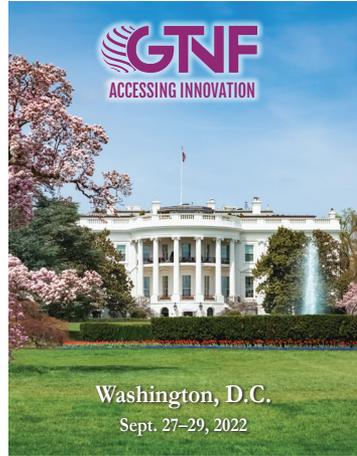
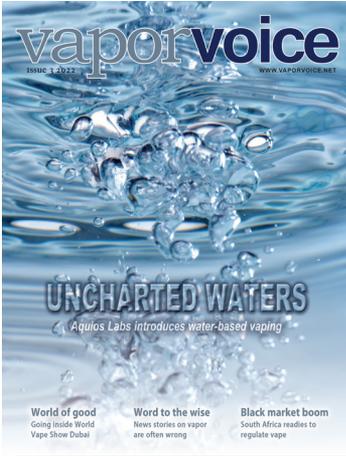
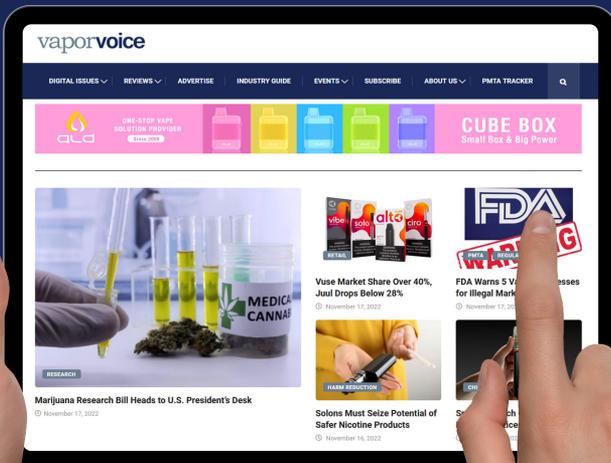


# 2023 MEDIA PLANNER

## vaporvoice



PRINT • DIGITAL ISSUE • ONLINE • FACE-TO-FACE • VIRTUAL



## 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. Additionally, your print advertisement is visible not only in the *Vapor Voice* digital issue but it is also placed adjacent to editorial content on [vaporvoice.net](http://vaporvoice.net).



### WHAT'S OLD IS NEW

Nicotine was first synthesized nearly 120 years ago and is now being considered a new tobacco product.

BY TIMOTHY S. DONAHUE

**S**ynthetic nicotine has been under the microscope. News reports announcing the product have been negative and full of negativity. At synthetic nicotine products on the list of the PMTA in the US, Food and Drug Administration to keep their products on the market. Those that did not give the FDA authorization for their synthetic nicotine products would have had to pull those products from the market by July 13. However, the FDA does seem to be using some discretion in the enforcement of synthetic nicotine products.

During a panel discussion on synthetic nicotine, the panelists discussed the FDA's position on synthetic nicotine. The FDA's position is that synthetic nicotine is not a tobacco product. The FDA's position is that synthetic nicotine is not a tobacco product. The FDA's position is that synthetic nicotine is not a tobacco product.

**SYNTHETIC EXPLAINED**

Synthetic nicotine is a chemical that is synthesized in a laboratory. It is not derived from tobacco. It is a chemical that is synthesized in a laboratory. It is not derived from tobacco. It is a chemical that is synthesized in a laboratory. It is not derived from tobacco.

**FORWARD THINKING**

The panelists discussed the FDA's position on synthetic nicotine. The FDA's position is that synthetic nicotine is not a tobacco product. The FDA's position is that synthetic nicotine is not a tobacco product. The FDA's position is that synthetic nicotine is not a tobacco product.



### UNINTENDED CONSEQUENCES

The number of synthetic nicotine products is growing rapidly. This is a good thing for the industry, but it also has some unintended consequences.

As the number of synthetic nicotine products grows, the industry is facing some challenges. These include the need for more regulation and the potential for increased costs.

The industry is also facing some challenges from the public. Some people are concerned about the safety of synthetic nicotine. This is a valid concern, and the industry needs to address it.



### WHAT A WASTE

Not any ordinary fast-food wrapper. It's a waste of time and money.

The industry is facing some challenges from the public. Some people are concerned about the safety of synthetic nicotine. This is a valid concern, and the industry needs to address it.

The industry is also facing some challenges from the public. Some people are concerned about the safety of synthetic nicotine. This is a valid concern, and the industry needs to address it.

## The Basics



*Published bimonthly  
(six issues)*



*Featured, in-depth  
content*



Your print advertisement is visible not only in the *Vapor Voice* digital issue but it is also placed adjacent to editorial content on *vaporvoice.net*.



*Breaking news on  
Vapor Voice's website*

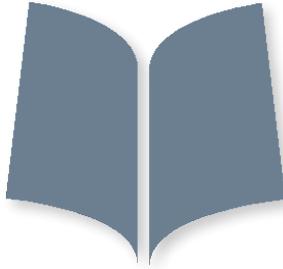


Global Tobacco & Vapor  
Industry Guide  
*[www.IndustryGuide.org](http://www.IndustryGuide.org)  
(separate publication)*



*Committed investment in  
print, online and digitally*

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



**3,055**

*Vapor Voice* print magazine 2023 average issue circulation  
Your print advertisement appears not only in the digital edition  
but also adjacent to editorial content on *vaporvoice.net*.



