

2021 MEDIA GUIDE

THE MARKETPLACE FOR PULP & PAPER MACHINERY

PAPER INDUSTRY

PULP, PAPER & RECYCLING MACHINERY, TECHNOLOGY & BUSINESS NEWS LEADER
VOLUME 37, NUMBER 3
July/August 2020

Digital instrumentation key to water conservation in shift to green production

By Nikodem Siwek
ABB's Continuous Water Products Manager

OERLIKON, SWITZERLAND - While the paper industry has done well reducing its water footprint, there still remains more that can be done in today's age of resource conservation.

Digital pH sensor and analyzer technologies are the key to unlocking new levels of performance, efficiency and quality, while helping the pulp and paper industry to do its part in reducing its water usage and waste.

Out of all the industries, it is known that the pulp and paper industry is one of the heaviest users of water, with a single A4 sheet production requiring

up to 20 litres of water. In addition to the water that goes into the process (influent), special attention also needs to be given to the water that comes out of the process, (effluent). Indeed, in 2015, the Canadian pulp and paper industry accounted for roughly five percent of all

See CONSERVATION page 7

First power-to-X-to-power hydrogen gas turbine planned for paper mill

Pulp/Paper/Fiber Recycling Machinery/Technology Marketplace

- ✓ The only magazine aimed at bringing buyers together with suppliers in print and online.
- ✓ Targeted Audience: ALL Buyers & Specifiers at ALL North American Mills (USA/Canada/Mexico Plus key prospects in South America/Europe/Asia)
- ✓ Higher Visibility — Tabloid format promotes higher readership
- ✓ Tangible Results — The Inquiry Producing Leader for over 30 years
- ✓ Affordable Promotion — The Industry's most cost-effective ad rates

engineering occurring this year, is at the Smurfit Kappa PRF's site in Saillat-sur-Vienne. Smurfit Kappa is a company that specializes in manufacturing recycled paper. The project has received funding support by the European Commission under the Horizon 2020 Framework for Research and Innovation (Grant Agreement 9). The project's total budget is close to €15.2 million of which €10.5 million will be contributed entirely

See HYFLEXPOWER page 17

See www.paperindustrymag.com

ing times.

FLOW METERS
SPARE PARTS // REFURBISHING

esko
www.eskopacific.com

with the flow.

FastInfo #102

INSIDE

ISSUE HIGHLIGHTS:

- 10...MACHINE CLOTHING / ACCESSORIES
- 11...STOCK PREP / WET END
- 12...VALVES / FLOW CONTROL
- 14...BIOMASS SYSTEMS TECHNOLOGY
- 16-21...NEW PRODUCTS FORUM

Can Extinguish

NEW INTELLIGENT SPARK DETECTOR
For all ignition sources & all ambient conditions

Fagus GreCon
www.fagus-grecon.us

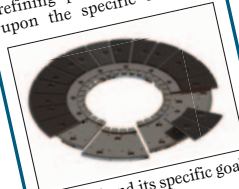
- The new generation of spark detector GreCon DLD 1/9
- Distinguish between dangerous sparks and harmless ambient light
- Intelligent detection technology IDT™ to prevent false alarms
- Hot particle detection up to 150°C / 302°F process temperature possible
- Sensitivity adjustable to individual safety requirements

FastInfo #101

PRODUCT OF THE MONTH

Valmet Pro safe offers solution to low-consistency refining applications

WORKING CLOSELY WITH paper makers, Valmet develops effective strategies to maximize refining performance based upon the specific needs of



each mill and its specific goals and processes.

