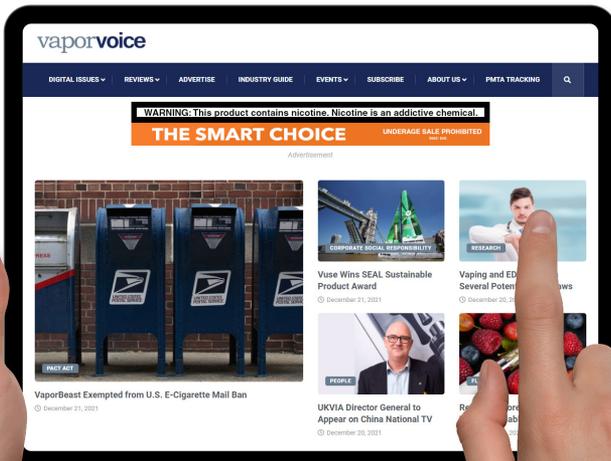


2022 MEDIA PLANNER

vaporvoice



EXCLUSIVE ACCESS TO KEY INFLUENCERS THROUGHOUT THE NICOTINE INDUSTRY

In 2014, Vapor Voice joined the revolution. Vapor Voice has accompanied the vapor industry at every step of its remarkable journey, providing context and insights to help stakeholders navigate the challenges on their path.

From the opposing views of the U.S. Food and Drug Administration and Public Health England to overturned bans in the Philippines and United Arab Emirates, we provide the information thousands of manufacturers, distributors, wholesalers and retailers (including thousands of brick-and-mortar vape shops) around the world need to responsibly design, manufacture, distribute and market electronic nicotine-delivery systems (ENDS) globally.

Vapor Voice is mailed directly, six issues a year, to vapor industry retailers, vape shop managers, executives, distributors, manufacturers, wholesalers and business owners.

AUTHORIZATION DENIED

The U.S. Food and Drug Administration (FDA) denies all businesses with a plethora of marketing claims against it.

BY TASHIRA A. DUNN

A year since the U.S. Food and Drug Administration (FDA) announced that it will not regulate all e-cigarette products, the agency has issued a list of 131 "unauthorized" e-cigarette products. The list includes 130 e-cigarette brands and one e-cigarette brand that is not yet on the market. The FDA says it will continue to review e-cigarette products and will issue more "unauthorized" products as it does so.

RESPONSIBLE ACTIONS

International tobacco industry has right discusses minor chemicals and the growing cannabis market.

BY TIMOTHY R. DONAHUE

"It's kind of funny because I was practicing in North Carolina, which is a PROHIBITION STATE. I GOT LICENSED IN OREGON AND KIND OF GAVE HEADS TO THE LAWYERS AND KIND OF GAVE RIGHT AROUND THE TIME THAT THE 20TH FEDERAL CONGRESS WAS THE FIRST TIME IN ALMOST A CENTURY."



Taxable Confusion

Experts say Congress' latest attempt to tax the nicotine is complicated, confusing and harmful to public health.

BY TIMOTHY R. DONAHUE

To help pay for an infrastructure bill, the U.S. Congress has again introduced a new tax on the nicotine content of products such as e-cigarettes and nicotine pouches. The new tax would apply to nicotine vapor products using both natural and synthetic nicotine as well.



ALWAYS EVOLVING

This year's Global Tobacco and Nicotine Forum (GTNF) focused on innovation and sustainability in the tobacco industry.

BY TASHIRA A. DUNN

The Global Tobacco and Nicotine Forum (GTNF) has been one of the most influential conferences over the past decade, especially in the marketing of tobacco products. The forum is held in London from Sept. 21-23, 2022, and is the largest of its kind. The forum is held in London from Sept. 21-23, 2022, and is the largest of its kind.



GTNF FIRESIDE CHAT WITH TODD CECIL

The U.S. FDA makes its history of all e-cigarette products in the U.S. market.

BY TASHIRA A. DUNN

What is the future of the tobacco industry? This is the question that has been on the minds of many in the industry. The Global Tobacco and Nicotine Forum (GTNF) is the largest of its kind, and it is held in London from Sept. 21-23, 2022.

