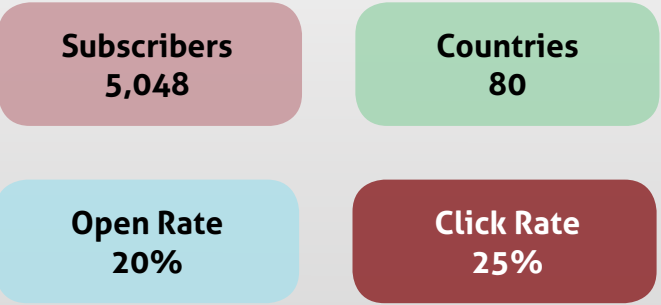
Bi-weekly e-newsletter



HEATMAP / CLICK RATES



READERSHIP 2016 - 2017



Top 20 Countries subscribed

1. USA	11. Indonesia
2. United Kingdom	12. China
3. Germany	13. Netherlands
4. Italy	14. Sweden
5. India	15. Australia
6. Brazil	16. Finland
7. Canada	17. Iran
8. France	18. Mexico
9. Spain	19. Nigeria
10. South Africa	20. Russia

TISSUE WORLD MAGAZINE

Banner Advertisements

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TWENEWS
TISSUE WORLD NEWS

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YOUR REGULAR UPDATE OF WHAT'S HAPPENING IN THE TISSUE SECTOR

1. Carta Fabril to install "world's largest Steel Yankee" for tissue
 Carta Fabril is to boost its capacity after it signed for a PrimeLineST W22 tissue machine with Steel Yankee and steam-heated hood.
[Read more](#)

2. Henan Yingde's principle shareholder listed for sale in China
 (News from [TW](#)) - China's Henan Yingde Industrial Investment has revealed that its principle shareholder has been put up for sale for RMB 3.08 billion (\$457 million).
[Read more](#)

Solenis The answer is right here.
 Smart chemistry doesn't have to be complex.
 Experience Collaboration

3. Lee & Man Paper Manufacturing has fired up two 60,000tpy tissue machines at its Chongqing mill in southwestern China, boosting its total tissue capacity to 270,000tpy.
[Read more](#)

4. POKC Italy boosts production capacity after inaugurating facilities
 POKC Italy has officially opened its three new buildings in Romati di Barga, Italy.
[Read more](#)

5. SCA targets environment with Okay® Compressé launch
 SCA's consumer tissue brand Okay® has launched a compressed household towel "Okay® Compressé".
[Read more](#)

6. Abu Dhabi's Ittihad to invest in new UWF PM; mulls new tissue PM
 (News from [TW](#)) - Abu Dhabi's Ittihad International Investments will start construction of a 225,000tpy uncoated woodfree (UWF) paper machine at its Ittihad Paper Mill in November. The 7.2m wide machine - the first one to be produced at the site - will be up and running towards the end of 2016. The new 7m capacity line has a total width of 6.5m.
[Read more](#)

BEHIND STEVE'S SUCCESS.
 FLEXIBILITY. PARTNERSHIP. CUSTOMIZATION. STRONG INFLUENCE IN PAPER MACHINES.
TOSCOTEC

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Banner Ad (with hyperlink) on the bi-weekly e-newsletter

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HOME WORLD NEWS DEPARTMENTS COUNTRY REPORTS TECHNICAL THEMES SPECIAL FEATURES

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Abu Dhabi's Ittihad to invest in new UWF PM; mulls new tissue PM
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[Read more](#)

SCA targets environment with Okay® Compressé launch
 SCA's consumer tissue brand Okay® has launched a compressed household towel "Okay® Compressé". The company will use the product primarily as well as regular household paper towels but added that it is that the world's first "flexible" for the environment. SCA said the product is made using patented "high density" fibre technology. To complete the line.
[Read more](#)

Lee & Man starts two 60,000tpy TMs in Chongqing
 (News from [TW](#)) - Lee & Man Paper Manufacturing has fired up two 60,000tpy tissue machines at its Chongqing mill in southwestern China, boosting its total tissue capacity to 270,000tpy. The new 7.2m wide machine and, month and month ago by Henan, each line is 6.5m wide and a single row of 6.5m.
[Read more](#)

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Check out the video from the opening day at Ittihad Paper Mill 2016
[https://www.youtube.com/watch?v=...](#)

Experience the Power of collaboration with Solenis
 The answer is right here.
 Smart chemistry doesn't have to be complex.
 Experience Collaboration

Paradigm Shift: Improved Dry Strength in Bath Tissue without Softness Impact
 Solenis is always asking the tough questions as they relate to producing higher quality products in a more cost-effective manner. One of the tough questions we have been focusing on at Solenis is how to overcome the correlation between increasing strength without impacting softness. Recently, through the development of "Manitrol™" 700 dry strength resin, we have made a game-changing breakthrough that will allow our customers to increase the strength of their bath product without losing the negative impact of softness loss when using other strength additives such as G300 or starch.
[Read more](#)

Case History
 Mill Overview

Frontissues
 Marketissues
 World News
 Country Report
 Operations Report
 Technical Theme
 Exitissues

Revolving Banner on the homepage of Tissue World Magazine

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Frontissues
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Customised landing page for your revolving banner

TISSUE WORLD MAGAZINE

Mobile Application



About the App

Constantly updated with the latest industry news, the Tissue World Magazine application is accessed by tissue professionals from around the world on a daily basis.

