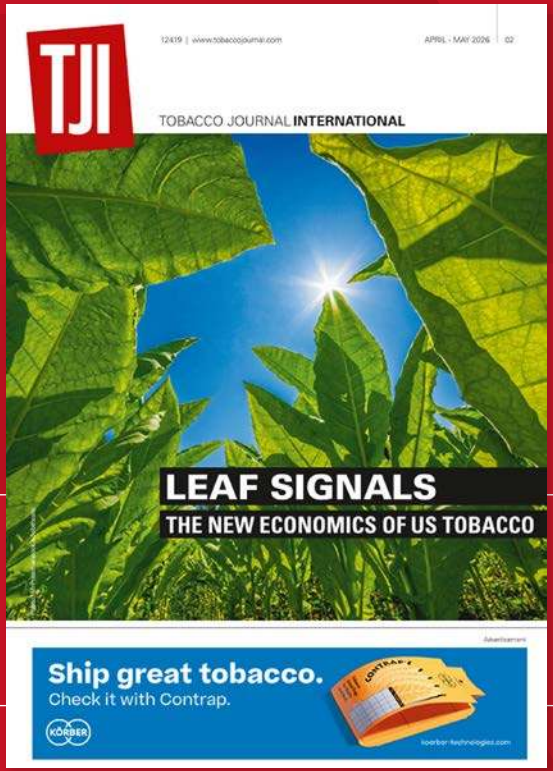
Tobacco Journal International – the leading tobacco magazine worldwide

Media Kit 2027

Editorial Programme 3
Trade Journal 4
Rate Card 5
InterSupply Showguide 9













konradin mediengruppe

Contents

	Page
TJI Team	2
Editorial Programme	3
Communications Portfolio	4
Rates/Formats	5-8
Inter Supply Catalogue	9
TJI Online	10-11

Editorial Team



Editor-in-Chief
Marc Reisner
Phone +49 711 7594-4633
marc.reisner@konradin.de



Deputy Editor-in-Chief
Marie Mayer
Phone +49 711 7594-4630
marie.mayer@konradin.de

Head office
Konradin Selection GmbH
Ernst-Mey-Strasse 8
70771 Leinfelden-Echterdingen
Germany

Advertising



Advertising Sales Manager
Michael Günther
Phone +49 711 7594-4626
michael.guenther@konradin.de

Editorial Programme 2027

TJI TOBACCO JOURNAL INTERNATIONAL

Issue Publishing date 2027	In each issue of TJI we cover the latest trends and developments in the following sections:	In addition we have major review topics in each issue for different sectors in the supply chain: *subject to change*	Advertising and Printing material deadline
1/2027 26.02.	• Global compass (markets & regulations) • Leaf & tobacco processing • Manufacturing & technology • Packaging & design • Products & trends • Next generation products	Packaging (machinery and material) Oriental Tobacco	13.01.
2/2027 23.04.		Tobacco Processing Adhesives Leaf Tobacco USA	08.03.
3/2027 25.06.		Plug Wrap and Tipping Flavours Cigarette Filters	05.05.
4/2027 27.08.		Secondary Machinery Quality Control Spotlight Asia	14.07.
5/2027 29.10.		Roll Your Own Printing Technology	15.09.
6/2027 17.12.		Rebuilds and Spares Belts Shisha	03.11.

TJI offers you a unique communications portfolio

TOBACCO JOURNAL INTERNATIONAL

Tobacco Journal International (TJI)
is the leading international tobacco magazine for executives in the world of tobacco and its supplying industry. Working with a large network of correspondents worldwide, TJI provides high-quality, unbiased editorial on trends and developments in the global tobacco industry.

TJI is the only tobacco magazine that covers every sector of the industry in every issue from leaf growing to the marketing of the finished products. Whether packaging and design innovations, new developments in tobacco machinery or comprehensive data of all world markets – you will find it in TJI.

TJI ONLINE
www.tobaccojournal.com is a valuable, interactive business tool for industry members seeking latest news from the tobacco world, business links and more, including a substantial archive with thousands of articles. Contact us to learn more about the high-impact fullbanner and button advertising opportunities.