INTO THE VOID

In the wake of increasing dental orders, many U.S. e-cig manufacturers are turning to synthetic nicotine.

BY TASHIRA A. DUNN

In 2021, Michael Zaleski, the director of the U.S. Food and Drug Administration's Center for Tobacco Products (CTP), was asked about the FDA's position on synthetic nicotine. He said that the FDA's position was that synthetic nicotine was not a new substance, and it was not subject to the same regulatory requirements as natural nicotine.



RESponsible Actions

International tobacco industry has right discusses minor chemicals and the growing cannabis market.

BY TIMOTHY R. DONAHUE

"It's kind of funny because I was practicing in North Carolina, which is a PROHIBITION STATE. I GOT LICENSED IN OREGON AND KIND OF GAVE HEADS TO THE LAWYERS AND KIND OF GAVE RIGHT AROUND THE TIME THAT THE 20TH FEDERAL CONGRESS WAS THE FIRST TIME IN ALMOST A CENTURY."



INTO THE VOID

In the wake of increasing dental orders, many U.S. e-cig manufacturers are turning to synthetic nicotine.

BY TASHIRA A. DUNN

In 2021, Michael Zaleski, the director of the U.S. Food and Drug Administration's Center for Tobacco Products (CTP), was asked about the FDA's position on synthetic nicotine. He said that the FDA's position was that synthetic nicotine was not a new substance, and it was not subject to the same regulatory requirements as natural nicotine.



The Basics



*Published bimonthly
(six issues)*



*Featured, in-depth
content*



vaporvoice.net



*Breaking news on
Vapor Voice's website*

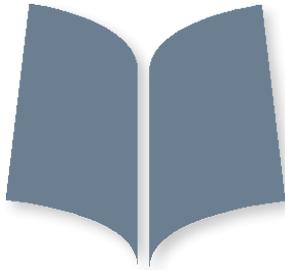


Global Tobacco & Vapor
Industry Guide
www.IndustryGuide.org
(separate publication)



*Committed investment in
print, online and digitally*

Your print ad in *Vapor Voice* reaches key influencers in the nicotine industry.



6,074

Vapor Voice print magazine 2021 average issue circulation

Your online ad in the digital edition and on *vaporvoice.net* reaches additional key influencers in the nicotine industry.



45,138

vaporvoice.net yearly visitors

*Google Analytics

***Vaporvoice.net*: getting your message across to a growing audience**

Site Traffic Metrics: 2020-2021

2021 Visitors: 45,122

2021 Sessions: 62,069

2021 Page Views: 183,433

*Google Analytics Nov. 2020 - Oct 2021

Print plus Online

A *Vapor Voice* print ad also provides your message placement on a dynamic and growing website. Multiply your message with a single ad purchase.



