



Paper Technology Editorial Policy

Paper Technology is the official journal of the Paper Industry Technical Association; its objective is to provide an educational and information service to the paper industry - especially to the paper mills upon which the whole industry rests.

To get press releases into the Journal quickly, it is necessary to:-

Either anchor the story in a paper mill - what has the product achieved in a particular mill?

This mill-based copy can be in the form of a full-scale feature, a shorter technical news story or a brief account of recent orders and contracts for the Installations Section.

Or purchase space for advertorial or display advertising.

Product copy is published in Paper Technology and hundreds of such press releases are received and filed for future use. However, a guaranteed date cannot be given for the publication of product copy, since it may be superseded by in-coming, mill-based copy.

Advertising revenue **is** needed to support the Association and contributors accept the rationale on which the editorial policy is based. That is:

Priority is given to mill-based copy, i.e. case studies from paper mills.

All editorial enquiries to:

Margaret E. Marley

EDITOR, PAPER TECHNOLOGY

2 St Philip St

London

SW8 3SP England

Tel: 020 7622 9269

Fax: 020 7652 1632

E-mail: mmarley@dial.pipex.com

ADVERTORIAL: ADVERTISERS' TECHNICAL NEWS

To reduce the backlog of non mill-based product copy and provide advertisers with a fast track into the magazine, Paper Technology runs an advertorial system. Product releases are forwarded to the advertisement manager who can include them in "Advertisers Technical News" along with an advertisement.

For more information on advertorial, please contact:

David R Cole

ADVERTISEMENT MANAGER

5 Frecheville Court

Bury, Lancashire

BL9 0UF England

Tel: 0161 494 2937 (Direct)

Fax: 0161 494 2941 (Direct)

E-mail: david@pita.co.uk