

7-1-2009

# From Trees to Glossies

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## Recommended Citation

Rodenbach, Heather, "From Trees to Glossies" (2009). *Master of Science in Publishing*. Paper 8.  
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## **From Trees to Glossies**

*Improving the Magazine Industry's Carbon Footprint From Start to Finish*

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July 10, 2009  
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*Submitted in partial fulfillment of the requirements for the  
Master of Science in Publishing degree at Pace University.*

Carbon footprint. Sustainability. Greenhouse gas emissions. Recycling. All terms used by scientists, environmental interest groups, the government and even the public to talk about the environment, the damage we are causing and how we can work to save it. The United States Environmental Protection Agency (EPA) defines sustainability as “meeting the needs of the present without compromising the ability of future generations.” To do this, most research and development teams are looking for ways to make their companies more environmentally friendly, from production processes to shipping and distribution to recycling.

As one of the world’s largest paper consumers, magazine publishers are joining in these efforts to make the lifecycle of a magazine more environmentally sound. The focus is on several areas: forest certification, management and sustainability, global climate change, pulp and alternative sources of fiber, the printing process, distribution and recycling – all issues that impact the magazine publishing industry on a daily basis and have long-term effects on the environment.

According to Time Inc.’s *2007-2008 Sustainability Report*, sustainability is “a matter of prosperity. It’s a matter of survival. It’s the responsibility of us all – governments, companies, households and individuals. It means conducting ourselves in such a way that future generations will enjoy an economy and an environment at least as rich as what we enjoy today” (Alexander). Several of the industry’s top companies, such as Time Inc. and Rodale Inc., along with the Magazine Publishers of America (MPA), have taken on the responsibility to

initiate recycling and sustainability programs, and third-party audits and certifications, in hopes that other companies will follow their example to prolong the use of our environmental resources. To them, sustainability “encompasses ideas, aspirations and values that continue to inspire public...organizations to become better stewards of the environment and that promote positive economic growth and social objectives” (“What is Sustainability?” EPA). These organizations work diligently every day to prevent us from permanently destroying our resources and to build a better environment for future generations.

### *Magazine Publishers of America*

Recognized as the industry association for consumer magazines, the Magazine Publishers of America began in 1919 and now represents 225 domestic publishing companies with more than 1,000 titles, plus several international companies (“About Environment”). A big player in the industry’s environmental efforts, the MPA formed an Environmental Task Force to create an ongoing discussion between publishers, printers, paper makers and environmental experts, and is an active member of the Paper Industry Advisory Council. The MPA’s “primary areas of concern include sustainable forestry practices and certification standards, retail efficiency programs, promoting the recovery of used magazines and other used paper for recycling and minimizing the impact of pulp and paper production processes” (“About Environment”). MPA members include Hearst, National Geographic and Time Inc., three publishing companies who continuously spend a great deal of time and resources finding ways to make themselves more environmentally friendly and are slowly succeeding.

*The Environment Handbook*

In 2008, the MPA rereleased their Environmental Handbook (it was first printed in 1996), which covers the entire lifecycle of a magazine and each step's effects on the environment. Topics include business and sustainability, forests, global climate change, pulp and marketing, printing, distribution, recycling and environmental labels and standards.

The Handbook's first order of business is to establish the relationship between magazines and sustainable development:

"The most frequently used definition of sustainable development is 'development that meets the needs of the present without compromising the ability of future generations to meet their needs.' Sustainable development recognizes the importance of environmental protection, social responsibility, and economic growth by promoting investment and job creation...Magazine publishers use paper products, which are manufactured from trees, which are a renewable resource. When discarded, the coated paper used in magazines is both biodegradable and recyclable. In addition, the editorial content in magazines provides information about environmental matters and helps shape public opinion" ("Business and Sustainability").

In order to be successful in creating a sustainable environment, the magazine industry must be aware of the large impact it has on the world around them, use its resources efficiently and take responsibility for its own actions.

