

RECONNAISSANCE TAX STAMP & AUTHENTICATION NEWS™

SECURING REVENUES, PROTECTING BRANDS, TRACING PRODUCTS

Get The Inside Track

Tax Stamp & Authentication News™ (TSAN) provides a unique source of news, analysis, and commentary on two different yet converging sectors: government-led excise stamp and traceability systems that span entire markets, and authentication solutions that protect specific brands.



What Tax Stamp & Authentication News Covers

- New and updated tax stamp and traceability programmes
- Brand protection strategies and technologies
- Next-generation physical and digital technologies for authentication, fiscal verification and supply chain security
- Extension of authentication solutions into sustainability, consumer engagement, and other applications
- Policy and regulatory updates
- Case studies
- Profiles of organisations involved in specifying, supplying and using tax stamp, track and trace, and product authentication systems
- Market projections
- Illicit trade statistics and seizures

Who Should Read Tax Stamp & Authentication News

- Treasury departments and revenue agencies
- Customs and excise officials
- Brand owners
- Tobacco and alcohol regulators
- Law enforcement agencies
- Investigative services
- Anti-illicit trade and IP organisations
- NGOs, IGOs and academics concerned with public health and illicit trade
- Manufacturers, distributors and wholesalers of tobacco and alcohol products
- Tax stamp system and equipment manufacturers
- Security printers and integrators
- Labelling companies and packaging converters
- Suppliers of security substrates, authentication and serialisation technologies
- Suppliers of integrated excise tax administration and traceability systems
- R&D, scientific and technical development organisations

Subscription Options

We offer a selection of annual subscription packages, comprising 12 issues per year

Premium

Online **£990**

Online & Print **£1,085**

Online

- Number of people with simultaneous access to website: 1
- 12-page newsletter in PDF viewer – not downloadable
- 10% discount on Tax Stamp & Traceability Forum
- Access to articles on website
- Weekly news alert

Print

- Number of printed copies: 1
- Includes printing, postage and handling fees – flat rate for all locations

Premium+

Online **£1,310**

Online & Print **£1,405**

Online

- Number of people with simultaneous access to website: 5
- All other benefits same as Premium

Print

- Same as Premium

Enterprise

Online **£2,625**

Online & Print **£2,720**

Online

- Number of people with simultaneous access to website: 15
- 12-page newsletter in downloadable PDF format
- Access to archives
- All other benefits same as Premium

Print

- Number of printed copies: 10 – shipped to a single address
- Includes printing, postage and handling fees – flat rate for all locations

Government

Online **FREE**

Online

- Number of people with simultaneous access to website: 25
- 12-page newsletter in PDF viewer – not downloadable
- Access to articles on website
- Access to archives
- Only for government entities after approval by the publications manager

Charter

Online & Print **£9,275**

- Number of people with simultaneous access to website: 25
- 12-page newsletter in downloadable PDF format
- Access to archives
- A licence to include each issue of Tax Stamp & Authentication News (TSAN) on your company intranet
- A licence to reproduce articles from TSAN in your own marketing materials
- Your company name and logo in each issue of TSAN
- Preferential rates on brand and content advertising on the TSAN website
- The opportunity to submit news or material for an article, at any time, under your company byline (at the discretion of the editor)
- Number of printed copies: 10
- Includes printing, postage and handling fees – flat rate for all locations
- All other benefits same as Premium

Advertising Opportunities

There is no better platform than **Tax Stamp & Authentication News** to enhance your profile, promote your brand, and share your content to a community looking for information, analysis and solutions

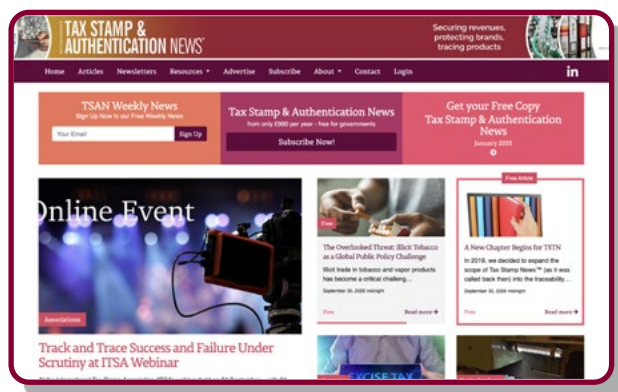
We currently offer two types of advertising:

- Brand advertising
- Content advertising

Brand Advertising

There are two main options for brand advertising:

