

2019 Advertising media kit

Digital and print advertising

Connect with decision makers across all forest products industries with multi-channel advertising opportunities



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Our unique positioning

As the leading information provider to the global forest products industry, Fastmarkets RISI's audience is made up of the most influential industry players. Over 20,000 subscribers depend on our News Services alone. With Fastmarkets RISI as your media partner, you can reach prospects in the specific markets and regions in which you want to expand. We offer a wide-range of print and digital options to fit any budget.

- Generate interest and drive sales leads.
- Build brand awareness and media exposure among your target audience.
- Connect with customers on a reputable platform they already use and trust.
- Be visible alongside valuable digital content consumed 24/7.

Our coverage

Reach key decision makers in multiple industries through the whole supply chain

PAPER & PAPERBOARD

Nine Dragons Paper
 Asia Pulp & Paper (APP)
 International Paper
 UPM
 Stora Enso
 Lee & Man
 Mondi
 Nippon Paper
 WestRock
 Smurfit Kappa Group
 SAPPI
 SCG Packaging
 DS Smith
 Oji Paper
 KapStone
 Chenming Group
 Fujian Liansheng Paper
 Verso
 SAICA
 Papierfabrik Palm

PULP

GP Cellulose
 Fibria
 Metsä Fibre
 Ilim Group
 Celulosa Arauco y Constitucion
 Suzano
 CMPC
 BillerudKorsnäs
 Södra Cell
 Rayonier Klabin
 Chenming Group
 Eldorado Celulose e Papel
 Canfor Pulp
 Bahia Specialty Cellulose
 CENIBRA
 Veracel Celulose
 West Fraser
 Moorim P&P Co
 Cascade Pacific Pulp

TISSUE

Georgia-Pacific
 Kimberly-Clark
 SCA
 Procter & Gamble
 HengAn International
 Sofidel
 Daio Paper Corp.
 Metsä Tissue
 Clearwater Paper
 Cascades
 CMPC
 Kruger
 WEPA
 ICT
 KleanNara
 Pro-Gest Group
 Saigon Paper
 C&S Paper Co., Ltd.
 Lucart Group
 Oji Nepia

NONWOVENS

Ahlstrom Corp.
 Asahi Kasei Corp.
 Fibertex A/S
 First Quality Nonwovens, Inc.
 Fitesa
 Foss Manufacturing Co. LLC
 Freudenberg & Co.
 Hollingsworth & Vose Co.
 Jacob Holm Industries
 Japan Vilene Co. Ltd.
 Johns Manville Corp.
 Kuraray Co. Ltd.
 Propex Holding LLC
 Rexcell Tissue & Airlaid AB
 Sandler AG
 Suominen Corp.
 Texel
 Toray Industries Inc.
 Toyobo Co. Ltd.
 TWE Group

WOOD FIBER

Enviva Biomass
 Green Diamond Resource Company
 TimberWest Forest Corporation
 Godfrey Forest Products
 Deltic Timber Corporation
 EACOM Timber Corporation
 Hancock Victorian Plantations Pty Ltd
 Forestal del Sur S.A.
 Burapha Agroforestry Co., Ltd
 Forestry Tasmania
 Midway Pty. Ltd.
 Aspen Planers
 Tanac S.A.
 Drax Biomass International
 The Forest Company
 Forestal Comaco S.A.
 TI James And Co Inc
 BrasPine
 Hikurangi Forest Farms Ltd
 Anthony Timberlands, Inc