**53,116**

*vaporvoice.net* yearly visitors\*

\*Google Analytics Oct. 2021 to Sept. 2022

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

**Site Traffic Metrics: 2021–2022**

2021 Visitors: 53,116

2021 Sessions: 71,330

2021 Page Views: 193,727

\*Google Analytics Oct. 2021 to Sept. 2022



SHAPING THE FUTURE TOGETHER

[www.gtnf.org](http://www.gtnf.org)



From its launch in Rio de Janeiro in 2008 to today, the GTNF is the most important international forum to **meet people** and **exchange ideas** with public health experts, governments, investors and members of the industry.

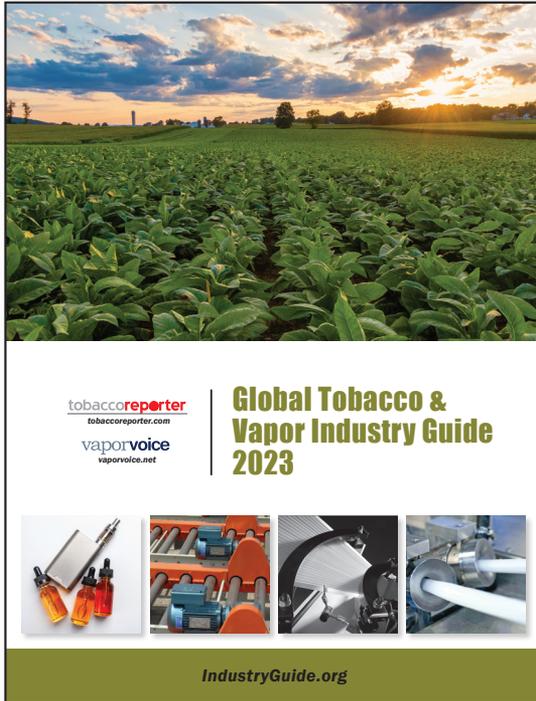
**GTNF 2023 will be in Seoul, South Korea, Sept. 19–21, 2023. Visit [www.gtnf.org](http://www.gtnf.org) for details.**

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.



## 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.

## 2023 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% premium

## 2023 IMPORTANT DATES

Ad Sales	Closing Date	Materials Due
Issue 1, 2023	2/6/23	2/6/23
Issue 2, 2023	4/3/23	4/3/23
Issue 3, 2023	6/5/23	6/5/23
Issue 4, 2023	8/7/23	8/7/23
Issue 5, 2023	10/9/23	10/9/23
Issue 6, 2023	12/4/23	12/4/23

## PRINT AD SIZES AND RATES



Two-Page Bleed Spread	
Size (inches)	16.5 x 11.125
Size (metric)	420 x 283
Single Ad	USD7,700
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available



Full-Page Bleed	
Size (inches)	8.375 x 11.125
Size (metric)	213 x 283
Single Ad	USD4,000
Half Year (3 issues)	discounts available
Full Year (6 issues)	discounts available



Full-Page	
Size (inches)	8.125 x 10.875
Size (metric)	207 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

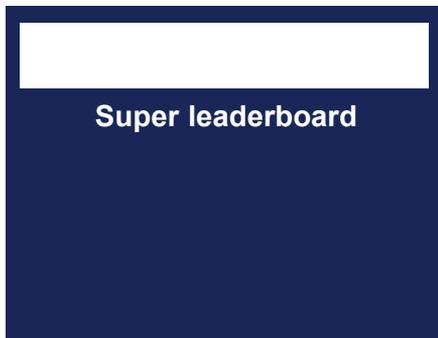
### Print Ad Specs:

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

Please submit ad materials to  
Mike Macdonald  
([mike@vaporvoice.net](mailto:mike@vaporvoice.net)).

## ONLINE AD SIZES AND RATES

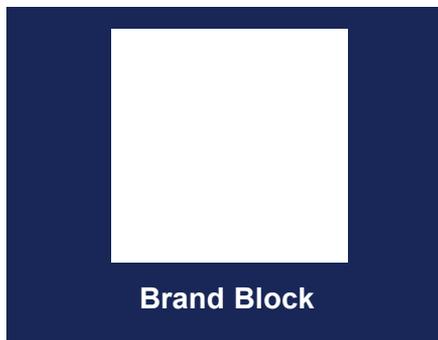
### Web Ad Sizes and Rates



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](mailto: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](mailto:mike@vaporvoice.net).

**Material submission**—When submitting ad materials, contact Mike Macdonald at [mike@vaporvoice.net](mailto:mike@vaporvoice.net) for material submission information.

## LET'S START A CONVERSATION

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Kathryn Kyle	Marketing Director	<i>kathryn@vaporvoice.net</i>
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Mike Macdonald	Circulation and Production Director	<i>mike@vaporvoice.net</i>
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*vaporvoice.net*



*@vaporvoicemag*



*@vaporvoice*

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