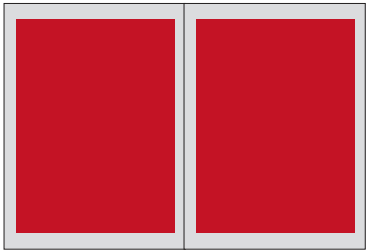
TJI NEWSLETTER
TJI Newsletter gives readers a weekly update on all relevant developments in the industry. Place a textbanner or button to reach top executives week by week.

InterSupply Showguide
Each year, TJI publishes the Inter Supply Showguide for the fair in Dortmund. Besides Hall plans, our Showguide contain information about key products and exhibitors, as well as intersting event trips. This issue will be distributed at the trade fairs to all visitors.

Frequency:	Bimonthly
URL:	www.tobaccojournal.com
ISSN No:	0039-8748

Geographical circulation	%
Western Europe	34.3
China, Southeast Asia, Far East	28.9
USA & Canada	18.4
Eastern Europe, Russia, CIS countries	8.5
India/Middle East	4.6
Central/South America	3.3
Africa	2.0

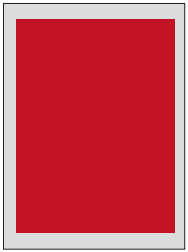
Sectors in the supply and value chain	
Manufacturers of tobacco products	42.4
Suppliers of machinery, filters, papers, packaging and other products and services	36.3
Leaf traders and tobacco growers	9.6
Research institutes, associations, government ministries and others	11.7



2/1 page
380 x 270 mm
Type area

420 x 297 mm
Bleed page +
(3 mm bleed on all sides, please mark the bleed margins)

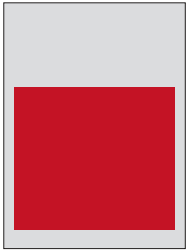
4 colours **€ 2,700**



1/1 page
188 x 270 mm
Type area

210 x 297 mm
Bleed page +
(3 mm bleed on all sides, please mark the bleed margins)

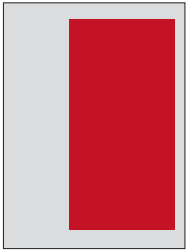
4 colours **€ 2,020**



2/3 page horizontal
188 x 178 mm
Type area

210 x 195 mm
Bleed page +
(3 mm bleed on all sides, please mark the bleed margins)

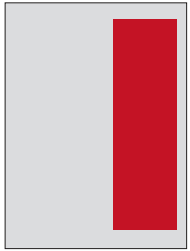
4 colours **€ 1,580**



2/3 page vertical
125 x 270 mm
Type area

135 x 297 mm
Bleed page +
(3 mm bleed on all sides, please mark the bleed margins)

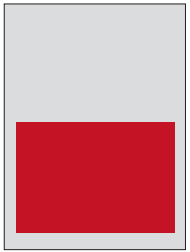
4 colours **€ 1,580**



1/3 page
Only at the EDITORIAL page

60 x 270 mm vertical

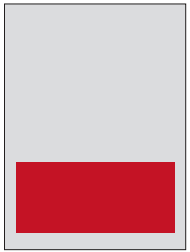
4 colours **€ 610**



1/2 page horizontal
188 x 133 mm
Type area

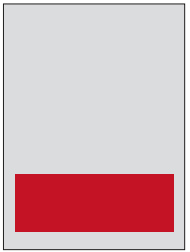
210 x 150 mm
Bleed page +
(3 mm bleed on all sides, please mark the bleed margins)

4 colours	**€ 970**



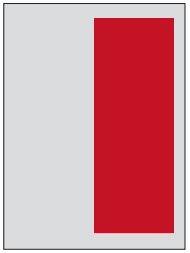
1/3 page horizontal
188 x 88 mm

4 colours	**€ 600**



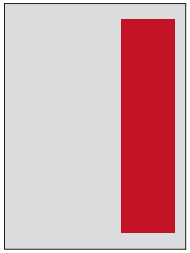
1/4 page horizontal
188 x 65 mm

4 colours	**€ 400**



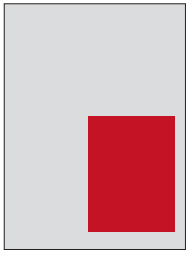
1/2 page vertical
92 x 270 mm

4 colours	**€ 970**



1/3 page vertical
60 x 270 mm

4 colours	**€ 600**



1/4 page Island
92 x 133 mm

4 colours	**€ 400**

Size of publication:
210 x 297 mm (width x height)

