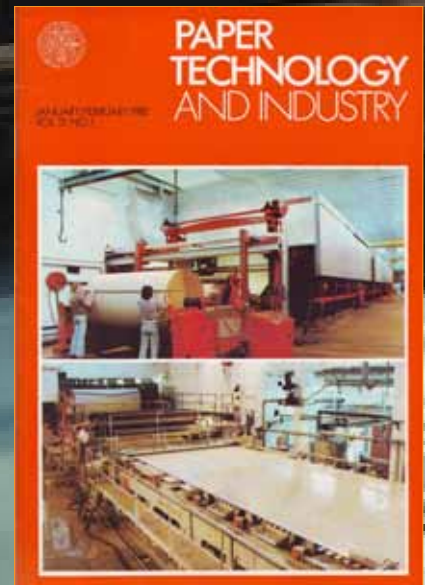


# PAPER TECHNOLOGY INTERNATIONAL



2019



Proven Provider of Information to the  
Fibrous Forest Products Industry since 1960

# Paper Technology International

The Official Journal of the Paper Industry Technical Association since 1960

## PITA History

The UK has a long-established line of Paper Industry organisations, which started in 1872 with the The Paper Makers' Association of England Wales, Scotland & Ireland (PMA). The PMA announced the intention to form a Technical Section at their AGM in 1920. The following year, this was inaugurated and the Technical Section of the Paper Makers' Association of England, Wales, Scotland and Ireland commenced work. The Technical Section transformed into the Technical Division, before it became the Technical Association in 1982. So **PITA - the Paper Industry Technical Association** - can trace its lineage back almost a century.

## Publications

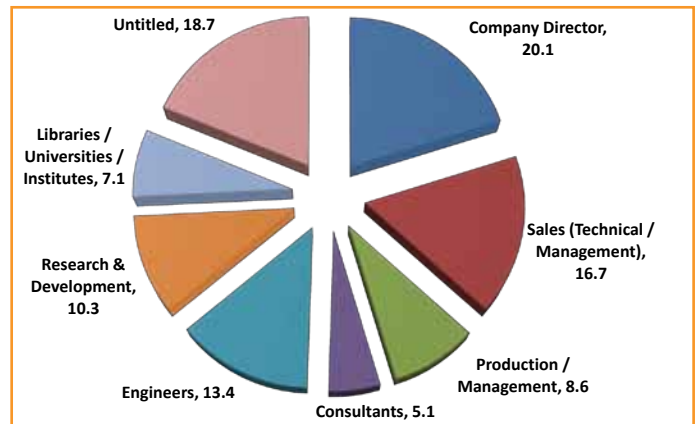
Since 1960, *Paper Technology* has been the official journal of the Technical Section / Division / Association. It is an impartial, interesting and trusted provider of information and continues to be an unbeatable source of the very information that paper professionals are keen to read about, including news, technology updates, product information, case studies, comment, and numerous technical articles. Regular features on specific topics such as tissue, energy, coating, maintenance, automation, water removal and others make sure that advertisers get their money's worth. In addition, issues related to paper such as environmental regulation and health & safety are closely monitored.

From the beginning of 2017 the journal changed title to *Paper Technology International*, in order to underline the global nature of the industry, and highlight the international reach of the publication.

*Paper Technology International* is taken by decision makers: it is not a free issue journal, and each edition is delivered directly to over 1400 industry professionals who are either members or subscribers. Readers usually pass on the journal to a colleague, which increases circulation.

Decision makers representing government, manufacturing, processing, converting, trade associations, consulting, research and others read *Paper Technology International*.

## Circulation by Job Function



At the end of the year, the *PITA Annual Review* (formerly known as the *PITA Year Book* and often referred to as the "Paper Industry Bible") replaces the journal and is packed with information on the UK and European Industry, mill contact details (UK, Benelux, Middle East and Eastern Europe), lists of other paper technical associations (European and Worldwide), statistics and much more.

Despite the obvious increased popularity of the *Annual Review*, rates conform to those for *Paper Technology International*.