Valmet's latest innovation in low consistency refining is the revolutionary Pro safe segment that delivers a lighter, safer alternative to conventional segments for disk refiners. Valmet refiner segments Pro safe weigh 75% less than traditional, full-size segments, and are designed to minimize the risk to the operator. The unique casting process used to

FastInfo #201

See PRO SAFE P. 21

July/August 2020 ■ PAPER INDUSTRY ■ 1

ONLINE AT www.paperindustrymag.com
1-604-910-1826

PROMOTION THAT IS SEEN — AND WORKS

2021 Advertising/Editorial Planner

EDITION	EDITORIAL FOCUS	MERCHANDISING	BONUS DIST.
January / February Editorial and Ad Deadline: January 25	• Rolls / Coverings / Accessories • Recycling • Testing / Quality Control • Energy Management	• Web Directory Page / Lit Review / Advertising / Hotlinks	• PAPTAC 2021 • Paperweek Canada • MOTAG South, 2021, Atlanta
March / April Editorial and Ad Deadline: March 20	• Pollution Control • Materials Handling • Dry End / Finishing • Drive Systems / Motors • Biorefining Technology	• Web Directory Page / Lit Review / Advertising / Hotlinks	• Papercon 2021 • MIAC 2021 Lucca, Italy • Zellcheming 2021, Weisbaden Germany
May / June Editorial and Ad Deadline: May 15	• Machine Clothing / Accessories • Stock Prep / Wet End • Valves / Flow Control • Biomass Systems Technology	• Web Directory Page / Lit Review / Advertising / Hotlinks	• PacWest 2021 Whistler, BC
July / August Editorial and Ad Deadline: July 15	• Air Quality Control • Pumps / Steam Power • Motag / Woodyard / Woodroom • Biomass Systems Technology	• Web Directory Page / Lit Review / Advertising / Hotlinks • Annual 2021 Canadian Pulp/Paper Mills Map	• APA Engineered Wood 2021 Palm Desert, CA • TAPPI Pulping / Engineering 2021
September / October Editorial and Ad Deadline: September 15	• Engineering • Maintenance • Rebuilds / Retrofitting • Pulping / Bleaching • Chemicals	• Web Directory Page / Lit Review / Advertising / Hotlinks • Annual 2021 Pulp/Paper Industry Wall Calendar	
November / December Editorial and Ad Deadline: November 15	• Water Quality Control • Papermaking • Process Control / Automation • Wood-to-Energy Technology	• Web Directory Page / Lit Review / Advertising / Hotlinks • Annual USA Pulp/Paper Mills Map 2021	• 2022 PAPTAC Paperweek Canada Montreal

PAPER INDUSTRY

#1

IN DIRECT RESPONSE
FOR THE
PULP/PAPER INDUSTRY

- ✓ Increase Product Awareness
- ✓ Generate a Flow of Qualified Leads
- ✓ Advertise more Cost-effectively

More Tangible Results for Less Ad Cost!

- ✓ In print and on-line, PI new technology product news format is aimed specifically at operating mill management maintenance, engineering and purchasing personnel at ALL pulp/paper mills in the North/South America, Europe and Asia.
- ✓ PI is the leading and most interactive source of new machinery technology, systems, services and supplies for the pulp/paper/paperboard, fiber processing, recycling and converting industry.
- ✓ PI has led the industry in feedbacks generated per page for over 34 years.

CIRCULATION

JUNE 2020 – 12,400

- ✓ 99.9% address by name and job title.

PAPER INDUSTRY is aimed specifically at **operating mill management**, key equipment buyers and specifiers, engineers and maintenance supervisory personnel – by name and job title – **at ALL mills in NAFTA – USA, Canada, Mexico – and key prospects in S. America, Asia & Europe.** Circulation coverage supported and guaranteed by ongoing collaboration with the industry's leading database **Fisher International, Norwalk, CT.**

Mill Manager	Plant Manager	Paper Machine Manager	Process Control Manager
Resident Engineer	Maintenance Superintendent	Maintenance Supervisor	Chief Engineer
Engineering Supervisor	Design Engineer	Maintenance Engineer	Chemical Engineer
Chief Chemist	Control Supervisor	Process Engineer	Electrical Engineer
Instrument Technician	Mechanical Superintendent	Design Engineer	Purchasing Agent
	Woodroom Manager	Woodyard Manager	

WEBSITE AND LITERATURE DIRECTORY:

This popular New Product, Service Literature and Website Guide Concept is the most cost-effective way to generate leads from your brochures, websites and collateral sales literature. This section appears in every issue of PAPER INDUSTRY.