WOOD PRODUCTS

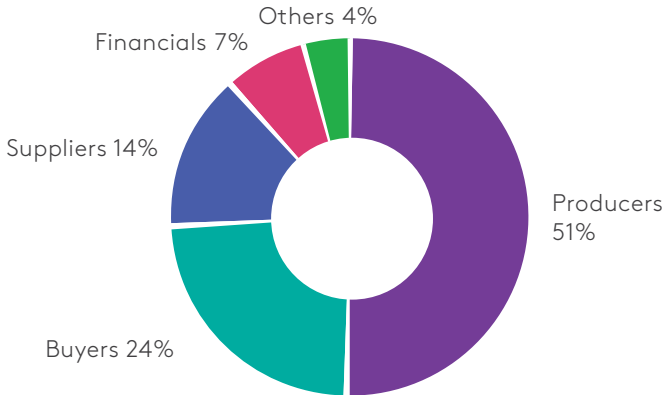
Roseburg Forest Products Company
 Cartro Sapi De CV
 Tolko Industries Ltd.
 Rosboro
 Lone Rock Timber Company
 Northwest Hardwoods
 Winston Plywood
 Western Forest Products Inc.
 Louisiana-Pacific Corporation
 Kronospan
 Gilman Building Products
 Stella-Jones Inc.
 PT Mount Dreams Indonesia
 Neiman Enterprises
 Lacroix Emballages
 Bell Lumber & Pole
 Stimson Lumber Company
 Glunz AG
 Kolon Industries, Inc.

Sustainable sourcing – transportation – procurement – logistics – manufacturing – automation – sales – market analysis – strategy

Our subscribers

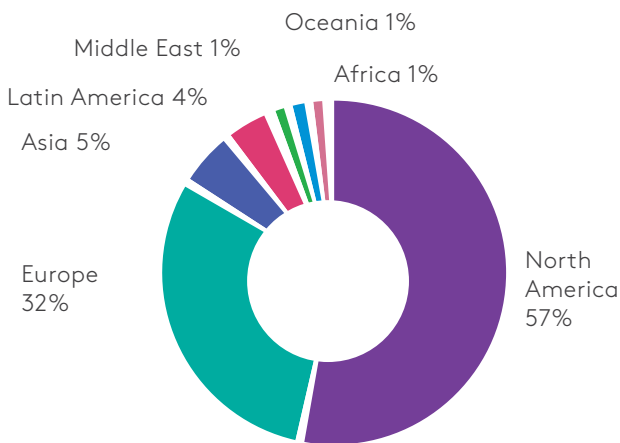
Over 20,000 people subscribe to Fastmarkets RISI paid newsletters. This audience reflects of our broader reach which engages both subscribers and non-

subscribers on our public websites and at conferences around the world. Working with us gains you access to this unmatched audience at a variety of levels.



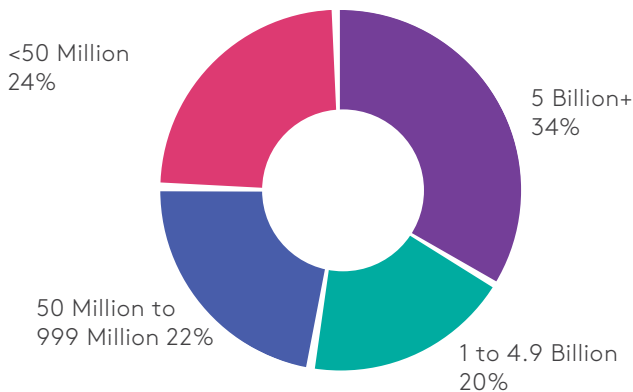
by Audience **%**

Producers	51
Includes of Pulp, Packaging Paper, Wood Products, Biomass, Tissue, Nonwovens, and Timber/Forestry	
Buyers	24
Includes CPGs and other End-users, Converters and Printers, Publishers, Merchants and Brokers	
Suppliers	14
Includes Chemical, Equipment and Engineering Companies, and Waste & Recovery	
Financials	7
Includes Banks, Investors, Insurance providers	
Others	4
Includes Government Agencies, Industry Associations, Educational Institutions	



by Region **%**

North America	57
Europe	32
Asia	5
Latin America	4
Oceania	1
Middle East	1
Africa	1