*Paper Technology International* is supported by and read in concert with the new and enhanced website ([www.pita.org.uk](http://www.pita.org.uk)), the *PITA Affairs* e-Newsletter, and *PAPERmaking!* digital magazine. These have each expanded to both disseminate current news and act as a repository of information.

Both *PAPERmaking!* and the enhanced website ([www.pita.co.uk](http://www.pita.co.uk)), being digital platforms, offer exciting new opportunities for advertising that compliment those available in *Paper Technology International* and the *PITA Annual Review*. See in particular the enhanced company profile pages on the website, which can be reproduced in the magazine - contact us for details.



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## MEDIA PACK 2018/2019

<b>Language:</b>	English	<b>Circulation:</b>	2,000 plus (including e-edition)
<b>Paper Size:</b>	Din A4 Saddle Stitched 297 x 210mm wide.	<b>Pagination:</b>	Paper Technology 52-60 pages Annual Review 52 pages
<b>Frequency:</b>	4 per year, including 'The PITA Annual Review & Membership Directory' every December.		

<u>Publication</u>	<u>Copy Deadline*</u>	<u>Editorial Focus</u>	<u>Special Report</u>
Winter 2018	14 <sup>th</sup> December '18	The PITA Annual Review & Membership Directory 2018	
Spring 2019	8 <sup>th</sup> March '19	<b>Tissue &amp; Hygiene Special</b> <ul style="list-style-type: none"> <li>• Chemistry Innovations</li> <li>• Raw Materials</li> <li>• Optimised Converting</li> <li>• Wood Chemistry – Hemicellulose</li> </ul>	<b>Bonus Distribution:</b> <i>Tissue World / Technologie Kring / Paper &amp; Biorefinery</i>
	12 <sup>th</sup> April '19	<b>PAPERmaking! Vol.5 No.1 (e-magazine)</b>	
Summer 2019	7 <sup>th</sup> June '19	<b>Packaging Update</b> <ul style="list-style-type: none"> <li>• Strength Chemistry</li> <li>• Paper Machine Clothing</li> <li>• Machine Rebuilds</li> <li>• Maintenance</li> </ul>	<b>Bonus Distribution:</b> <i>CPA&amp;G / Zellcheming / CPI H&amp;S / Paper ME</i>
Autumn 2019	6 <sup>th</sup> September '19	<b>MIAC Special</b> <ul style="list-style-type: none"> <li>• Tissue Quality</li> <li>• Health &amp; Safety Update</li> <li>• Automation</li> <li>• Testing &amp; Instrumentation</li> </ul>	<b>Bonus Distribution:</b> <i>MIAC / DITP / Technologie Kring</i>
	8 <sup>th</sup> November '19	<b>PAPERmaking! Vol.5 No.2 (e-magazine)</b>	
Winter 2019	8 <sup>th</sup> December '19	The PITA Annual Review & Membership Directory 2019	

\*Circulation date 1-2 weeks later

### LOOSE INSERTS:

Inserts are to be supplied by Advertisers  
Specimens must be submitted for Approval  
Inserts on Paper must not exceed 150 gsm

Loose one sheet: £contact  
Loose two sheets: £contact

### CANCELLATION & LATE ARTWORK:

Notification of cancellation must be made at least four weeks prior to publication. The publisher reserves the right to use previous material if copy is not received by copy deadline and to charge for space booked if not cancelled before deadline.

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BASF	Imerys	Rotronic
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Prices in Pounds Sterling

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- Quarter Page (130h x 87w or 65h x 175w mm)
- Eighth Page (55h x 90w mm)
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Options Available.  
Contact us to discuss  
your requirements.

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### Classified:

- Full Page (297h x 210w mm)
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- Quarter Page (130h x 87w mm)
- Upgrade of Annual Review Entry

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## PAPERMAKING! ADVERTISING:

The new Digital Magazine contains many innovative advertising possibilities

## WEBSITE ADVERTISING:

Exciting advertising opportunities exist on the New Enhanced PITA website