- Cost:
- \$325 camera ready for advertisers using 3 pages or more in PI
 - \$395 camera ready for advertisers using between 3 fractional pages or more per year
 - \$500 camera ready non-advertisers

*Add \$75 for production if not supplied camera ready.

www.spray.com

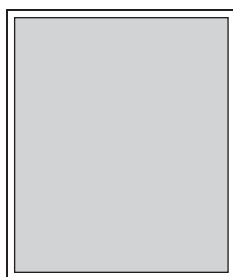
AIR ATOMIZING MANIFOLDS

Save time with readily available nozzles and manifolds that ensure spray quality with optimum spray performance. As a single source solution, Spraying Systems Co. offers a complete product line of Air Atomizing Spray Manifolds for covering a wide variety of spray applications in the paper industry. Request Bulletin 607 for more information.

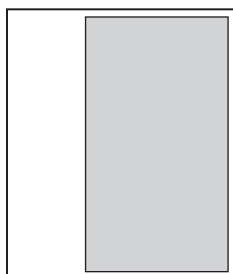
Spraying Systems Co., 1-800-95-SPRAY, www.spray.com

FastInfo #281

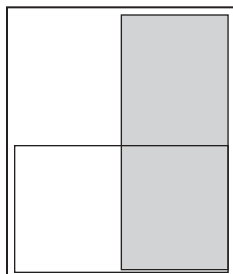




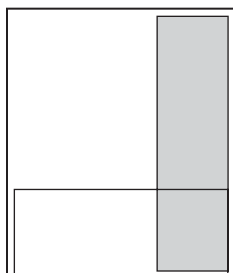
Full Tabloid Page
Bleed $10\frac{3}{4} \times 14\frac{3}{4}$ **273x375mm**
Trim $10\frac{1}{2} \times 14\frac{1}{2}$ **267x369mm**
INSERTIONS **RATE**
 1x \$3300
 6x 2925



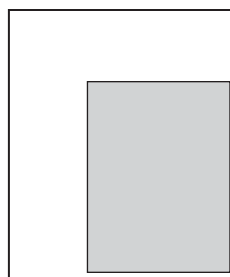
2/3 Tabloid Page
7 x 13 $\frac{1}{2}$ **178x343mm**
INSERTIONS **RATE**
 1x \$2715
 6x 2555



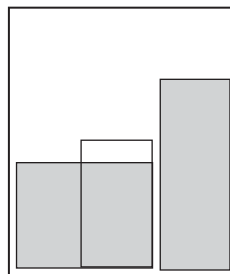
1/2 Tabloid Page
Horizontal $10 \times 6\frac{3}{4}$ **254x172mm**
Vertical $4\frac{7}{8} \times 13\frac{1}{2}$ **124x343mm**
INSERTIONS **RATE**
 1x \$2400
 6x 2305



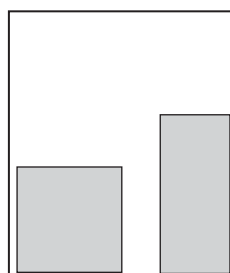
1/3 Tabloid Page
Horizontal $10 \times 4\frac{1}{2}$ **254x114mm**
Vertical $3\frac{1}{4} \times 13\frac{1}{2}$ **83x343mm**
INSERTIONS **RATE**
 1x \$1875
 6x 1755



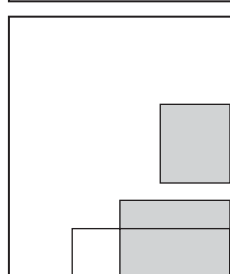
Full Standard Page
Bleed $8\frac{3}{8} \times 11\frac{1}{8}$ **213x283mm**
Trim 7×10 **178x254mm**
INSERTIONS **RATE**
 1x \$2450
 6x 2385