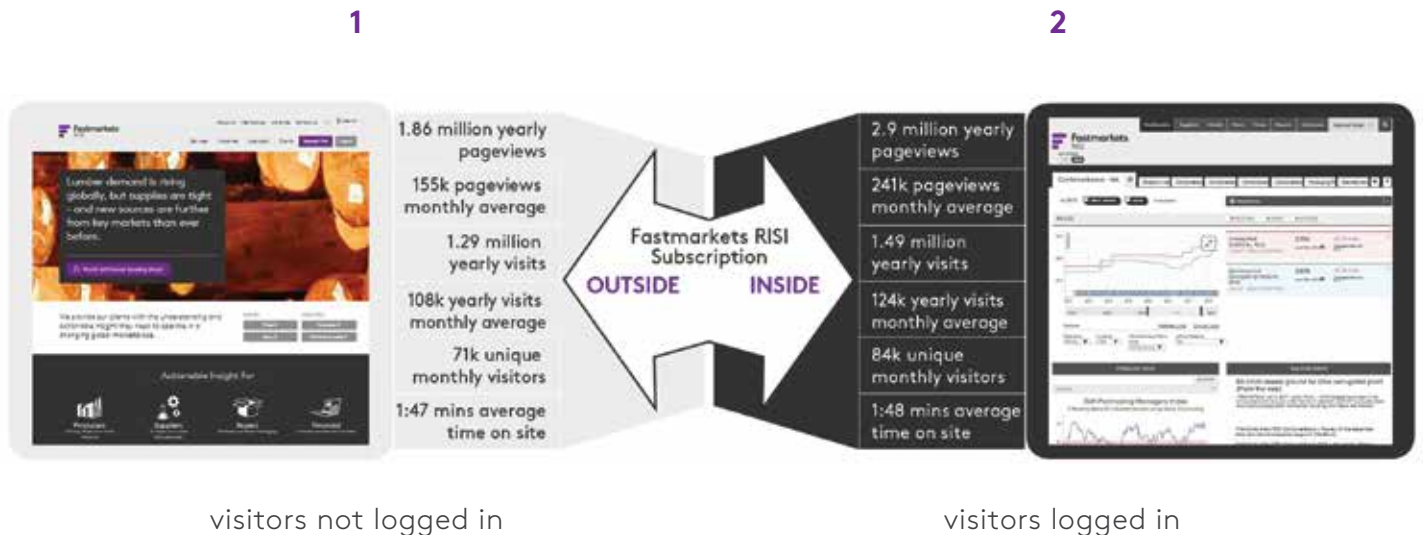
by Company Revenue **%**

5 Billion+	34%
1 to 4.9 Billion	20%
50 Million to 999 Million	22%
<50 Million	24%

Digital – RISI.com

Outside and inside the subscription wall

Advertise on RISI.com website, outside and inside the subscription wall.



1. Public site (outside)

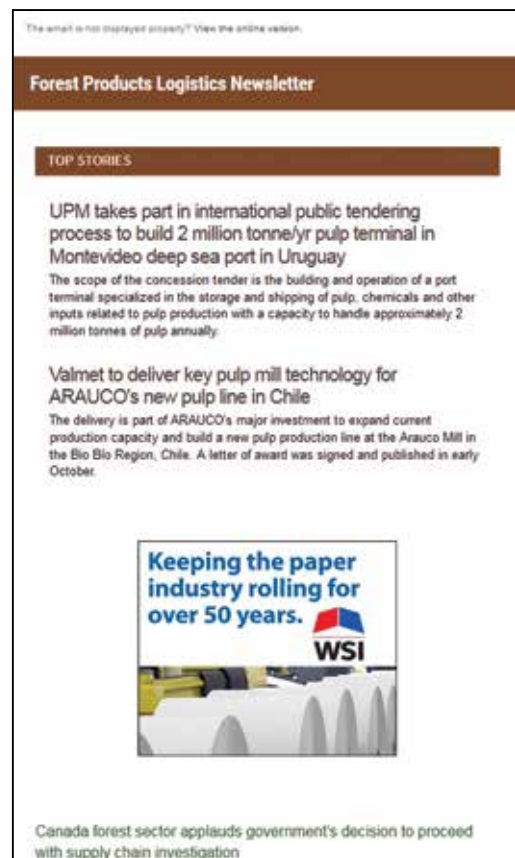
Fastmarkets RISI’s public site is the launching point for all Fastmarkets RISI Customers and potential customers, it provides product information on news, prices, forecasts and mill intelligence for all industries. It also delivers truncated news articles, free resources and webinars for existing and future clients. RISI.com is the best place to reach the broadest audiences seeking information about the forest product industry and space is very limited.

