



# TAPPSA JOURNAL

## Feature list & rates

### 2017

## FEATURES AND DEADLINES

	<i>Advert bookings</i>	<i>Editorial/advert material</i>
<b>QUARTER 1 – Volume 1</b> 1. Packaging 2. Health and safety 3. Screening and cleaning 4. Pumps, valves and flow control 5. Energy	<i>13 February</i>	<b>20 February</b>
<b>QUARTER 2 – Volume 2</b> 1. Tissue & towel 2. Tissue drying technology 3. Water 4. Nozzles and showers 5. Education and training	<i>15 May</i>	<b>22 May</b>
<b>QUARTER 3 – Volume 3</b> 1. Printing and writing 2. Specialised cellulose 3. Pulping and stock preparation 4. Chemicals and additives 5. Environmental legislation	<i>11 August</i>	<b>18 August</b>
<b>QUARTER 4 – Volume 4</b> 1. Recycling 2. Nanotechnology 3. Fibre management 4. Fabric & machine clothing maintenance 5. Sensor & measuring technology	<i>20 October</i>	<b>27 October</b>
<b>REGULAR FEATURES</b>		
Mill profiles Technical, research and peer-reviewed papers Mill optimization and upgrades Innovation and new technology	Environmental and sustainability updates Education updates Upcoming events, conferences and courses Event feedback	
<b>Technical content</b>		
<p>TAPPSA Journal invites technical, research and white papers. We also welcome thought leadership and opinion pieces and news releases relating to the pulp and paper manufacturing as well as case studies and success stories.</p> <p>TAPPSA has applied to the Department of Higher Education and Training to be added to the list of the Accredited Journals. We expect to be notified in December 2016 of the outcome.</p>		
<b>CONTACTS</b>		
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## ADVERTISING RATES

PER INSERTION (excluding VAT of 14%)

	<b>Single</b>	<b>2 issues</b>	<b>3 issues</b>	<b>All 4 issues</b>
<b>Full Page</b>	R11 500	R10 000	R9 000	R8 000
<b>Half Page</b>	R8 500	R7 500	R6 700	R6 000
<b>1/4 Page</b>	R6 500	R5 500	R5 000	R4 500

- *Inserts & front cover on request*
- **Please note that A5 vertical advertisements carry a surcharge of R500.00**



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## EDITORIAL PROFILE

TAPPSA Journal is the official journal of the Technical Association of the Pulp & Paper industry of Southern Africa (TAPPSA). It serves the local pulp, paper & forest product industry & is also sent into Sub-Saharan Africa. Editorials provide an overview of worldwide industry developments, from both a technical & marketing perspective, & enable local technical people to publish papers on their sphere of expertise. Mill news is featured in each issue & suppliers to the industry can showcase their products in the New Technology section. We encourage suppliers to submit thought leadership, knowledge sharing & technical articles relevant to the Southern African pulp, paper & manufacturing environments including tissue, packaging & recycling.

## CIRCULATION

The TAPPSA Journal is mailed to a carefully targeted circulation list, comprised of process engineers, mill managers, forestry managers & other decision-makers involved in the paper & related industries in Sub-Saharan Africa &, by request, to a number of fellow technical associations & industry members in Scandinavia, America, Australasia & Europe. The print order is for 800 journals.

## MATERIAL REQUIREMENTS

Resolution: 300dpi

Colour format: CMYK

## ADVERT SIZE (width x height)

Full page ad: 210mm x 297mm

Half page horizontal: 210mm x 148.55mm

Half page vertical: 105mm x 297mm

1/4 page horizontal: 210mm x 75mm

1/4 page vertical: 105mm x 148.5mm

## BLEED:

Please place a 5mm external bleed around the edges of the advert  
(i.e. add 5mm+5mm to the width & height)

## TYPE AREA:

If possible, please ensure that all writing & logos are within 10mm from the edges of the advert.

**Please email the advert as a high resolution print-ready PDF with crop marks to [lynne.askew@tappsa.co.za](mailto:lynne.askew@tappsa.co.za).**