



# IFPTAJOURNAL

## 2018 MEDIA KIT

Picture: Södra

**RISI**  
Marketing Services

## Exclusive coverage OF THE FOREST PRODUCTS LOGISTICS INDUSTRY

The IFPTA Journal is the professional journal of the International Forest Products Transport Association. From transport and distribution to warehousing and materials handling of forest products the IFPTA Journal reaches a global audience of industry professionals who work in the logistics and transport industries.

Each issue delivers exclusive content from across the full spectrum of the forest products logistics industry. Features and columns cover the innovations and advancements of the industry, offering an invaluable forum for the most up-to-date information. Readers of the IFPTA Journal receive the latest industry news from around the world, as well as reporting and analysis of market trends and developments.

Advertisers in the IFPTA Journal communicate with a targeted international audience. Distributed exclusively to all members of the IFPTA and at major industry events, the IFPTA Journal has a worldwide impact through a constantly growing subscriber base.



**SUSANNE HAASE**  
Managing Editor  
IFPTA Journal  
Email: shaase@risi.com



**GRAEME RODDEN**  
Contributing Editor  
IFPTA Journal  
Email: grodden@risi.com

[www.ifpta.org](http://www.ifpta.org)

## Editorial calendar 2018

Issue Number	Editorial Highlights	Bonus Distribution	Ad Close	Material Due
Q1	<ul style="list-style-type: none"> <li>• IT Solutions in Logistics</li> <li>• Highlights of London Pulp Week</li> <li>• Chairman's Corner</li> <li>• Board Beat</li> <li>• IFPTA News</li> <li>• Market Quotes</li> </ul>	<ul style="list-style-type: none"> <li>• RISI European Conference</li> <li>• RISI Forest Investment Conference</li> <li>• Breakbulk Asia</li> <li>• Tappi PaperCon</li> <li>• International Pulp Week</li> <li>• Shipping, Receiving &amp; Warehousing Conference</li> <li>• Breakbulk Europe</li> <li>• PulPaper</li> </ul>	January 29	February 5
Q2	<ul style="list-style-type: none"> <li>• Multi-Modal Transport</li> <li>• Logistics issues in investment projects</li> <li>• European Outlook</li> <li>• Port Profiles</li> <li>• Chairman's Corner</li> <li>• Board Beat</li> <li>• IFPTA News</li> <li>• Market Quotes</li> </ul>	<ul style="list-style-type: none"> <li>• ZELLCHEMING Expo</li> <li>• RISI International Woodfiber Resource and Trade Conference</li> </ul>	May 7	May 14
Q3	<ul style="list-style-type: none"> <li>• Green Logistics: The growing importance of sustainability</li> <li>• Forest Products Markets in South America and Asia</li> <li>• 3PL's in the Supply Chain</li> <li>• Chairman's Corner</li> <li>• Board Beat</li> <li>• IFPTA News</li> <li>• Market Quotes</li> </ul>	<ul style="list-style-type: none"> <li>• London Pulp Week</li> <li>• CEPI European Paper Week</li> </ul>	August 13	August 20
Q4	<ul style="list-style-type: none"> <li>• Damage Prevention</li> <li>• New Service Models in Forest Products transport</li> <li>• Chairman's Corner</li> <li>• Board Beat</li> <li>• IFPTA News</li> <li>• Market Quotes</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>	November 12	November 19

## Print Advertising Rates and Specifications

ALL RATES LISTED 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
<b>Black and White</b>				
1 page	\$1,370	\$1,230	€ 1,230	€ 970
Half page	\$1,070	\$965	€ 965	€ 765
<b>Cover</b>				
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

### Specifications

Dimensions	Trim Size	Image Bleed	Type Size
Full page	216 x 280 mm	+3 mm on all sides	
Full page (live area)			195 x 251 mm
1/2 page horizontal	216 x 139 mm	+3 mm on all sides	
1/2 page horizontal (live area)			195 x 123 mm
1/2 page vertical	108 x 280 mm	+3 mm on all sides	
1/2 page vertical (live area)			90 x 251 mm

### PRINT AD MATERIALS

#### What should I send?

Ads should be PDF, print-ready files.  
 Colour Format: Only CMYK – Process Colours  
 Final Trim Size: 216 x 280 mm  
 Paper Stock: 70 grams  
 Cover: 150 grams  
 Binding: Saddle-stitched

### DELIVERY INSTRUCTIONS

#### How should I send the advert?

Send all advertising materials by email to **admanager@risi.com**

The production manager will check all materials to ensure they meet specifications

### PRODUCTION NOTES

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 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.