1/2 Standard Page
Horizontal $7 \times 4\frac{7}{8}$ **178x124mm**
Vertical $4\frac{7}{16} \times 7\frac{1}{2}$ **115x191mm**
INSERTIONS **RATE**
 1x \$1620
 6x 1480



1/3 Standard Page
Square $4\frac{7}{8} \times 4\frac{7}{8}$ **124x124mm**
Vertical $2\frac{9}{16} \times 10$ **65x254mm**
INSERTIONS **RATE**
 1x \$1215
 6x 1115



1/4 Standard Page
Square $4\frac{7}{8} \times 3\frac{3}{4}$ **124x95mm**
Horizontal $7\frac{1}{2} \times 2\frac{1}{2}$ **191x63mm**
Vertical $3\frac{3}{8} \times 4\frac{7}{8}$ **86x124mm**
INSERTIONS **RATE**
 1x \$875
 6x 815

Color:

4-color process, per page or fraction \$ 500

Professional Services/Paper Recruiters

Non-commissionable. 6x-Total
 $3\frac{1}{8} \times 1\frac{1}{8}$ (80 x 29) Standard prof. card 1400.00
 $4\frac{3}{4} \times 2\frac{1}{4}$ (120 x 57) Tabloid prof. card 1600.00

Specifications

Covers and Special Promotions:

Add 30% fourth cover. 15% second and third covers. 10% others.

Closing Date:

Closing date is 15th of month prior to issue date (e.g. 15 May for June issue). Insertion orders are non-cancelable past the closing date.

Classified Advertising (PAPERWORKS)

Non-commissionable. Base rate is \$150 per column inch.
 Special typesetting, borders, photo inclusions, blind ads, \$10 extra.

Material/Mechanical Specifications

DIGITAL FILES: Supply pdfs as PDF/X1a with fonts embedded, colours converted to CMYK (must not contain RGB, LAB or Indexed colours). Black and white pdfs must have all files embedded as black and white.

COLOR: Ensure all color images, graphics, photos are CMYK in any software used.

QUARK XPRESS: Collect for output with all links, photos, graphics and fonts.

INDESIGN: Package files with all links; photos, graphics and fonts.

PHOTOSHOP: Send photos as tiff or jpeg with resolution at 300 ppi. Flatten layered images before saving. Convert images to CMYK.

COMPRESSION: Stuffit or Win-Zip. Set defaults to .sea (self-extracting archive).

SUPPORTED SOFTWARE: Quark Xpress 15 or earlier; InDesign CS4 or earlier; Adobe Photoshop CS4 or earlier; Adobe Illustrator CS4 or earlier; Adobe Acrobat 9.0 or earlier.

IMAGE RESOLUTION: Photos as tiff, jpeg or psd supplied CMYK with resolution at 300ppi (at same size). Logos sent as Illustrator .ai or .eps preferred, CMYK format.

www.paperindustrymag.com

WEB ADVERTISING:

Banner Specifications:

Paper Industry Magazine accepts GIF advertising and no other image format. Currently HTML, Shockwave, Real Audio, cgi-script and Java advertisements are not accepted, although these may become available in the future.

234 x 60 pixels

recommended size: 6k

maximum size: 9k

Must be GIF format

Resolution no more than 72dpi

PAPER INDUSTRY MAGAZINE

(SINCE 1985)

*The Product News Leader
for all markets in NAFTA*



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(SINCE 1985)

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468 x 60 pixels

recommended size: 12k

maximum size: 15k

Must be GIF format

Resolution no more than 72dpi

Costs:

234 x 60 pixels \$300/month

468 x 60 pixels \$500/month

250 x 250 pixels \$500/month

Ad Placement:

Display advertising space is available on the Paper Industry Magazine Web site. Reach the most forward thinking readers with banner ads in the Paper Industry Magazine Web pages.

Reach key buyers and specifiers of pulp and paper mill equipment, supplies and services. NAFTA wide/worldwide.

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