

Leading
Digital Magazine



vaporvoice



Overview



In 2014, *Vapor Voice* joined the revolution. *Vapor Voice* has accompanied the vapor industry at every step of its remarkable journey, providing context and insights to help stakeholders navigate the challenges on their path.

Vapor Voice also dives deeply into the complex issues facing this segment: From pieces by thought leaders to comprehensive profiles of game-changing organizations, *Vapor Voice's* online site and our reimagined digital edition provide you with everything you need to understand vape, nicotine and tobacco harm reduction around the world. We provide the information distributors, wholesalers and retailers around the world need to responsibly design, manufacture, distribute and market electronic nicotine-delivery systems (ENDS) globally.

Vaporvoice.net is updated with breaking news and industry updates, providing a one-stop shop for those devoted to following the industry, while *Vapor Voice's* digital issue is published bimonthly for more in-depth and comprehensive insights to our ever-changing world.

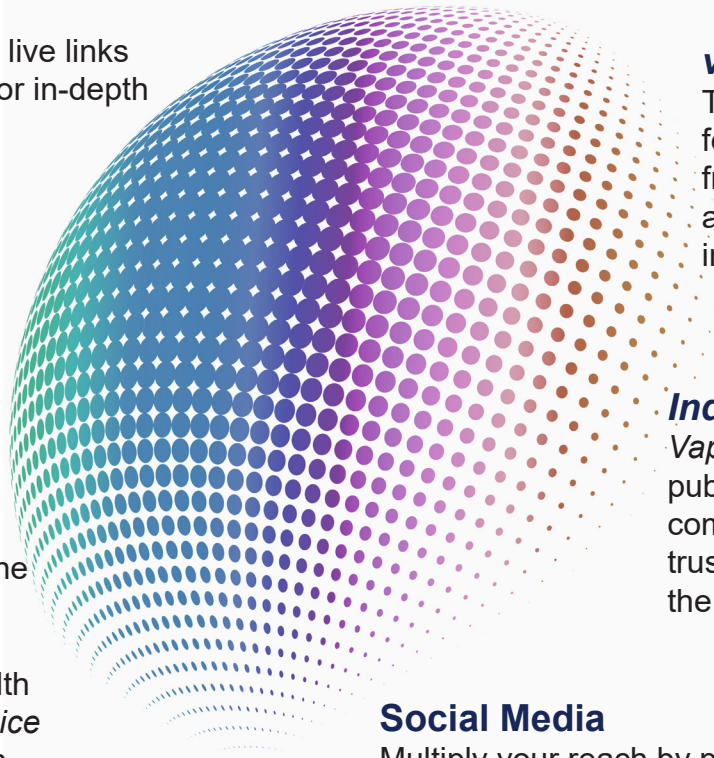
Reach & Metrics

Digital Edition

A virtual magazine with live links and video capabilities for in-depth feature stories

Live Events

Our parent company puts on numerous live events throughout the year, including GTNF, the leading industry event combining tobacco, nicotine and public health stakeholders. *Vapor Voice* supports the GTNF with editorial content and sponsorship opportunities.



vaporvoice.net

The industry-leading website featuring breaking news from around the globe and updates from industry insiders

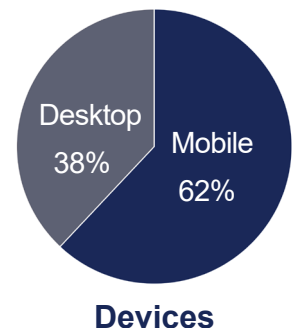
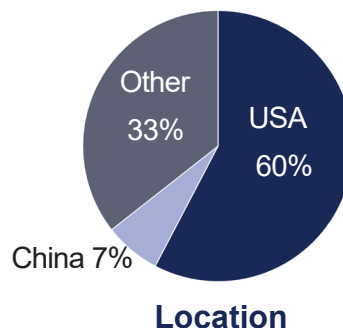
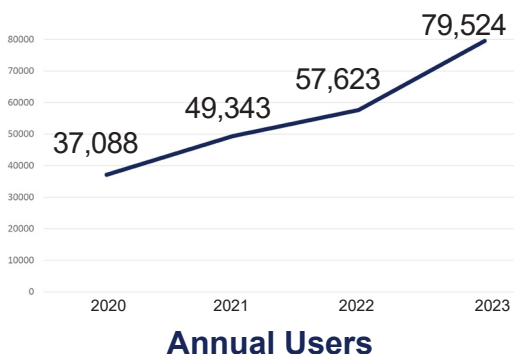
Industry Guide

Vapor Voice and its sister publication, *Tobacco Reporter*, combine to print the most trusted procurement catalog in the industry.