2. Customer portal (inside)

Fastmarkets RISI’s streamlined content portal delivers valued subscription content and tools to our customers. It is used daily by senior management, decision makers, and influencers to remain well informed on market developments, prices changes and the latest forecast analysis. Target your message by industry, grade, region or topic, inside the portal, or via our daily news service e-mails and weekly (paper, tissue, wood prods, timber and nonwovens all have weekly email newsletters).









Technology channels

Fastmarkets RISI's free subscription emails and content are hosted at technology.risiinfo.com. Highly engaged audiences from the pulp and paper industry read our daily and weekly news updates covering technical innovations in mill operations, packaging technology and converting, logistics and transportation news.



Technology channels

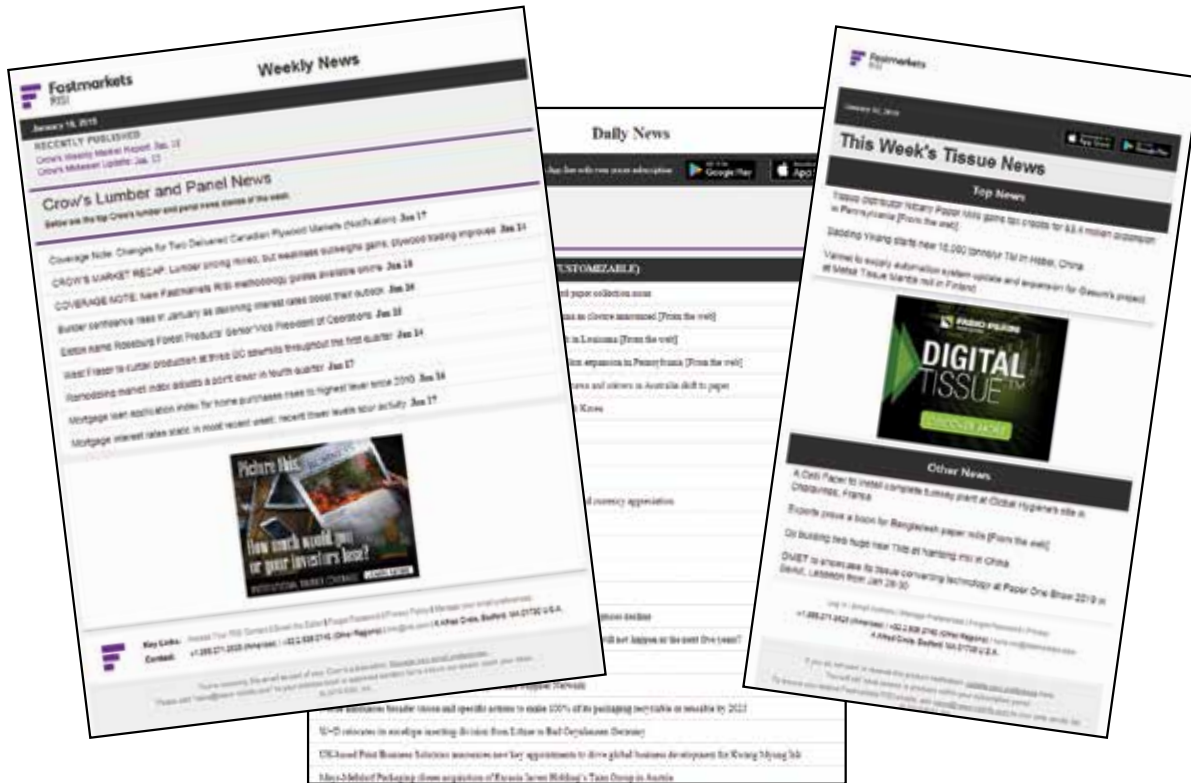
7 individual industry channels

	Channel	Visits per year	url
	Homepage	34,386	https://technology.risiinfo.com/
	Mills	34,707	https://technology.risiinfo.com/mills
	Packaging	23,740	https://technology.risiinfo.com/packaging-technology
	Tissue	9,848	https://technology.risiinfo.com/tissue
	Environment	7,951	https://technology.risiinfo.com/environment
	Chemicals	7,295	https://technology.risiinfo.com/chemicals
	Logistics	4,955	https://technology.risiinfo.com/logistics
	Bio	3,525	https://technology.risiinfo.com/bio-insight