Publishing House:
Konradin Selection GmbH

Discounts:
Insertions within 12 months

Frequency:

2 pages	3 pages	4 pages	5 pages	6 pages	9 pages	12 pages
5%	7%	9%	12%	15%	18%	21%

Volume:

2 ads	3 ads	4 ads	5 ads	6 ads	9 ads	12 ads
3%	5%	7%	9%	12%	15%	18%

Colour surcharges:
Special colours for matched colour **€ 578**

Special position:
Cover placement: additional charge **€ 345**

Inserts:
upon request

Delivery address:
Postage paid to
Westermann Druck GmbH
Georg-Westermann-Allee 66
Tor 1 / Stéphane Lutz
38104 Braunschweig

Marked: For Konradin - „Tabacco Journal International“, Issue (No.)
Delivery: Mo – Fr 7:00 a.m. to 2:00 p.m.,
Euro-Paletts: 80 x 120 x max. Height 110 cm (incl. pallet)

Payment conditions:
2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.
VAT No. DE 811 201 453

Bank account:
Deutsche Bank AG,
BIC: DEUTDESSXXX,
IBAN: DE27 6007 0070 0164 0242 00

Our **general terms and condition** are available on the Internet at www.konradin.de.
We would be happy to send you a copy on request.



Size of publication:
210 mm x 297 mm (width x height)

Bleed page:
216 mm x 303 mm (width x height)

Type area:
188 mm x 270 mm (width x height)

Printing process:
Offset printing, back-stitching, digitally produced

Providing advertisement data:
Use our portal atl www.konradin-ad.de to submit your data online.
We prefer PDF/X4 and also accept EPS or TIFF. Please do not send open files.

Data formats:
We recommend the delivery of artwork in PDF/X-4 standard. Otherwise please supply unseparated files in EPS or TIFF format. Open data (e.g. InDesign, Quark XPress etc) should be avoided.The file must be ready for printing, i.e. all the fonts that are used must be embedded. The resolution of continuous tone images must be at least 300 dpi and line art 600 dpi.

Colour space:
CMYK process colours in accordance with ISO 2846-1. Spot colours possible by prior arrangement. Please refer to the standard ECI offset profiles (order the free “ECI_Offset_2009” package from www.eci.org) when converting and checking the colour space (ICC Color Management). Use the “sRGB oder Adobe RGB” (RGB colour space) and “ISOcoated_v2” (CMYK colour space) profiles.

Proof:
Contact proof in accordance with the “Media Standard Print” (bvdm) Digitally produced proofs must contain the FOGRA media wedge (available to order from www.fogra.org) to allow the colour to be checked.a Proofs must display an officially recognised print control strip.

Data archiving:
All data are archived. Therefore repeats with no changes are usually possible. However, no guarantee is offered with respect to the data.

Guarantee/Additional costs:
In the case of delivery of incomplete or incorrect data (text, colours, illustrations), we accept no liability for the printed result. Faulty output due to incomplete or faulty files, incorrect settings or incomplete instructions will be charged for, as will additional setting or repro and the production of missing proofs.

Requirements:
Prior to the digital delivery of an advertisement the advertising department must receive an appropriate official Advertisement Order. The general advertising copy deadlines apply. In order to check advertisements received, a full size printout or – for colour advertisements – a contact proof or press proof are required.

Inter Supply Dortmund



Each year, TJI publishes the Inter Supply Dortmund Catalogue. Besides Hall plans, our catalogue contains information about key products and exhibitors, as well as interesting event trips.

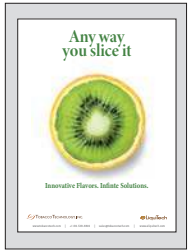
The issue will be distributed at the trade fair to visitors.