1. Banner advertisements on the website. Link to your website, a white paper, or to any other platform of your choice:
 - Sidebar banners on the home page and all other pages
 - One large banner on the home page only
2. Banner advertisement on the e-news service (sent out via email once a week)



Block Name	Location	Size*	Rates
Sidebar-top	All	336 x 280px	Exclusive – £2,000 for 3 months (£500 per additional month)
Banner	Home page	810 x 135px	Exclusive – £1,250 for 3 months (£325 per additional month)
Sidebar-bottom	All	336 x 280px	Exclusive – £1,500 for 3 months (£375 per additional month)
Banner on weekly news email	N/A	600 x 338px	£750 for 1 week, £950 for 2 weeks, £1,100 for 4 weeks (maximum)

*Maximum file size 1Mb



Content Advertising

Publish a sponsored article that appears as a standard article but includes your byline (name and company), photo and company logo:

- Article remains on website in perpetuity
- Either short or long form (maximum 2,000 words)
- Option to include images or charts (maximum of three per article)
- Editorial assistance included
- Opportunity to publish articles in more than one newsletter, for an additional fee

There are two options for articles:

1. Paywall only – £0.50 per word
2. Readable by all visitors to the site – £0.75 per word

(Charter subscribers receive two sponsored articles per annum as part of their package)

A few headline examples



TAX STAMPS AND TRACEABILITY

- UK to implement duty stamps on vapes
- Uganda launches tax stamps on six different products... all in one go!
- Pakistan extends tax stamps to sugar mills
- Legalising recreational cannabis – the Canadian experience
- Fuel marking boosts Mozambique's tax revenue

BRAND PROTECTION

- How Mason Pearson addresses parallel trade of hairbrushes
- Shell: using phygital technology and a movie icon to combat counterfeits
- Microchipping Parmigiano Reggiano cheese

TECHNOLOGY

- Labels that go straight on the food itself
- One smartphone device for authenticating multiple brands
- The digital/physical debate in the face of threats from AI and quantum computing
- Edible QR codes could protect against counterfeit liquor
- 'Self-healing' thermochromic ink
- Tax stamps that talk back at you

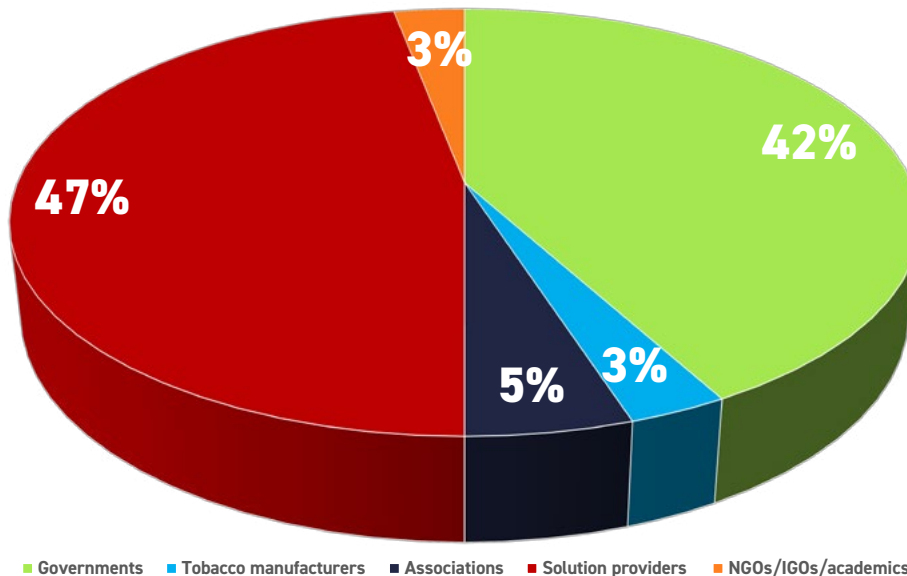
REGULATIONS

- EU tobacco traceability – an industry-managed system?
- White paper calls for stronger EU alignment to WHO Framework Convention on Tobacco Control
- International Tax Stamp Association makes recommendations to strengthen EU Digital Product Passport

ENFORCEMENT

- US enforcement on illicit vapes finally gains traction
- How retailers create demand for illicit brands – and what to do about it
- AI helps Tanzania optimise inspections and enforcement

Subscriber breakdown



Other Publications

ID & Secure Document News™ and Holography & Optical Technology News™ subscribers receive a 20% like-for-like discount.

SUBSCRIBE ONLINE

or contact publications@recon-intl.com

taxstamptraceabilitynews.com



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