SHAPING THE FUTURE TOGETHER

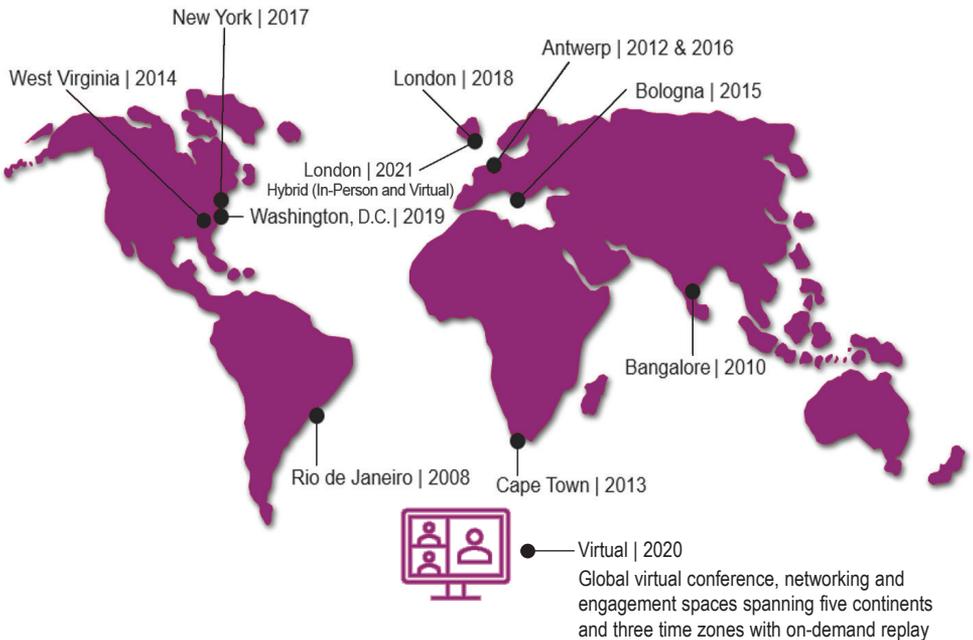
www.gtnf.org



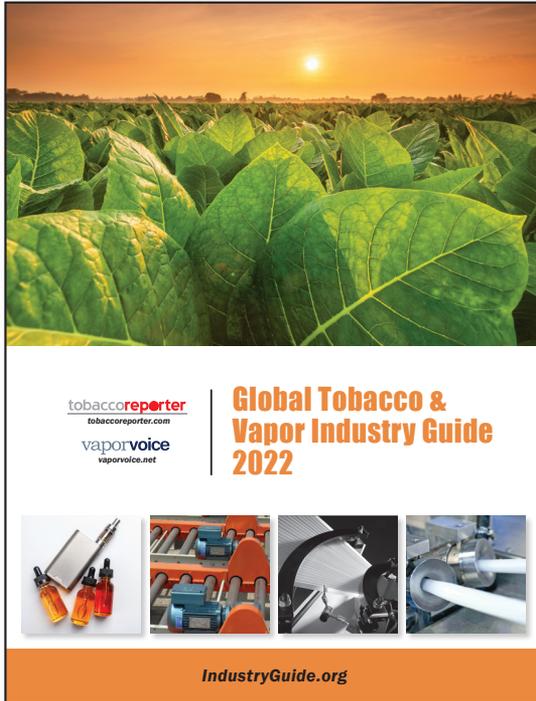
The GTNF's mission is to foster a deepening conversation about tobacco, nicotine and public health that improves all stakeholders' work.

Vapor Voice is a proud member of the GTNF Trust and supports the GTNF with editorial content and engagement opportunities for conference sponsors and attendees—online, in-person and in print.

Details are available at gtnf.org.



IndustryGuide.org



2,800 listings across leaf, manufacturers, suppliers, service providers and many more



One-stop shopping tool for anyone purchasing tobacco and nicotine products



Single point of contact accommodating your products, services and divisions—direct customers to the right place the first time



Organized by company, name, product, service or geography

We support small business in retail, wholesale, supply and distribution. Please contact us for pricing and package rates.

2022 RATES

Ad Size	Rate
Full-page ad	\$3,700
Half-page ad	\$2,400
Inside front cover	\$4,500
Inside back cover	\$4,500
Back cover	\$5,000
Opposite editorial	15%

2022 IMPORTANT DATES

Ad Sales	Closing Date	Materials Due
Issue 1, 2022	1/31/22	2/2/22
Issue 2, 2022	4/4/22	4/6/22
Issue 3, 2022	6/6/22	6/8/22
Issue 4, 2022	8/1/22	8/3/22
Issue 5, 2022	10/5/22	10/7/22
Issue 6, 2022	12/5/22	12/7/22

PRINT AD SIZES AND RATES



Two-Page Bleed Spread	
Size (inches)	16.75 x 11.125
Size (metric)	426 x 283
Single Ad	USD7,700
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available



Full-Page Bleed	
Size (inches)	8.50 x 11.125
Size (metric)	216 x 283
Single Ad	USD4,000
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available



Full-Page	
Size (inches)	8.25 x 10.875
Size (metric)	210 x 276
Single Ad	USD3,700
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available



Half-Page Horizontal	
Size (inches)	7 x 5
Size (metric)	179 x 127
Single Ad	USD2,950
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available



Half-Page Island	
Size (inches)	4.5 x 7.5
Size (metric)	114 x 191
Single Ad	USD2,950
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available