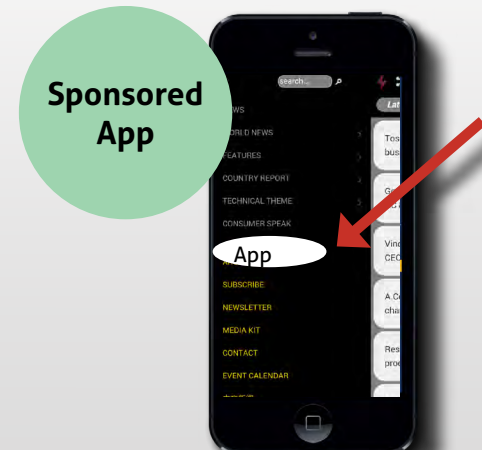
Providing essential information, analyses and opinion on breaking trends in business, technology, sustainability and regional developments, the content of the app is organised under the following themes:

- FrontIssues
- MarketIssues
- World News
- Country Report
- Operations Report
- Technical Theme
- ExitIssues



TISSUE WORLD MAGAZINE

App / advertising with the app



Company Logo and Message on the App Splash Screen

Promote your message so that it sticks

Prime placement in the main menu of the app

The first impression lasts a lifetime

Receive the highest visibility for your message

Position your company along with the other main editorial sections

The Splash Screen is the first screen users see when launching the app.

A Promoted Post is a message pinned to the top of the activity feed (the most accessed section of the app) so that your message is placed right in front of your audience.

With a custom link and page for your company in the app, this is the best platform for you to share all things relevant to your company solutions, alongside the TW magazine editorial content.

Add your company logo and message at the bottom of the splash screen!

With 140-character limit, Promoted Posts can include a link to a website or an agenda item, as well as an embedded image (600x200 pixels in PNG format).

The App Section will showcase your company logo and a link to a page within the app with customised content.

This screen appears everytime a user launches the app.

TISSUE WORLD MAGAZINE

Editorial Calendar 2018 / 2019



Issue	Special Feature	Technical Theme	Country Report	Focus Report	Ad Deadlines
January/February 2018	Projects Survey	Paper Machine	North & East USA	-	10-Dec-17
March / April 2018*	Distribution Special	Converting	Mexico	USA	10-Feb-18
May/June 2018*	Retail Special	Pulping/Fibre	North/North-East China	-	10-Apr-18
July/August 2018	The Barometer Issue	Environment	Turkey	-	10-Jun-18
September/October 2018*	Private Label and Brands	Chemicals	United Arab Emirates	-	10-Aug-18
November/December 2018	Annual Review	Packaging, Wrapping & Logistics	Thailand	-	10-Oct-18
January/February 2019	Projects Survey	Paper Machine	Germany	-	10-Dec-18

Distribution issues at Tissue World Tradeshows and Conferences*

- March / April 2018- Tissue World Miami (21 - 23 March 2018)
- May / June 2018 - Asian Paper and Tissue World Bangkok (6 - 8 June 2018)
- September / October 2018 - Tissue World Istanbul (4 - 6 September 2018)

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MUFORRES

PC Paper Converting
Machine Company

SOFIDEL
ENDLESS CARE, INNOVATIVE LIFE

Solar Turbines
A Caterpillar Company

STAX STAX Technologies
TISSUE PACKAGING SOLUTIONS

SVECOM P.E.
EXPANDING DEVICES

metso

TREBOR

Valmet
FORWARD

VOITH

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Rate Card



PACKAGES	ITEMS
Maximum Impact and Reach (USD\$25,000)	<ul style="list-style-type: none">• 6x full page color advert in the printed magazine• 6x full page color advert in the PDF version• 6 months' revolving banner on the homepage of the magazine's website• 1 customised landing page on the magazine's website• 6 months' banner on the bi-weekly e-newsletter (12 times in total)• 1 month's splash screen on the magazine's app• 1 month's banner on the magazine's app• 3 posts on Twitter, LinkedIn and Facebook
Maximum Reach (USD\$20,000)	<ul style="list-style-type: none">• 6x full page color advert in the printed magazine• 6x full page color advert in the PDF version• 3 months' revolving banner on the homepage of the magazine's website• 1 customised landing page on the magazine's website• 3 months' banner on the bi-weekly e-newsletter (6 times in total)• 1 month's banner on the magazine's app• 1 free post on Facebook, Twitter and LinkedIn
Targeted Reach (USD\$15,000)	<ul style="list-style-type: none">• 4x full page color advert in the printed magazine• 4x full page color advert in the PDF version• 1 month's revolving banner on the homepage of the magazine's website• 1 customised landing page on the magazine's website• 1 month's banner on the bi-weekly e-newsletter (2 times in total)• 1 free post on Facebook, Twitter and LinkedIn

TISSUE WORLD MAGAZINE

Rate Card



Need a customised solution?

Contact us at info@tissueworld.com for more information. Minimum investment starts from USD\$5,000

PACKAGES	ITEM	SPECIFICATIONS	
Customised Package	Spread	432mmx395mm (w/bleed)	USD\$9,500
	Full Page	220mm x 307mm (w/bleed)	USD\$5,000
	1/2 Page (Horizontal)	180mmx125mm (w/bleed)	USD\$3,800
	1/2 Page (Vertical)	85mmx255mm (w/bleed)	USD\$3,800
	Classified Ad (4 Colours)	85mm x 125mm	USD\$2,900
	Classified Ad (Black/White)	85mm x 125mm	USD\$1,000
	Gatefold Cover (2 page Spread)	432mmx307mm (w/bleed)	USD\$9,500
	Business Card Ad	85mm x 55mm	USD\$500
	Inserts		USD\$7,300
	Belly Band		USD\$5,500
	Website Banner + hyperlink	1000px width x 300px height	USD\$1,200
	Newsletter Banner	500px width x 100px height	USD\$990
	App Splash Screen Banner	320 width x 320px height	USD\$1,200

Alternatively, you may also contact the sales representative in your region for more details. *

* Full contact details are available on the last page of this kit.

TISSUE WORLD MAGAZINE

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