

VAPOR VOICE

**MEDIA
FILE
2019**

Effective


Reaching key players

Efficient

Delivered to decision-makers

Educational

The information required to
thrive in the marketplace

 /vaporvoice

 @vaporvoicemag

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www.vaporvoicemagazine.com

Vapor Voice connects buyers and sellers

We know vapor. Though *Vapor Voice* magazine was created in 2014, our editors have been covering vapor products since they emerged a decade ago, writing for the magazine's sister publication, *Tobacco Reporter*.

That gives us a unique perspective. Even as many vapers are eager to distance themselves from tobacco, lawmakers have been treating the categories as if they are one. Many of the restrictions currently hitting vapor products were first applied to tobacco.

As the "voice" of the vapor world, we travel the globe to bring our readers all the latest advances in a revolutionary industry. What sets us apart is the fact that we go to the story. Across the U.S. and EU, from Cuba to the U.K. to the Philippines, we go to provide analysis that allows our readers to place current developments into proper context and regulations into perspective so they have the knowledge they need to grow their businesses.

From factory floor to retailer door

Vapor Voice is mailed directly to vapor industry retailers, vape shop managers, executives, distributors, manufacturers and business owners around the world—delivering a global audience to a world-class business.



Leverage your brand through our multichannel connections

Your brand message can be delivered across multiple channels to connect with our audience as they visit the website, read the magazine and digital newsletters, and interact through social media. We make it easier for you to create an integrated marketing approach to maximize your advertising impact and gain access to thousands of contacts focused on the global vapor industry marketplace. Ask your sales representative for multimedia platform details.



Your advertisement in Vapor Voice can:

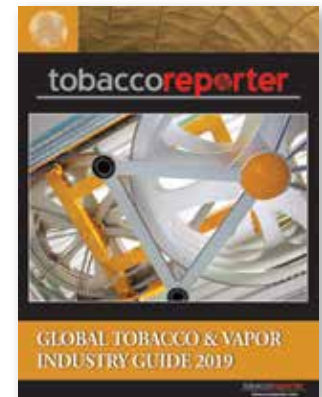
- Reach and influence key decision-makers
- Get your products seen, recommended and selected
- Generate sales leads
- Drive traffic to your website
- Grow your business



Global Tobacco & Vapor Industry Guide

Gain access to purchasing departments all over the world by advertising in the annual *Global Tobacco & Vapor Industry Guide* (GTVG). Nothing connects buyers and sellers more directly. GTVG is the one-stop buying resource for finding the suppliers, components, services and equipment meant to keep your business running smoothly.

More than 3,000 companies are represented in our free listings, which include contact information, product descriptions, and key personnel and titles. GTVG is available both in print and online; the digital edition has 24/7 open access. List and advertise your goods and services in the sourcebook buyers turn to for information—the *Global Tobacco & Vapor Industry Guide*. Forms for listing your company are available at www.vaporvoicemagazine.com.



Golden Leaf Awards

Nominate yourself, your company, your products or those of a company that you admire in the industry. The Golden Leaf Awards, presented during the Global Tobacco & Nicotine Forum (GTNF) and sponsored exclusively by BMJ, recognize excellence and innovation. The Golden Leaf Awards are the only tobacco and nicotine industry awards program recognizing achievements and outstanding performance. Awards are granted to companies directly involved in the global vapor and nicotine industries. To date, our Golden Leaf Awards banquets have been held in Bali, Indonesia; Paris; Rio de Janeiro; Bangkok; Bangalore, India; Prague; Antwerp, Belgium; Cape Town, South Africa; White Sulphur Springs, West Virginia, USA; Bologna, Italy; Brussels; New York City and London. All Golden Leaf Award winners receive a coveted crystal trophy. The nomination period for the 2019 awards closes July 19, 2019.

Vapor professionals may submit nominations for their own companies, as well as for others in the vapor industry. The awards are offered in five categories:

- **Most impressive public service initiative**
- **Most promising new product introduction**
- **Most exciting newcomer to the industry**
- **Most outstanding service to the industry**
- **BMJ Most committed to quality**



Global Tobacco & Nicotine Forum

The Global Tobacco & Nicotine Forum (GTNF) is the tobacco and nicotine industries' foremost ideas exchange. Two days of powerful presentations and interactive workshops present breaking news and views on vital topics.