Social Media

Multiply your reach by partnering with our editorial staff as it pushes timely content ... and your brand.

vaporvoice.net on the RISE!



vaporvoice

Options and Pricing

Digital Ads



Full-screen ad



Half-screen ad

Web Ads

Specs

970 x 250 pixels Billboard
970 x 90 pixels Leaderboard
250 x 250 pixels Brand Block

Positioning

Marquee Top 1/3 of the website
Industry Insider Middle 1/3 of the website
Serious Reader Lower 1/3 of the website

2024 Rates

Bimonthly

Ad	Digital	Marquee	Insider	Reader
Full-screen ad	\$2,500			
Half-screen ad	\$1,500			
Leaderboard		\$1,000	\$750	\$500
Billboard			\$500	\$350
Brand Block			\$500	\$350
6 digital issues plus annual banner: \$10,000 50% savings				



Submission Guidelines

Cancellations—No cancellations accepted after published ad sales' closing date. Short rates apply for canceled contracts.

Commissions—15 percent of gross billing is allowed for recognized agencies for all *Vapor Voice* publications. No commission charges are allowed on any incurred production charges or advertisements that require production work or for any incurred late fees.

Invoices and payments—Invoices are submitted electronically, unless otherwise indicated. All invoices must be paid in full in U.S. dollars within 30 days of receipt.

Payment methods—Payments originating outside the U.S. should be made in U.S. dollars through wire transfer. **Include invoice number with payment.** Wire transfer to Fulton Bank with instructions found on your invoice. Domestic payments can be made on checks drawn on a U.S. bank made payable to: GTNF Trust, 1121 Situs Court, Suite 370, Raleigh, NC 27606 | USA Tel: +1 919 872 5040

Special positions—Ordered cover positions are **noncancelable**. Add position fee to total earned gross rate. Special positions include right of first refusal for the same position in the same issue(s) the following year.

Ad materials—Ad materials must be received in electronic format. Preferred file: PDF (high resolution, actual size); PDF files can be compressed and emailed to Mike Macdonald: mike@vaporvoice.net.

Material submission—When submitting ad materials, contact Mike Macdonald at mike@vaporvoice.net for material submission information.

2024 IMPORTANT DATES

Ad Sales	Closing Date	Materials Due
Issue 1	2/6/24	2/8/24
Issue 2	4/2/24	4/4/24
Issue 3	6/4/24	6/6/24
Issue 4	8/13/24	8/15/24
Issue 5	10/15/24	10/17/24
Issue 6	12/3/24	12/5/24



LET'S START A CONVERSATION

Elise Rasmussen	GTNF Trust Executive Director and Vapor Voice Publisher	<i>elise@vaporvoice.net</i> +44 7775645048
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Will Rasmussen	Assistant Director of External Affairs	<i>will@vaporvoice.net</i> +1 910 998 5740
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Taco Tuinstra	GTNF Trust and Vapor Voice Editor-in-Chief	<i>taco@vaporvoice.net</i>
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Timothy S. Donahue	Vapor Voice Executive Editor	<i>timothy@vaporvoice.net</i>
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Mike Macdonald	Circulation and Production Director	<i>mike@vaporvoice.net</i>
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HELPFUL LINKS

Vapor Voice	<i>www.vaporvoice.net</i>
Digital Editions	<i>www.vaporvoice.net/archives</i>
Industry Guide	<i>www.tobaccoreporter.com/industry-guide</i>
GTNF Conference	<i>www.gtnf.org</i>
GTNF Sponsorship	<i>www.gtnf.org/sponsors</i>
InFocus	<i>www.gtnf.org/infocus-2024</i>
LinkedIn	<i>@vaporvoice</i>

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