

## TOBACCO PRODUCTS INTERNATIONAL

Enhance Your Company's Image by Advertising in the Premier Distribution Trade Journal

### WHO READS TOBACCO PRODUCTS INTERNATIONAL?

*Tobacco Products International* is designed for tobacco product importers, exporters, distributors, wholesalers, retailers and chain store managers who need to improve their distribution business. It is distributed to over 5,000 readers in Eastern & Western Europe, the Balkans, Russia, the CIS countries and the Near & Middle East.



### IN EACH QUARTERLY ISSUE, READERS FIND:

- **Retail & Distribution Close-ups:** Profiles of tobacco retailers and distributors in the most fertile markets: Egypt, Italy, Poland, Russia, Turkey, Ukraine and more.
- **Interviews:** Top-level management at retailer and distributor associations discuss their markets and offer business advice.
- **In-depth Market Analysis:** Statistics on the cigar, cigarette and RYO markets of Eastern & Western Europe, the Balkans, Russia, the CIS countries and the Near & Middle East.
- **Brand News & Product Showcase:** Coverage of the latest product launches: cigars, cigarettes, cigarillos, bidis, pipe tobacco, and RYO tobacco; and also pipes, lighters, humidors, cigar cutters and more.

### WHO SHOULD ADVERTISE IN TOBACCO PRODUCTS INTERNATIONAL?

- Tobacco product or accessories manufacturers looking to target importers, exporters, distributors, wholesalers and chain store managers. No other magazine like it exists!
- Distributors or wholesalers looking for retailers to sell their products. Because tobacco retailers are reading *TPI* to improve or enlarge their supply of tobacco-related products.

### TOBACCO PRODUCTS INTERNATIONAL WILL BE DISTRIBUTED AT:

- Habanos Festival
- Duty-free Cannes
- International Premium Cigar & Pipe Assoc.
- Inter-tabac
- EuroTab

### EACH ISSUE WILL GIVE YOUR ADVERTISEMENT DIRECT IMPACT ON THE FOLLOWING MARKETS:

- Eastern & Western Europe
- The Near & Middle East
- The CIS Countries
- The Balkans
- Russia

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

## 2010 EDITORIAL CALENDAR

### TOBACCO PRODUCTS INTERNATIONAL

#### 1ST QUARTER (JANUARY – MARCH)

##### Retail & Distribution Close-ups:

Central Europe

##### Special Sections:

EuroTab 2008 Preview Issue

Snus & Moist Snuff

##### Products:

Roll-Your-Own Tobaccos

Premium Cigars

Luxury Cigarettes

**Bonus Distribution:** Habanos

**EuroTab 2010 Tobacco Products & Accessories Exhibition – Krakow, Poland, April 15–17**

#### 2ND QUARTER (APRIL – MAY)

##### Retail & Distribution Close-ups:

Eastern Europe

##### Special Sections:

Cigar Manufacturer Profiles

Habanos Festival Review

##### Products:

Small Cigars, Cigarillos

Flavored Cigars and Cigarettes

Waterpipes

##### Bonus Distribution:

International Premium Cigar & Pipe Retailers Association (IPCPR)

#### 3RD QUARTER (JUNE – AUGUST)

##### Retail & Distribution Close-ups:

South East Europe & the Balkans

Selling Accessories

##### Special Sections:

The EuroTab 2008 Review

The Roll-Your-Own Issue

Private Label Resources

##### Products:

Big Cigars

New Tobacco Products

Holiday Merchandise

##### Bonus Distribution:

Inter-tabac, TSRC Int'l Premium

Cigar & Pipe Retailers Assoc.