Half-Page Vertical	
Size (inches)	3.25 x 9.75
Size (metric)	83 x 248
Single Ad	USD2,950
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available

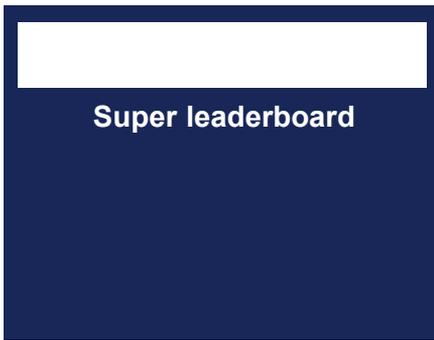
Print Ad Specs:

PDF, Photoshop (.tif, .jpg, .psd) or Illustrator (.ai, .eps) files

Please submit ad materials to
Mike Macdonald
(mike@vaporvoice.net)

ONLINE AD SIZES AND RATES

Web Ad Sizes and Rates



970 x 90 pixels



970 x 250 pixels

Other online options are available, including section sponsorship, embedded video and article adjacent placement.

Web Ad Specs

Photoshop (.jpg, .png, .gif, .psd) or PDF files

Please submit ad materials to Mike Macdonald
(mike@vaporvoice.net).

SUBMISSION GUIDELINES

Cancellations—No cancellations accepted after published ad sales' closing date. Short rates apply for canceled contracts.

Commissions—15 percent of gross billing is allowed for recognized agencies for all *Vapor Voice* publications. No commission charges are allowed on any incurred production charges or advertisements that require production work or for any incurred late fees.

Invoices and payments—Invoices are submitted electronically, unless otherwise indicated, with accompanying PDF files to verify publication and are issued the month of publication. All invoices must be paid in full in U.S. dollars within 30 days of receipt.

Payment methods—Payments originating outside the U.S. should be made in U.S. dollars through wire transfer. **INCLUDE INVOICE NUMBER WITH PAYMENT.** Wire transfer to Fulton Bank with instructions found on your invoice. Domestic payments can be made on checks drawn on a U.S. bank made payable to: GTNF Trust, 1121 Situs Court, Suite 370, Raleigh, NC 27606 | USA Tel: +1 (919) 872 5040

Special positions—Ordered cover positions are **NONCANCELABLE**. Add position fee to total earned gross rate. Special positions include right of first refusal for the same position in the same issue(s) the following year.

Printing specifications—Printing method: Web offset; Program: Adobe InDesign Creative Cloud; Trim size: 8 1/4 in. x 10 7/8 in. (210 mm x 277 mm); Safety: 1/4 in. (6 mm); Binding method: perfect; Colors: CMYK (RGB color will be converted to CMYK), 4-color process, matched, 4A/MPA

Ad materials—Ad materials must be received in electronic format. Preferred file: PDF (high resolution, actual size); PDF files can be compressed and emailed to Mike Macdonald: mike@vaporvoice.net.

Material submission—When submitting ad materials, contact Mike Macdonald at mike@vaporvoice.net for material submission information.

LET'S START A CONVERSATION

Elise Rasmussen	GTNF Trust Executive Director and <i>Vapor Voice</i> Publisher	elise@vaporvoice.net +447775645048 (mobile)
-----------------	--	--

Timothy S. Donahue	<i>Vapor Voice</i> Executive Editor	timothy@vaporvoice.net +1 (352) 262 8642
--------------------	--	---

Taco Tunistra	GTNF Trust and <i>Vapor Voice</i> Editor-in-Chief	taco@vaporvoice.net +1 (919) 875 9964
---------------	--	---

Kathryn Kyle	Marketing Director	kathryn@vaporvoice.net +1 (404) 790 4296
--------------	--------------------	---

Mike Macdonald	Circulation and Production Director	mike@vaporvoice.net +1 (919) 417 8382
----------------	--	---



vaporvoice.net



[@vaporvoicemag](https://twitter.com/vaporvoicemag)

1121 Situs Court, Suite 370, Raleigh, NC 27606 USA
+19198725040