

TOBACCO INTERNATIONAL

The Authority on the Tobacco Industry Since 1886: With the Most Targeted Distribution Geographically

ADVERTISERS BENEFIT FROM THE TOBACCO INDUSTRY'S MOST ESTABLISHED AND RESPECTED PUBLICATION.

PUT TOBACCO INTERNATIONAL'S SUCCESS TO WORK FOR YOU!

Since 1886, *Tobacco International* has been the tobacco industry's leading trade journal, providing readers with the most cutting-edge tobacco-related news coverage to be found anywhere. Our ongoing commitment to the tobacco community creates a perfect platform for your advertising needs.

COMPREHENSIVE CIRCULATION

Your advertisement will reach top-level industry members worldwide.

- More than 8,000 *Tobacco International* subscribers will see your advertisement in the Western World (the most of any tobacco industry publication), while more than 5,000 *Tobacco Asia* subscribers will see your advertisement in the Eastern World giving you exposure to over 13,000, if you advertise in both magazines.
- Diversified readership allows you to penetrate all levels of management, including influential and hard-to-reach decision-makers throughout every sector of the industry.
- Readers of *Tobacco International* are the people who make buying decisions—from CEOs and senior management to team leaders and Purchasing Directors—so if you sell tobacco-related products and services, these are the personnel who will see your advertisement.

EDITORIAL FOCUS

Tobacco International is committed to providing readers with incisive information that helps them make the right business decisions. Your advertisement will benefit from being placed alongside an extensive range of editorial coverage — manufacturer profiles, equipment reviews and world-encompassing leaf reports. Each issue contains:

- **TI Digest:** News items and analysis on leaf dealers, product manufacturers, and tobacco importers and exporters.
- **Manufacturer News:** Production updates focused on cigarette and cigar manufacturers.
- **Leaf Tobacco News:** Changing leaf sources and trends.
- **Factory Focus:** Reviews of the latest state-of-the-art equipment available to product manufacturers.
- **Public Affairs:** News items on the latest legislation, PR campaigns and taxation issues affecting the tobacco industry.

The Tobacco International circulation list is available for rental. Please contact your sales representative for more information.



2010 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Profile: Habanos

Manufacturing:

Flavors

Paperboard/Filter/Tipping

Anti-Counterfeiting & Security Systems

Leaf:

Oriental

MARCH

Profile: India ITC – LITD

Chinese Manufacturer Profile

Manufacturing:

Packaging/Tear Tape/Printing

Make-Pack Equipment

Primary, Secondary & Rebuilt Equipment

Leaf: China

APRIL

Profile: PM USA/Altria

Latin America

Brazil

Private Label Cigarettes

Manufacturing: Paperboard/Filter/Tipping

Leaf: Latin America

Bonus Distribution:

TFWA Duty Free–Singapore (May 9–13)

MAY

Profile: PMI

European Union Cigarette Market

Manufacturing:

Make-Pack Equipment

Primary, Secondary & Rebuilt Equipment

Leaf:

Africa

JUNE

Eastern European Cigarette Market

Sub-Sahara Cigarettes

Manufacturing:

Controls & Instrumentation

Leaf:

Eastern Europe

JULY/AUGUST

Profile: Imperial

Snuff/Chew/RYO

Middle East Cigarettes

Manufacturing:

Make-Pack Equipment

Primary, Secondary & Rebuilt Equipment

Leaf:

World Report

SEPTEMBER

Profile: JTI

Manufacturing:

Belting

Flavors

Paperboard/Filter/Tipping

Packaging/Tear Tape/Printing

Leaf:

India

Bonus Distribution:

TSRC (September)

OCTOBER

Profile: Universal Leaf

Regional Manufacturer Profile

Manufacturing:

Agricultural Equipment & Supplies

Leaf:

Central America

NOVEMBER

2011 TOBACCO INTERNATIONAL BUYERS' GUIDE AND DIRECTORY

NOVEMBER

Profile: Reynolds American

Balkan Cigarette Market

Marketing with Limited Point of Sale

Manufacturing:

Packaging/Tear Tape/Printing

Primary, Secondary & Rebuilt Equipment

Leaf:

United States

DECEMBER

Profile: BAT

German Cigarette Market

Dutch Small Cigars

Manufacturing:

Environmental & Tobacco Recovery Systems

Make-Pack Equipment

Paperboard/Filter/Tipping

Leaf:

World Report

**All topics are subject to change at publisher's discretion.*

2010 ADVERTISING RATES:

FOUR-COLOR

Unit	1 Time	6 Times	11 Times
Full Page	\$4,790	\$4,070	\$3,590
2/3 Page	\$4,550	\$3,870	\$3,410
Island 1/2 Page	\$4,310	\$3,660	\$3,230
1/2 Page	\$4,070	\$3,460	\$3,050
1/3 Page	\$3,590	\$3,050	\$2,690
1/4 Page	\$3,110	\$2,650	\$2,340
1/6 Page	\$2,630	\$2,240	\$1,980
1/8 Page	\$2,160	\$1,830	\$1,620
1/12 Page	\$1,680	\$1,430	\$1,260

BLACK & WHITE

Unit	1 Time	6 Times	11 Times
Full Page	\$3,350	\$2,850	\$2,510
2/3 Page	\$3,180	\$2,710	\$2,390
Island 1/2 Page	\$3,020	\$2,560	\$2,260
1/2 Page	\$2,850	\$2,420	\$2,140
1/3 Page	\$2,510	\$2,140	\$1,880
1/4 Page	\$2,180	\$1,850	\$1,630
1/6 Page	\$1,840	\$1,570	\$1,380
1/8 Page	\$1,510	\$1,280	\$1,130
1/12 Page	\$1,170	\$1,000	\$880

SPECIAL POSITIONS RATES

(in addition to regular page rate):

Cover 2	\$1,010
Opposite Cover2	\$806
Cover 3	\$806
Cover 4	\$1,226