#### 4TH QUARTER (SEPTEMBER – DECEMBER)

##### Retail & Distribution Close-ups:

Western Europe

##### Special Sections:

The Cigar Issue

Inter-tabac Review

Western European Cigarettes

##### Products:

Bidis & Cheroots

Smoking Accessories

Premium Pipe Tobaccos

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

## 2010 ADVERTISING RATES

### FOUR-COLOR

Unit	1 Time	4 Times	8 Times
Full Page	\$4,790	\$4,310	\$3,830
2/3 Page	\$4,550	\$4,100	\$3,640
Island 1/2 Page	\$4,310	\$3,880	\$3,450
1/2 Page	\$4,070	\$3,660	\$3,260
1/3 Page	\$3,590	\$3,230	\$2,870
1/4 Page	\$3,110	\$2,800	\$2,490
1/6 Page	\$2,630	\$2,370	\$2,110
1/8 Page	\$2,160	\$1,940	\$1,720
1/12 Page	\$1,680	\$1,510	\$1,340

### BLACK & WHITE

Unit	1 Time	4 Times	8 Times
Full Page	\$3,350	\$3,020	\$2,680
2/3 Page	\$3,180	\$2,860	\$2,550
Island 1/2 Page	\$3,020	\$2,710	\$2,410
1/2 Page	\$2,850	\$2,560	\$2,280
1/3 Page	\$2,510	\$2,260	\$2,010
1/4 Page	\$2,180	\$1,960	\$1,740
1/6 Page	\$1,840	\$1,660	\$1,470
1/8 Page	\$1,510	\$1,360	\$1,210
1/12 Page	\$1,170	\$1,060	\$940

### SPECIAL POSITION RATES (in addition to regular page rate):

Cover 2	\$1,005	Cover 3	\$783
Opposite Cover 2	\$783	Cover 4	\$1,226

Please contact us at:

Tel: +1-212-391-2060 • Fax: +1-212-827-0945  
sales@tobaccoproductsmag.com

[WWW.TOBACCOPRODUCTSMAG.COM](http://WWW.TOBACCOPRODUCTSMAG.COM)

## TOBACCO PRODUCTS INTERNATIONAL MECHANICAL SPECIFICATIONS

### PRINTING SPECIFICATION

- Live Area: Keep all live matter (text, critical image content) 1/4 inch (6mm) from the final trim. For two-page spreads, allow 3/8 (10mm) safety on both sides of gutter for any copy or critical art that flows across the gutter.
- Bleeds: Extend image area an additional 1/8 inch (3mm) past trim.
- Proofs: Contract color proof must be supplied for all four-color ads.

**If no proof is supplied, Lockwood is not responsible for errors.**

- Printing: SWOP standards apply.
- Inking: Head to foot, foot to head.
- Rotation of colors: CMYK.
- Ink density: Four color ads - Tone density 280% maximum.

### SUBMITTING MATERIALS

Magazines are printed computer-to-plate (CTP) and require ad materials to be submitted digitally.

- Final Art should be a press quality PDF (at least 300dpi with fonts & images embedded and in CMYK color format; with ink density of no more than 280) All new applications mentioned below have the capability to save as PDF.
- Macintosh applications accepted: QuarkXPress, Adobe Photoshop, Adobe Illustrator, and InDesign. All fonts (printer and screen) and supporting art files must be supplied. If fonts are not supplied Lockwood is not responsible for type errors. Images (photos) used in advertisements must be CMYK with a resolution of at least 300DPI, ink density 280% maximum. Custom colors must be converted to CMYK. If type is incorporated as pixels into a PhotoShop file (tiff, eps, jpeg, etc.), 600 DPI is recommended for type to reproduce clearly.
- Crop marks for full page ads should be at the trim size of magazine. Bleed ads extend beyond trim by 1/8 inch (3mm).
- A reproduction quality proof must be supplied with all digital files. A Laser proof is for content only.

**If no proof is supplied, Lockwood is not responsible for errors.**

- Submit files on CD-ROM disks.
- If files are submitted via e-mail or FTP, a laser must be provided for content.
- Files may be compressed with Stuffit or Zipped.
- PDF files are accepted, as long as all fonts and 300DPI images are embedded. Ink density is 280% maximum.