Next, the Handbook tackles forests – sustainability, certification and management – and global climate change. There are three major forest certification programs at work in North America – the Canadian Standards Association's (CSA) Sustainable Forest Management, the Forest Stewardship Council's (FSC) Principles and Criteria for Forest Stewardship and the Sustainable Forestry Board's Sustainable Forestry Initiative Standard. These programs all conduct third-party audits of industrial and non-industrial

landowners' forestry operations. It has been proven that "forests play an important role in the global carbon cycle, primarily through their uptake and storage of carbon dioxide...Humans have changed or transformed 30 to 50 percent of the Earth's land surface to produce food and fiber, and these changes have...influenced the exchange of GHG [greenhouse gases] between forests and the atmosphere" ("Global Climate Change"). This continuous increase in global temperature is already having drastic effects on the world's sea levels, weather patterns and ecosystems and will continue to get worse and cause substantial changes to our cities and our ways of life.

Included in the MPA's Handbook are the results of a 2006 case study co-sponsored and published by Time Inc. called *Following the Paper Trail – The Impact of Magazine and Dimensional Labor Production on Greenhouse Gas Emissions*, which looked at the GHG emissions during *Time* and *InStyle* magazines' production processes. It determined that "the majority of greenhouse gas emissions associated with magazines are emitted during the pulp and paper production process and during transport of materials between life cycle stages" ("Global Climate Change"). It suggests that using less paper, by reducing its size and weight and shortening distribution routes, will logically reduce emissions. The study also commented that making a magazine's offices more energy-efficient and working to reduce employee commuting and out of town business travel will help reduce GHG.

The fourth section of the Handbook addresses pulp and papermaking. In one year, the United States and Canada produce and supply about two million tons of paper to domestic magazine publishers and between 4.4 and six million tons to commercial printers ("Pulp and Papermaking"). In producing about eight million tons of paper each year, pulp and paper mills use an overwhelming supply of water, energy and chemicals, and produce a large amount of solid

waste. To combat this, pulp and paper makers are developing alternative sources of fiber – non-wood fibers that have both environmental and economic benefits.

Once the paper is produced, the magazines can be printed; hence, the fifth area covered by the MPA Handbook: printing. The printing process can be broken down into four steps: design, prepress, press and postpress, and of course, each step affects the environment, mostly by emissions into the atmosphere, by creating solid waste and by discharging wastewater. Even though the third step – press – is the greatest source of air pollution emissions, the other three all contribute to the destruction. Fortunately, “with the accelerated introduction of new technologies over the past decade due to the harnessing of powerful computers to create and process digital data, the printing industry’s impact on the environment has been drastically reduced” (Printing).

Once the trees are cut, the paper is made and the words and images are printed, the finished magazines must be delivered all over the country to the mailboxes of their eager readers, and to be sold in grocery stores, convenience stores and on newsstands. Magazine distribution means the consumption of natural resources and the release of greenhouse gases on a large scale on a regular basis. “To improve efficiency and minimize environmental impact, many distributors and wholesalers are adopting computerized vehicle scheduling programs to improve route planning and reduce mileage” (Distribution). Consolidation (sending copies of various magazines headed to the same zip code together on the same truck) and other ways to cut costs are a top priority of all involved in the distribution process. After these magazines are mailed, sold and read, they can, and should, be recycled.

The MPA Environmental Handbook can familiarize anyone with the important relationship between magazines and the environment, and the growing need for us to protect and prolong this connection for as long as

possible. It offers publishers advice on how to deal with their companies' environmental issues, including how to set up and enact environmental policies and management teams. Publishers like Time, Rodale and Hearst have all taken these suggestions and created their own environmental programs that best suit their needs.

### *The Please Recycle Campaign*

In March 2007, the MPA began a "Please Recycle" campaign to increase readers' awareness of magazines' recyclability – which means that they can be used to make writing and printing paper, newsprint, tissue and boxboard. Together with the American Society of Magazine Editors (ASME), the MPA placed two logos – *Please Recycle This Magazine* and *Please Remove Samples or Inserts Before Recycling* – in every issue of their members' magazines on some of the most looked-at pages, like the masthead and the table of contents. According to the MPA, "most domestic curbside and drop-off recycling programs now accept magazines," but "only about 20 percent of magazines are recycled from the home, even though at least two-thirds of the population has access to magazine recycling in their community" ("Please Recycle Magazines"). Almost three years later, these logos continue to run as a constant reminder to magazine readers.

In addition to the logos, the MPA encourages publishers to use water-soluble adhesives during production. Some adhesives, like polyvinyl acetate, stick to production equipment and are hard for the pulp mills to remove. Also, some ink formulations and colors, like bright red and orange, are hard to remove during the repulping process. These adhesives and inks make the recycling process more difficult.

