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.

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)

Commited 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.

45,122

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.

GTNF

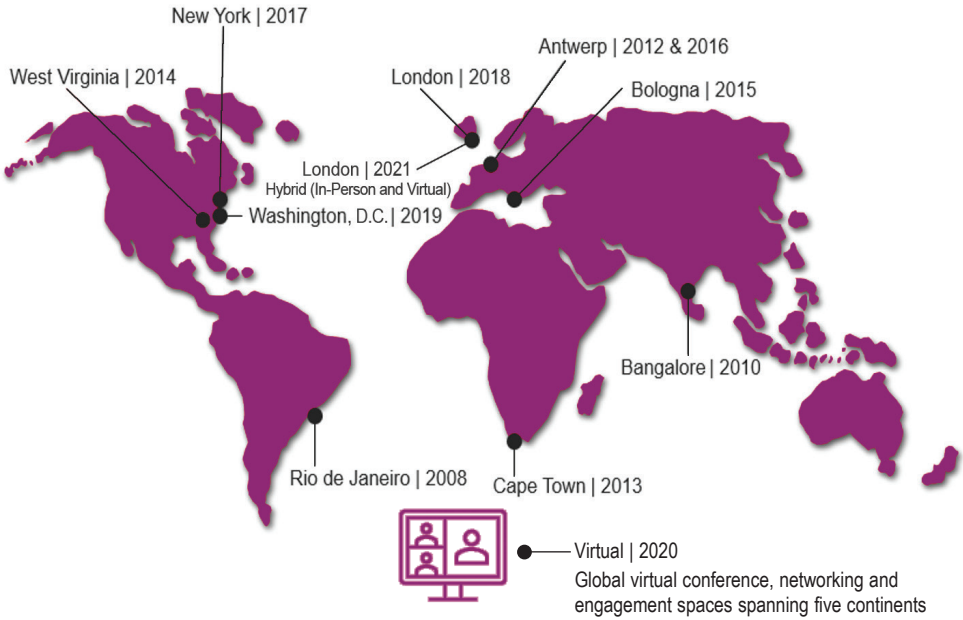
SHAPING THE FUTURE TOGETHER

www.gtnf.org

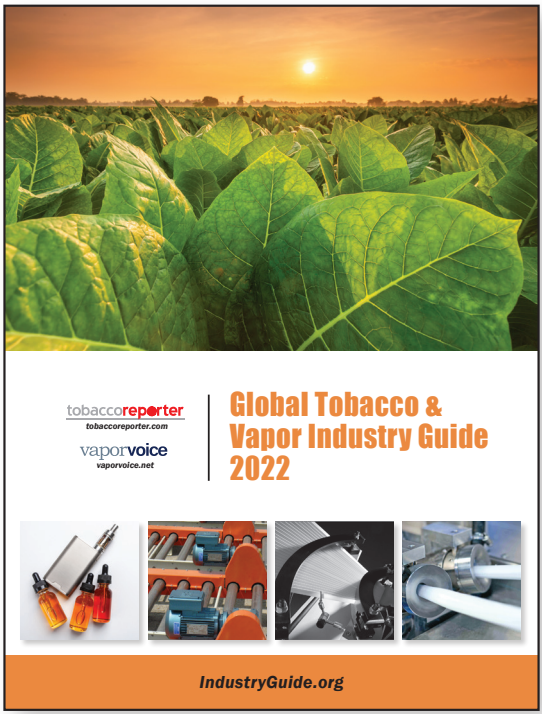
The GTNF's mission is to foster a deepening conversation about tobacco, nicotine and public health that improves all stakeholders' work.

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%

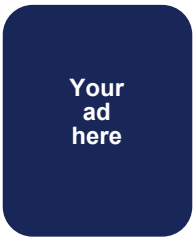
2022 IMPORTANT DATES

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

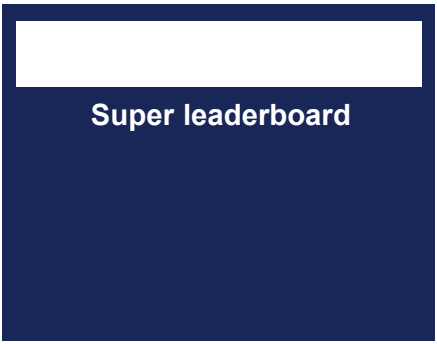
Print Ad Specs:

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

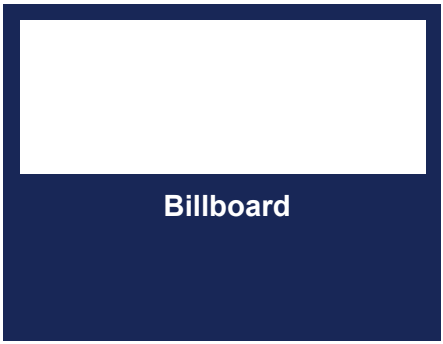
Please submit ad materials to Mike Macdonald (*mike@vaporvoice.net*)

ONLINE AD SIZES AND RATES

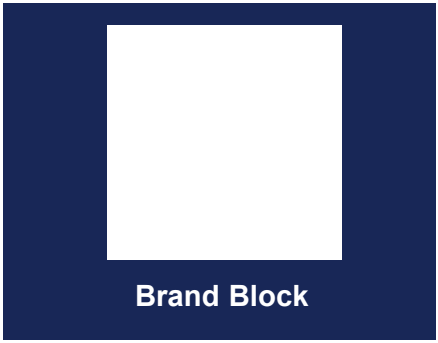
Web Ad Sizes and Rates



970 x 90 pixels



970 x 250 pixels



250 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

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