### INSERTS

Inserts jog to the foot. Contact the production department for specs.

### GENERAL RATE POLICY

- Additional charges may be incurred if advertisements are not received according to the magazines' specified mechanical requirements.
- Creative ad design services are available at a cost of \$250 per hour.
- Prices for client-requested ad corrections will vary.
- Pantone® (PMS)/Metallic Colors: \$700 extra per color.
- Agency commission: 15%
- Short rates: If the number of units published is less than contracted then short rates apply.
- Combination rates: All rates earned by number of inserts in one year; minimum rate holder is 1/4 page.

### NEW YORK SHIPPING ADDRESS:

**Lockwood Publications**  
**c/o: Ad Production Coordinator**  
**26 Broadway, Floor 9M, New York, NY 10004, USA**  
**Tel: +1-212-391-2060 | Fax: +1-212-827-0945**

### DISPLAY AD DIMENSIONS

Trim Size:	8 <sup>1</sup> / <sub>4</sub> x 10 <sup>13</sup> / <sub>16</sub>	210 x 275
Unit	Inches (Width x Height)	Millimeters (WxH)
<b>2P Spread (Full bleed)</b> .....	16 <sup>3</sup> / <sub>4</sub> X 11 <sup>1</sup> / <sub>16</sub>	426 X 281
<b>2p Spread (Non-bleed)</b> ....	16 <sup>1</sup> / <sub>2</sub> X 10 <sup>13</sup> / <sub>16</sub>	419 X 275
<b>Full Page (Full bleed)</b> .....	8 <sup>1</sup> / <sub>2</sub> X 11 <sup>1</sup> / <sub>16</sub>	216 X 281
<b>Full Page (Non-bleed)</b> .....	8 <sup>1</sup> / <sub>4</sub> X 10 <sup>13</sup> / <sub>16</sub>	210 X 275
<b>Safety is 0.25" ( 7mm ) Inside of the trim</b>		
<b>2/3 Page</b> .....	4 <sup>1</sup> / <sub>2</sub> X 10	115 X 254
<b>Island 1/2</b> .....	4 <sup>1</sup> / <sub>2</sub> X 7 <sup>1</sup> / <sub>2</sub>	115 X 190
<b>1/2 Vertical</b> .....	3 <sup>1</sup> / <sub>2</sub> X 10	89 X 254
<b>1/2 Horizontal</b> .....	7 X 4 <sup>7</sup> / <sub>8</sub>	178 X 124
<b>1/3 Island</b> .....	4 <sup>1</sup> / <sub>2</sub> X 4 <sup>7</sup> / <sub>8</sub>	115 X 124
<b>1/3 Vertical</b> .....	2 <sup>1</sup> / <sub>4</sub> X 10	57 X 254
<b>1/3 Horizontal</b> .....	7 X 3 <sup>1</sup> / <sub>4</sub>	178 X 83
<b>1/4 Vertical</b> .....	3 <sup>3</sup> / <sub>8</sub> X 4 <sup>7</sup> / <sub>8</sub>	86 X 124
<b>1/4 Horizontal</b> .....	7 X 2 <sup>3</sup> / <sub>8</sub>	178 X 60
<b>1/6 Vertical</b> .....	2 <sup>1</sup> / <sub>4</sub> X 4 <sup>7</sup> / <sub>8</sub>	57 X 124
<b>1/6 Horizontal</b> .....	4 <sup>3</sup> / <sub>8</sub> X 2 <sup>1</sup> / <sub>2</sub>	112 X 64
<b>1/8 Vertical</b> .....	3 <sup>3</sup> / <sub>8</sub> X 2 <sup>2</sup> / <sub>3</sub>	86 X 68
<b>1/8 Horizontal</b> .....	7 X 1 <sup>3</sup> / <sub>8</sub>	178 X 35

04\_TPL\_Mk10