Free technology channel newsletters

e-newsletter	sent	% delivered	% opened	% clicked	clicked to open ratio
Mills & Tech Weekly	11,395	95.30%	23.60%	3.80%	16.10%
Logistics Monthly	7,750	93.40%	23.50%	3.90%	16.40%

Content ads in daily and weekly email newsletters



e-newsletter	sent	% delivered	% opened	% clicked	clicked to open ratio
NMP Daily	14,264	98.90%	42.80%	35.20%	82.30%
NMP Weekly	8,237	99.10%	50.90%	30.80%	60.40%
Nonwovens Weekly	2,543	96.10%	18.20%	3.70%	20.20%
Timber Weekly	3,930	96.60%	21.90%	4.20%	19.30%
Tissue Weekly	2,423	98.80%	20.80%	3.10%	14.90%

Overview of digital products and platforms

Platform	Channel	Audience	Region	Sector	Audience Size	Frequency	Product	Image format	Ad size	Ad targets
Pulp & Paper										
Technology Channels	Website	Technical Paper Mill	Global	Producers	over 80,000 unique visitors per year	n/a	Banner Ads	gif, png, jpg, flash	300 x 250 600 x 250 Leaderboard Lg. Leaderboard Pushdown	Mill Tech Logistics Packaging Chemicals Bio Environment Tissue
Technology Channels	Email Newsletter	Technical Paper Mill	Global	Producers	2,979 opened 21%	Mills - Weekly Logistics - Monthly	Banner Ads	Static gif, png, jpg	300 x 250 Text	Mill Tech Logistics
RISI.com	Website	All	Global	All	Outside Content Gateway - 1.8 Million page views	n/a	Banner Ads	gif, png, jpg, flash	300 x 250	n/a
Content Gateway	Website	Sr. Management Market Analysts Project Managers	Global	All	Inside Content Gateway - 3.6 Million page views	n/a	Banner Ads	Static gif, png, jpg	300 x 250	Grade Topics Breaking News
Content Gateway	Email Newsletter	Sr. Management Market Analysts Project Managers	Global	All	22,000 opened per week 45%	Daily/Weekly	Banner Ads	Static gif, png, jpg	300 x 250	n/a
PPI News Letters	PDF	Sr. Management Market Analysts Project Managers	Global	All	PPI Asia - 10,596 PPI Europe - 11,730 PPI LA - 10,285 PPW - 15,498	Weekly	Display Ads	Print Ready pdf	Full Page Half Page	Region
Recovered Paper Alerts	Email Alert (No Ad) PDF (with Ad)	Buyers and sellers of Recovered paper	North America	Collectors, Traders, Producers	11,551	Monthly	Display Ads	Print Ready pdf	Half Page Ad (in PDF only)	n/a
Wood Products										
Lumber and Panel Update	Email Newsletter	Buyers and Sellers of Wood Products and Lumber	North America	Producers Buyers	1,899	Weekly	Banner Ads	Static gif, png, jpg	300 x 250	n/a

Overview of digital products and platforms (continued)