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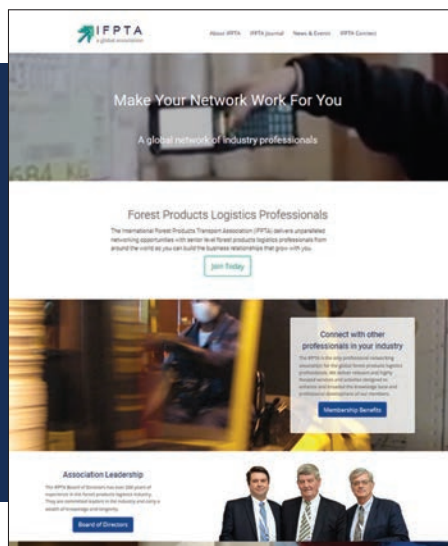
## Membership

### Connect with other professionals in your industry

The IFPTA is the only professional networking association for the global forest products logistics professionals. We deliver relevant and highly focused services and activities designed to enhance and broaden the knowledge base and professional development of our members.

### BENEFITS OF MEMBERSHIP INCLUDE

- **Member Discounts**  
Save on registration fees for all IFPTA regional conferences and seminars, including the biennial PPI Transport Symposium
- **Professional Networking**  
Unparalleled face time with other forest products logistics professionals to build business relationships that grow with you
- **Global Association**  
Access an exclusive network of senior-level forest products logistics professionals representing every link in the supply chain
- **IFPTA Journal**  
Stay informed with the industry's source for news and events, with comprehensive coverage of issues facing the industry
- **Industry Knowledge**  
Broaden your expertise through educational opportunities that take your professional career to the next level
- **IFPTA Connect**  
Network with other IFPTA members around the world through the online member directory to make valuable personal connections



**MEMBERSHIP FEES** 1-Year package: \$175 | 3-Year package: \$375

To learn more about becoming an IFPTA Member, visit the IFPTA website at [www.ifpta.org](http://www.ifpta.org)

FOR EDITORIAL INQUIRIES

[www.ifpta.org](http://www.ifpta.org)



**SUSANNE HAASE**  
Managing Editor  
IFPTA Journal  
Tel: +49 177 834 86 22  
Email: shaase@risi.com



**GRAEME RODDEN**  
Contributing Editor  
IFPTA Journal  
Tel: +1.902.755.0809  
Email: grodden@risi.com

For information about the IFPTA, please contact

**ASHLEY WESTBROOK** Tel: 770.209.7284 email: [awestbrook@tappi.org](mailto:awestbrook@tappi.org)

Please contact RISI Marketing Services [www.advertise.risi.com](http://www.advertise.risi.com)

**North America**

**Greg Porcaro**

Account Manager,  
North America  
email: [gporcaro@risi.com](mailto:gporcaro@risi.com)  
tel: +1.781.734.8906

**Vincent Monahan**

Account Manager,  
North America  
email: [vmonahan@risi.com](mailto:vmonahan@risi.com)  
tel: +1.781.734.8931

**Europe**

**Remy Poos**

Account Executive,  
Europe  
email: [rpoos@risi.com](mailto:rpoos@risi.com)  
tel: +32.497.050.735

**Latin America**

**Selma Ugolini**

Account Executive,  
Latin America  
email: [selma@gova.com.br](mailto:selma@gova.com.br)  
tel: +55.11.99904.5350

**China**

**May Mei**

Conference Sales Manager,  
Marketing and Event,  
China  
email: [mmei@risi.com](mailto:mmei@risi.com)  
tel: +86 130 6165 0522