



CFO MAGAZINE: BEYOND THE 'BUSINESS SILO'

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IT'S EASY BEING GREEN

Magazines like E are finding ecopapers that match traditional paper in price and quality.



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Joy Krull, account manager, Banta/Kansas City



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It's Easy Being Green

Magazine publishers are finding that many ecopapers on the market match traditional paper in price and quality.

The myths about environmentally preferable papers are being dispelled by a growing number of publishers, paper experts, suppliers and environmental advocates. Environmentally preferable papers, or ecopapers, are delivering what the market demands: choice and availability, high quality and cost-competitiveness.

Ecopapers refer to papers with postconsumer recycled content, with cleaner manufacturing processes, and with virgin-fiber components that have been credibly certified as forest-friendly. Recently, *Natural Health* and part of *Shape's* circulation have joined the ranks of *E/The Environmental Magazine* and National Wildlife Federation's *Ranger Rick* by switching to a paper that is roughly 40-percent postconsumer recycled (PCR)—paper that has been previously used and recycled by a consumer.

... there are almost 50 coated magazine papers available off-the-shelf as ecopapers.

Not only does PCR paper meet quality standards important to publishers, it is also dramatically better for the environment. In addition to reducing tree consumption, PCR paper production uses less energy and water, and produces fewer greenhouse gas emissions and less



E/The Environmental Magazine and Shape print on roughly 40-percent PCR paper.

solid waste compared to virgin paper production, according to the nonprofit organization Environment Defense.

ALMOST 50 ECO-FRIENDLY MAGAZINE PAPERS

Contrary to popular belief, ecopapers are widely available. According to Susan Kinsella, executive director of Conservatree, a nonprofit ecopaper consulting organization, there are almost 50 coated magazine papers available off-the-shelf as ecopapers. For example, paper manufacturer Stora Enso North America has the ability to deliver more than one million tons of publishing paper with 10-percent PCR content.

Conservatree's list includes high-quality coated sheets ranging from 10-percent to 100-percent recycled content, as well as sheets that are not marketed as ecopaper, but can be prepared with 10-percent to 20-percent PCR fiber by simply asking the supplier to make the substitution. "Changing to an environmental paper can be as easy as asking your regular supplier to just

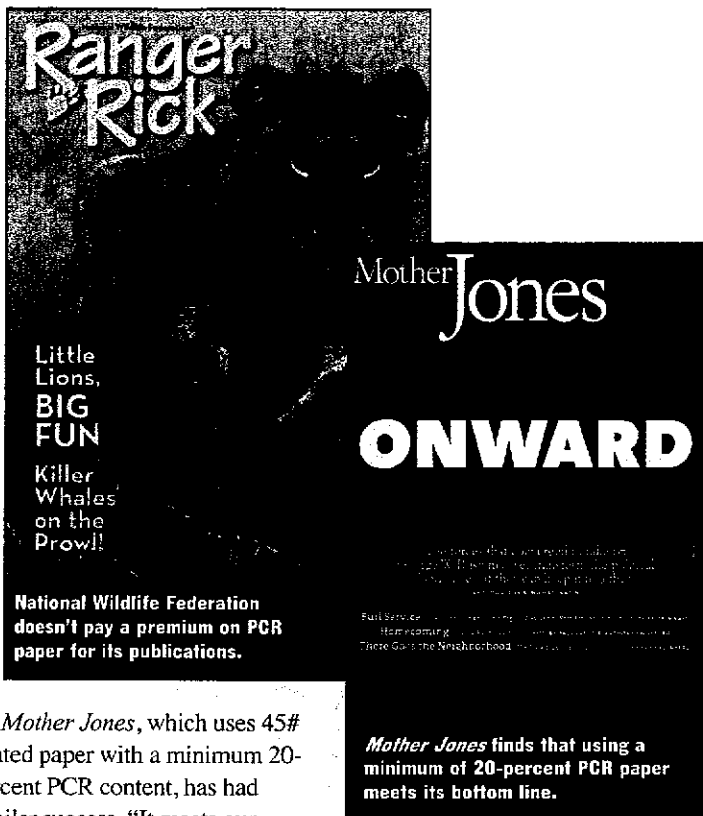
add recycled content, but you do need to ask," said Kinsella.

