

# Editorial Calendar

# 2006

## **BONUS** JANUARY

TABINFO visitors' bonus distribution  
TABINFO Post Show Issue  
*Manufacturing report:* Southeast Asia  
*Leaf report:* China  
Reynolds American  
Flavoring Technology  
Make/Pack Technology  
Maxwell Figures: Brand Market shares,  
Southeast Asia

## FEBRUARY

*Manufacturing report:* China  
*Leaf report:* Greece  
Altadis  
Filters  
Cigarette Product Design  
Maxwell Figures:  
Filter vs. Non-Filter market share

## MARCH

*Manufacturing report:*  
Smokeless Tobacco  
*Leaf report:* Turkey  
British American Tobacco  
Packaging  
Primary Machinery  
Maxwell Figures:  
BAT's market share in selected countries

## APRIL

*Manufacturing report:* Greece  
*Leaf report:* India  
Philip Morris USA  
Papers  
Spare Parts  
Maxwell Figures: Company and  
Brand Market shares, Greece

## **BONUS** MAY

EUROTAB 2006  
*Manufacturing report:* EU  
*Leaf report:* Brazil  
Imperial Tobacco  
Testing & Lab Equipment  
Maxwell Figures: Imperial's Market shares  
in selected countries

## JUNE

*Manufacturing report:* USA  
*Leaf report:* Africa & Pakistan  
Universal Leaf  
Security Devices  
RYO/MYO Production  
Maxwell Figures: Company and Brand  
Market shares, USA

## JULY

*Manufacturing report:* Pakistan  
*Leaf report:* Southeast Asia  
CNTC Profile  
Cigarette Production  
Reconditioned Equipment  
Maxwell Figures:  
Cigarette Consumption in selected markets

## AUGUST

*Manufacturing report:* Cigar Tobacco\*  
*Leaf report:* Eastern Europe  
Premium Tobacco  
RYO/MYO Tobacco  
Leaf Processing Technology  
Packaging  
Maxwell Figures: USA Cigar brand market  
shares

## SEPTEMBER

*Manufacturing report:* Russia  
*Leaf report:* South America  
Philip Morris International  
Printing & Ink Technology  
Agronomy  
Maxwell Figures: Philip Morris' market  
share in selected countries

## OCTOBER **BONUS**

CORESTA Bonus Distribution  
BALI Show Bonus Distribution  
*Manufacturing report:* Europe (non-EU)  
*Leaf report:* EU  
Alliance One  
Filters  
Secondary Machinery  
Maxwell Figures: Market share in selected  
European countries

**BONUS** Bonus Distribution! See page 5.

# 2006 Editorial Calendar

## NOVEMBER

*Manufacturing report:*

Other Tobacco Products

*Leaf report:* USA

Japan Tobacco International

Packaging

Adhesives

Maxwell Figures: Hinge-lid vs. Soft pack  
market share

## DECEMBER

*Manufacturing report:* India

*Leaf report:* Africa

Gallaher

Papers

CORESTA Report

Maxwell Figures: Company and Brand  
Market shares, Africa

## BONUS ISSUE

Tobacco Research & Technology

With BONUS DISTRIBUTION TO

CORESTA MEETING

TSRC CONFERENCE

SQM CONFERENCE

Published August 2006

## 2007 GLOBAL TOBACCO INDUSTRY GUIDE

The industry's reference tool of choice,  
with more than 2,200 updated company  
and product listings. Also available  
online at [www.tobaccoreporter.com](http://www.tobaccoreporter.com).

Published September 2006

Ad reservation deadline is the 1st of the month prior to publication.

Ad materials must be submitted by the 10th of the month prior to publication.

Please refer to ad material requirements in the "Mechanicals" section of this brochure.

## Audience and Reach

Advertising in *Tobacco Reporter* buys companies the largest tobacco audience available. With an audited circulation of 7,139\* qualified subscribers, *Tobacco Reporter* goes to more executives, purchasing departments and R&D labs than any *Tobacco Reporter* wannabe.

A readership study conducted late last year, polling our subscribers, indicates that the majority of participants pass on their copy of the magazine to at least four people in their office—that's thousands more qualified readers seeing your advertising message every month!

Don't be taken in by imitators who claim high circulation figures but don't offer to back them up with an independent audit statement. Insist on independent audit numbers.

Our audit provides some pretty important figures—how many of our subscribers are known by name; how many requested their copy of the magazine; which names on our list came from subscribers themselves, not some purchased list of names that might or might not be our advertisers' core audience. This is data you should know about the audience you're spending money to reach.

The quality and quantity of our circulation make your ad money an inexpensive investment in speaking to your customers and potential customers when you can't have your sales team face to face in the field as often as you'd like. And don't forget the companies worldwide who don't know you—yet! Make a memorable impression on these potential customers before you knock on their doors. *Tobacco Reporter's* circulation is the highest in the industry. No wonder more advertisers choose *Tobacco Reporter* to communicate their messages.