Unlike a traditional congress, where the audience "consumes" prepared presentations, the GTNF promotes interaction. Participants engage with the experts, making contacts and gaining insights in a more informal setting. And we don't stop at industry insiders. Every year our forum attracts influential voices from stakeholders such as public health professionals, investors, analysts and policymakers. The fresh perspectives they supply are sometimes challenging and always valuable.

Meanwhile, we invite you to start planning your participation in GTNF 2019, which will be held in Washington, D.C., USA, from September 24-26, 2019. Details are available at www.gtnf.org.



You might work with a multinational organization. Or you're an independent owner-operator in today's fast-moving nicotine business. Either way, budgets are tight. It's getting tougher to travel the globe for sales and win the business your innovative product deserves.

But what if the world came to **you**? To see and discuss your latest vapor device, e-liquid, flavors or heat-not-burn technology. Your next-generation products and machinery. What if you could bring your breakthrough product to the **one and only** event hosting traditional and next-generation exhibitors and buyers from all over the world?

You **can** bring the world to your door, at the "One and Only" TABEXPO 2019, November 12-14, 2019, which will be held at the RAI Exhibition and Convention Centre in Amsterdam.

TABEXPO is known as the "One and Only" for good reason. In 2015, TABEXPO London featured over 5,000 square meters of exhibition stands. Established and emerging brands came to do business with potential buyers from 93 countries.

An additional boost to visitor attendance is the TABEXPO 2019 congress. Held during the three-day event, the congress features powerful presentations on the most compelling topics for your business.

Leading companies know the value of connection in this relationship-driven field. They're already booking booth space at TABEXPO 2019. So make the right business decision and reserve your "window on the world" without delay!

We would be happy to discuss booth availability and options with you. Please contact Elise Rasmussen at elise@tobaccoreporter.com.

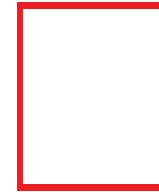
To get full details for exhibitors and visitors, please visit the TABEXPO website: www.tabexpo2019-amsterdam.com.



Print Advertisement Sizes



Full-Page Bleed
8.5 in. x 11.125 in.
216 mm x 283 mm



Full Page (trim size)
8.25 in. x 10.875 in.
210 mm x 276 mm



Half-Page Horizontal
7 in. x 5 in.
179 mm x 127 mm



Half-Page Vertical
3.25 in. x 9.75 in.
83 mm x 248 mm



Half-Page Island
4.5 in. x 7.5 in.
114 mm x 191 mm

Web Advertisement Sizes



Leaderboard
728 x 90 pixels
Appears at the top
of every page.
Run of site.



Junior Leaderboard
468 x 60 pixels
Appears on the home
page below leaderboard.
Run of site.



Brand Block
300 x 250 pixels
Appears on the
right-hand column
of the home page.
Run of site.

2019 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%

2019 Important Dates

Ad Sales	Closing Date	Materials Due
Feb.	1/28/19	1/30/19
April	4/8/19	4/10/19
June	6/3/19	6/5/19
Aug.	7/31/19	8/2/19
GTVG	9/10/19	9/10/19
Oct.	10/7/19	10/9/19
Dec.	12/3/19	12/4/19

Ad Material Specifications

- PDF, Photoshop (.tif, .jpg, .psd), Illustrator (.ai, .eps)
- Submit ad materials to Kay O'Neill at kay@vaporvoicemagazine.com

our services

With decades of experience in all of these specialized areas, *Vapor Voice* is uniquely positioned to help your company accomplish your marketing goals.

CONTENT

- Feature story writing • Web content • Ad creation (print and digital) • Layout and design
- Visual content (banners, flyers, etc.) • Blog posts

MULTIMEDIA

- Video • Podcasts • Social media (writing and scheduling posts, monitoring, reporting)
- Email campaigns • Newsletters • Direct mail • Digital marketing • Live event preparation

ANALYTICAL

- Website analysis • Detailed analytics report • Checking links • Text scrub through copy editors
- Marketing consultations • SEO checks • Customer surveys

FOUNDATIONAL

- Photography and videography • Logo design • Web design • Customer list acquisition
- Copy editing services • Strategy and planning • Branding • Web development • Public relations

Advertising Sales Contacts

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VAPOR VOICE GROWING DIGITAL BASE

AVERAGE MONTHLY PAGE VIEWS:

4,200+

NEWSLETTER SUBSCRIBERS:

12,400+

SOCIAL MEDIA FOLLOWERS:

3,200+