Effective
Reaching key players

Efficient
Delivered to decision-makers

Educational
The information required to thrive in the marketplace

@vaporvoicemag
@vaporvoicemagazine
www.vaporvoicemagazine.com
**Vapor Voice connects buyers and sellers**

We know vapor. Though *Vapor Voice* magazine was created in 2014, our editors have been covering vapor products since they emerged a decade ago, writing for the magazine’s sister publication, *Tobacco Reporter*.

That gives us a unique perspective. Even as many vapers are eager to distance themselves from tobacco, lawmakers have been treating the categories as if they were one. Many of the restrictions currently hitting vapor were first applied to tobacco.

As the “voice” of the vapor world, we travel the globe to bring our readers all the latest advances in a revolutionary industry. What sets us apart is the fact that we go to the story. Across the U.S. and EU, from Cuba to the U.K. to the Philippines, we go to provide analysis that allows our readers to place current developments into proper context and regulations into perspective for the knowledge they need to grow their businesses.

**From factory floor to retailer door**

*Vapor Voice* is mailed directly to vapor industry retailers, vape shop managers, executives, distributors, manufacturers and business owners around the world—delivering a global audience to a world-class business.

**Leverage your brand through our multichannel connections**

Your brand message can be delivered across multiple channels to connect with our audience as they visit the website, read the magazine and digital newsletters, and interact through social media. We make it easier for you to create an integrated marketing approach to maximize your advertising impact and gain access to thousands of contacts focused on the global vapor industry marketplace. Ask your sales representative for multimedia platform details.

**Your advertisement in Vapor Voice can:**

- Reach and influence key decision-makers
- Get your products seen, recommended and selected
- Generate sales leads
- Drive traffic to your website
- Grow your business

**Global Tobacco & Vapor Industry Guide**

Gain access to purchasing departments all over the world by advertising in the annual *Global Tobacco & Vapor Industry Guide* (GTVG). Nothing connects buyers and sellers more directly. GTVG is the one-stop buying resource for finding suppliers, components, services and equipment meant to keep your business running smoothly.

More than 3,000 companies are represented in our free listings, which include contact information, product descriptions, and key personnel and titles. GTVG is available both in print and online; the digital edition has 24/7 open access. List and advertise your goods and services in the sourcebook buyers turn to for information—the *Global Tobacco & Vapor Industry Guide*. Forms for listing your company are available at [www.vaporvoicemagazine.com](http://www.vaporvoicemagazine.com).
Golden Leaf Awards

Nominate yourself, your company, your products or those of a company that you admire in the industry. The Golden Leaf Awards, presented during the Global Tobacco & Nicotine Forum (GTNF) and sponsored exclusively by BMJ, recognize excellence and innovation. The Golden Leaf Awards are the only tobacco and nicotine industry awards program recognizing achievements and outstanding performance. Awards are granted to companies directly involved in the global vapor and nicotine industries. To date, our Golden Leaf Awards banquets have been held in Bali, Indonesia; Paris; Rio de Janeiro; Bangkok; Bangalore, India; Prague; Antwerp, Belgium; Cape Town, South Africa; White Sulphur Springs, West Virginia, USA; Bologna, Italy; Brussels; and New York City. The banquet and presentation of the Golden Leaf Awards will be a part of GTNF 2018. All Golden Leaf Award winners receive a coveted crystal trophy. The nomination period for the 2018 awards closes July 20, 2018.

Vapor professionals may submit nominations for their own companies, as well as for others in the vapor industry. The awards are offered in five categories:

- Most impressive public service initiative
- Most promising new product introduction
- Most exciting newcomer to the industry
- Most outstanding service to the industry
- BMJ Most committed to quality award

Global Tobacco & Nicotine Forum

The Global Tobacco & Nicotine Forum (GTNF) is the tobacco and nicotine industries’ foremost ideas exchange. Two days of powerful presentations and interactive workshops present breaking news and views on vital topics.

Unlike a traditional congress, where the audience “consumes” prepared presentations, the GTNF promotes interaction. Participants engage with the experts, making contacts and gaining insights in a more informal setting. And we don’t stop at industry insiders. Every year our forum attracts influential voices from stakeholders such as public health professionals, investors, analysts and policymakers. The fresh perspectives they supply are sometimes challenging and always valuable.

Further details about GTNF 2018 will be announced at www.gtnf-2018.com as they become available. Meanwhile, we invite you to start planning your participation in the next groundbreaking GTNF event.
You might work with a multinational organization. Or you’re an independent owner-operator in today’s fast-moving nicotine business. Either way, budgets are tight. It’s getting tougher to travel the globe for sales and win the business your innovative product deserves.

But what if the world came to you? To see and discuss your latest vapor device, liquid, flavors or heat-not-burn technology. Your next-generation products and machinery. What if you could bring your breakthrough product to the one and only event hosting traditional and next-generation exhibitors and buyers from all over the world?

You can bring the world to your door, at the “One and Only” TABEXPO 2019, Nov. 12–14, 2019, at the RAI Centre in Amsterdam.

TABEXPO is known as the “One and Only” for good reason. In 2015, TABEXPO London featured over 5,000 square meters of exhibition stands. Established and emerging brands came to do business with potential buyers from 93 countries.

An additional boost to visitor attendance is the TABEXPO 2019 Congress. Held during the three-day event, the Congress features powerful presentations on the most compelling topics for your business.

Leading companies know the value of connection in this relationship-driven field. They’re already booking booth space at TABEXPO 2019. So make the right business decision and reserve your “window on the world” without delay!

We would be happy to discuss booth availability and options with you. Please contact Elise Rasmussen at elise@tobaccoreporter.com.

To get full details for exhibitors and visitors, please visit the TABEXPO website: www.tabexpo2019-amsterdam.com.
Our Services

With decades of experience in all of these specialized areas, Vapor Voice is uniquely positioned to help your company accomplish your marketing goals.

CONTENT

• Feature story writing • Web content • Ad creation (print and digital) • Layout and design
• Visual content (banners, flyers, etc.) • Blog posts

MULTIMEDIA

• Video • Podcasts • Social media (writing and scheduling posts, monitoring, reporting)
• Email campaigns • Newsletters • Direct mail • Digital marketing • Live event preparation

ANALYTICAL

• Website analysis • Detailed analytics report • Checking links • Text scrub through copy editors
• Marketing consultation • SEO check • Customer survey

FOUNDATIONAL

• Photography and videography • Logo design • Web design • Customer list acquisition
• Copy editing services • Strategy and planning • Branding • Web development • Public relations

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VAPOR VOICE GROWING DIGITAL BASE

AVERAGE MONTHLY PAGE VIEWS:
1,500+

NEWSLETTER SUBSCRIBERS:
14,700+

SOCIAL MEDIA FOLLOWERS:
3,500+