COMPARABLE QUALITY TO TRADITIONAL PAPERS

Quality is obviously another important point for publishers, especially when working with advertisers who like a glossy look. During a 2002-2003 redesign, Stora Enso NA committed to make all of its 10-percent recycled-content brands functionally identical to its standard primary-fiber products.

And Maureen Cassidy, president of paper merchant Central Lewmar South, says that her customers who use light-weight coated PCR papers enjoy the same overall quality of brightness and opacity as users of the virgin-fiber papers. She has also found that she can offer ecopapers at prices that fit her customer's budgets.

A number of publishers confirm that ecopapers are affordable. Laura Hickey, senior director of production for the National Wildlife Federation, reports that her organization does not pay any premium for PCR paper for its magazines and catalogs.



Mother Jones, which uses 45# coated paper with a minimum 20-percent PCR content, has had similar success. "It meets our bottom line," says Justin Neal, *Mother Jones*' production manager, "and to be honest, if we can do it, anyone can. Neither our purchasing power nor our leverage are comparable to the big guys like Condé Nast, yet we've been able to stay in business, flourish and print on recycled-content paper," he says.

SELECTING AND BUYING PCR PAPER

Conservatree's Gerard Gleason, who consults with publishers, advises purchasers to have current prices, specifications, tonnage and budgets ready when they speak to vendors, since they will need to negotiate in the same way they do for virgin papers.

Paper selection is a major business decision. In order to provide information and assistance to publishers on how to make an environmentally preferable paper choice, the Washington-based nonprofit Co-op America operates an effort called the Magazine PAPER Project. Co-op America recently teamed up with AVEDA, a manufacturer of haircare, skincare and

lifestyle products made from natural ingredients, printer Quad/Graphics, and publisher National Wildlife Federation to produce *Different, Not Difficult*, a comprehensive guide for publishers.

Introduced in fall 2004, the guide provides resources for adopting sustainable paper and production processes. It includes real-world advice from publishers and advertisers who have switched to recycled paper, a glossary of terms, and details to consider regarding printing, inks, cover coatings and shipping.

PRESSURE FROM A MAJOR ADVERTISER

AVEDA is also using its clout as a major advertiser to apply a little pressure on the magazine industry. It has set a minimum requirement of 10-percent PCR paper for environmental interest and healthy lifestyle publishers. "Publishing is like advertising—a hectic operation. No one wants to be a participant in forest and groundwater destruction, but often businesses simply need an incentive to explore options," says Rachael Ostrom, media director for AVEDA, who pioneered work with publishers in advancing AVEDA's sustainability efforts.

The impacts of a switch to recycled paper are impressive, says Jeff Mendelsohn, president of paper merchant New Leaf Paper. According to Mendelsohn, if a magazine that uses 125,000 pounds of paper per issue switched from virgin-fiber paper to New Leaf's 30-percent PCR paper for just one issue, it could save approximately 450 trees, 100,000 gallons of water, 23,000 pounds of solid waste, and 200 BTUs of energy. Just the energy savings alone is equivalent to nearly two years of electricity use by the average U.S. home.

There is a growing list of magazines that print on copapers, and others that are considering a switch. If *Shape* magazine is any indication, the trend is picking up momentum. Diane Newman, senior vice president/group publisher of American Media's Active Lifestyle Group, says, "We're exploring how to get more of our titles onto PCR paper."

Frank Locantore is director of Co-op America's WoodWise/PAPER.

Resources

To receive a free copy of the publisher's guide, *Different, Not Difficult*, or for other information, contact Frank Locantore at (800) 584-7336 or FRANK@COOPAMERICA.ORG.

The Environmental Paper Network, a consortium of nonprofits including Environmental Defense, provides resources for calculating the environmental benefits of switching to recycled paper on its Web site: WWW.ENVIRONMENTALPAPER.ORG.

Conservatree's list of off-the-shelf copapers: WWW.CONSERVATREE.ORG.