Platform	Channel	Audience	Region	Sector	Audience Size	Frequency	Product	Image format	Ad size	Ad targets
Timber - Bioenergy										
RISI Weekly Timber and Biomass update	Email Newsletter	Timber investors, Biomass Producers and Buyers	Global	Financial Producers	2,150	Weekly	Banner Ads	Static gif, png, jpg	300 x 250	n/a
North American Woodfiber and Biomass Markets	PDF	Buyers and Sellers of Wood Pellets	North America	Producers Buyers	3,309	Monthly	Display Ads	Print Ready pdf	Full Page	n/a
Timberland Markets Report	PDF	Investors Growers	Global	Financial Producers	1,318	6 times per year	Display Ads	Print Ready pdf	Full Page	n/a
Log Lines	PDF	Growers Buyers	North America	Producers Traders	1,216	Monthly	Display Ads	Print Ready pdf	Full Page	n/a
Nonwovens										
Nonwovens Markets	PDF	Buyers, Sellers of Nonwovens	Global	Producers Buyers	3,500	24 times per year	Display Ads	Print Ready pdf	Full Page	n/a
Nonwovens Weekly Update	Email Newsletter	Buyers, Sellers of Nonwovens	Global	Producers Buyers	2,337	Weekly	Banner Ads	Static gif, png, jpg	300 x 250	n/a
Tissue										
Weekly Tissue News	Email Newsletter	Buyers, Sellers of Tissue	Global	Producers Buyers	2,301	Weekly	Banner Ads	Static gif, png, jpg	300 x 250	n/a

Print

For more than 80 years industry decision makers have been using Fastmarkets RISI's newsletters and subscription services as their go to source for up to the minute news and current market trends. With the largest editorial department in the world focused on this segment, Fastmarkets RISI news service editors and international sources attract the largest industry specific audience globally.

Newsletters

- Fastmarkets RISI newsletters are recognized as the industry-standard resource of all major grade prices, news and market reports.
- Read by key decision-makers across the pulp, paper and converting industries.
- Put your message in front of thousands of paid subscribers who rely on high quality information to make daily critical business decisions.

Over 97% of Global Producers subscribe to these products

Products	Subscribers
North America	19,700
Europe	15,100
Asia	14,200
Latin America	14,000
PPI News Service	22,000+

Other Fastmarkets RISI products	Subscribers
Foex	3,400
North American Woodfiber and Biomass Markets	4,000
Nonwovens Markets	3,500
Timberland Market Report	1,600

Covering the globe, sector by sector

PPI Asia, PPI Europe, PPI Global, PPI Latin America, PPI Pulp & Paper Week, Log Lines Price Report,

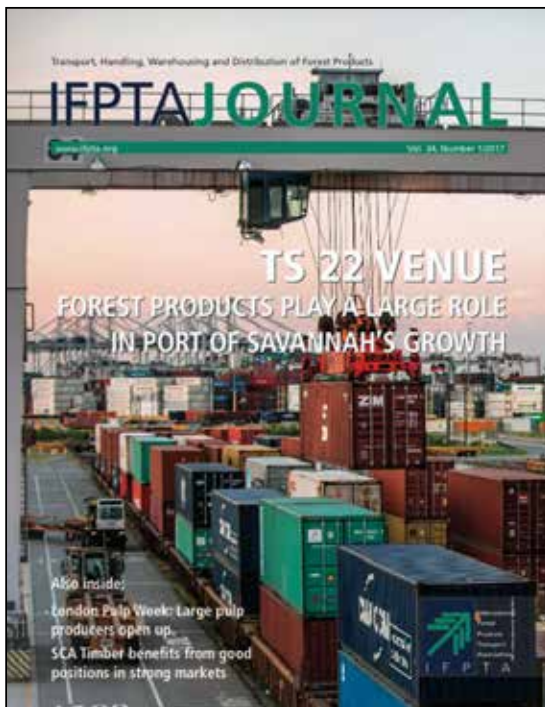
North American Woodfiber and BioMass Markets, Nonwovens Markets, Timberland Markets Report.

[Request a sample newsletter today!](#)



IFPTA Journal

Download the IFPTA Media Kit at risi.com/advertising



Exclusive coverage of the forest products logistics industry

The IFPTA JOURNAL – from transport and distribution to warehousing and materials handling of forest products the IFPTA Journal reaches a global audience of logistics and transport industry professionals.

Advertisers in the IFPTA Journal communicate with targeted global audience.

Distributed exclusively to all members of the IFPTA and at major international industry events.

Advertising sales representatives

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