Size of publication:
210 x 297 mm (width x height)

Publication date:
September 2027

Are you an exhibitor? Want to attract visitors to your stand? Then please talk to us. We would be delighted to work with you as a professional media partner and offer a wide selection of marketing and advertising solutions.

Advertisments



1/1 page
188 x 270 mm
Type area
210 x 297 mm
Bleed page +
(3 mm bleed on all sides, please mark the bleed margins)

4 colours
€ 1,450



1/2 page horizontal
188 x 133 mm
Type area
210 x 150 mm
Bleed page +
(3 mm bleed on all sides, please mark the bleed margins)

4 colours
€ 1,000



1/4 page horizontal
188 x 65 mm

4 colours
€ 410



LOGO ENTRY – 4-colours
56 mm in width and 20 mm in size.
EPS, JPG file, 300 dpi.
Publication of your company logo above your entry in the exhibitor's list.
This is a good value alternative to an advertisement.

4 colours **€ 300**



Website (Prices valid as of 01.01.2027)

TOBACCO JOURNAL INTERNATIONAL

Advertising format on all pages*	Position on Desktop and Tablet**	Size in pixels (w x h) Desktop and Tablet	Description Desktop and Tablet	Positioning Mobile	Size in pixels (w x h) Mobile		Price in Euro
Leaderboard		728 x 90	Placement above the Header		300 x 50	3 month	1.420,–
Sticky Skyscraper		120 x 600	Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)		300 x 50	3 month	1.160,–
Billboard		970 x 250	Banner directly below the Navigation Bar		300 x 75	3 month	2.000,–
Medium Rectangle		300 x 250	Banner within Content or in the outer column		300 x 250	3 month	1.000,–

TJI's website tobaccojournal.com is the top online information tool for the international tobacco industry.

Advantages
- daily updates of the latest news in the tobacco industry
- direct access to our archive
- plus the content of our print magazine features a calendar of upcoming events



Data delivery:
7 days before start of campaign by e-mail to: auftragsmanagement@konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. Max. file size 80KB (max. 2MB). Please create HTTPS-compatible HTML5 and redirect files. Ads must be submitted as image files in GIF format (can be interlaced and must use a 216 Netscape color palette) or JPG format. GIF animations must not have more than 3 loops, with 5 frames maximum per loop. Advertisers should provide a live URL and are responsible for the quality of their banner.

Newsletter (Prices valid as of 01.01.2027)



OPEN RATE: 98.05 %
CLICK RATE: 32,97%

Ad format/position		Size in pixels (w x h)	Price
Fullbanner		468 x 60**	week 140,–
Buttons		192 x 192	week 110,–

**Display on mobile devices: scaled to a width of 300 pixels

Data delivery:
7 days before start of campaign by e-mail to: auftragsmanagement@konradin.de
Format: GIF, JPG (not animated as these can only be viewed in web view format), tracking code and redirect are possible, tracking pixels are not built in.
File size: max. 60 KB.

Title: Tobacco Journal International – Newsletter

In brief:
Publication day: each Thursday
Our readers are: (personal contacts)

- Manufacturers of Tobacco products (cigarettes cigars, smoking Tobacco, chewing tobacco and snuff, OTP and CBD)
- Suppliers to the tobacco industry (packaging material ,filters, flavours, papers and others)
- Tobacco making and packing, printers, spares, quality control and others ...
- Leaf traders and tobacco growers
- Research institutes consultants, government ministries, associations....

Trade media of Konradin Publishing Group

The Konradin Publishing Group is one of the largest providers of specialist information in the German-speaking region. Its portfolio includes around 50 trade publications, knowledge magazines, online portals, and event series.

Our portfolio includes the fields of architecture, industry, the world of work, eye care, trades, fine living and knowledge.
www.konradin.de

Market:
research, wether an advertising test or a target group survey, we will design your surveys and handle all aspects of their implementation professionally.

Corporate:
publishing in those markets where konradin media operate, we will produce your target group-specific print and online corporate communications for you. For more information, see **konradin.de**

Online shops:
Several target group-specific online shops for specialist literature, non-fiction books and high-quality gifts complete the range. More at: **konradin.de**