*Please Recycle in the UK*

Within the last several years, a program similar to the MPA's *Please Recycle This Magazine Campaign* was initiated in the United Kingdom. A major supporter of the UK's new national campaign, *Recycle Now*, the Periodical Publishers Association (PPA) believes "in order for England to achieve its challenging recycling targets, [it] needs a distinct style of campaign – one that creates compelling reasons for consumers to act...Creating actions is the primary focus of [this] new campaign" ("Planning for PPA"). In a nationwide attempt to increase public awareness and interest in recycling, the PPA faces the same problem as the MPA – letting the public know that magazines can, and should, be recycled. Most people are knowledgeable about recycling basics, but are unaware of everything that can be reused. Both of these programs are designed to educate the public about the recyclability of a major paper consumer – magazines.

Like the MPA, the PPA has also established an environmental task force with a focus on three main ideas. First, the PPA wants to reduce publishing companies' carbon footprints. A company's carbon footprint is "a measure of the impact [their] activities have on the environment and...climate change. It relates to the amount of greenhouse gases produced in [their] day-to-day lives through burning fossil fuels" ("What is a Carbon Footprint?"). The PPA committee is searching for ways to calculate their publishing houses' carbon footprints and then ways to reduce their environmental impact. Second, they have established producer responsibility agreements on recycling rates, hoping to increase post-consumer magazine recycling to 70 percent by 2013 with the help of their *Recycle Now* campaign. And third, the PPA wants to reduce the impact of plastic wrapping. Most of the non-biodegradable plastic wrapping used by their magazine publishers to polybag their issues wind up in landfills, so the PPA now

supports the use of oxo/hydro-degradable plastic wrap that can be recycled and can break down in a landfill. The PPA is working with the UK publishing houses to achieve all three of these goals.

### *Sustainable Forestry Initiative*

Magazine publishers' huge demand for paper makes them one of the forestry industry's most important customers. Both supplier and consumer want to contribute to sustainability of our environment, and know that to do that, strong forest conservation and recycling programs are needed. Today, several publishing houses, including Time Inc., require a guarantee from the paper supplier that their products come from certified forest lands before they head to the printer.

As one of the world's largest forest certification programs, "SFI Inc. is a fully independent, charitable organization dedicated to promoting sustainable forest management" ("Who is SFI Inc.?"). Representatives of environmental, social and economic interests, including independent professional loggers, public officials, forest owners and members of the forest products industry, make up SFI Inc.'s 18-member Board of Directors. Started in the 1990s, the work of the Sustainable Forestry Initiative (SFI) benefits businesses and consumers, conservation groups and communities. The SFI's "forest certification standard [known as the SFI Standard] is based on principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value" ("Who is SFI Inc.?").

The SFI Standard is used across North America and has received global recognition. The standards are put into practice at the local, regional and state levels through 37 SFI Implementation Committees. These committees run a

hotline to provide information on local forestry operations and answer questions about SFI-certified lands. "By the end of 2007, more than 110,000 loggers and foresters had completed SFI-approved training programs" and become familiar with the environmentally conscious ways of SFI ("SFI Community Outreach").

The SFI 2005-2009 Standard addresses sustainable forest management in nine principles, 13 objectives, 34 performance measures and 102 indicators. After public review, the SFI Standard is updated every five years. There is also an SFI External Review Panel, made up of 15 volunteer experts that conduct an ongoing review of the program and offer ways to improve the Standard. The review for the 2010-2014 Standard began in June 2008, and the new Standard will be effective on January 1, 2010.

The Standard states that SFI participants must consider several aspects of their businesses, including habitat impact and biodiversity, water quality and harvesting and regeneration, and must meet or exceed the laws set by SFI. There are three main areas to SFI certification, which are audited by independent third parties: forest certification, chain-of-custody certification and fiber sourcing requirements.

The social responsibility of SFI Inc. is worldwide, especially in North America. "In today's global markets, SFI certification allows consumers to make buying decisions that have a positive impact on people and communities at home and abroad. The SFI label is assurance that paper and wood products are from known, responsible sources" ("Social Responsibility"). Its practices and products are trusted to be as environmentally efficient as possible, and many large paper consumers, especially magazine publishers, insist that their products come from SFI-certified lands, an important first step to keeping one's company in nature's good graces.

### *American Forest & Paper Association*

“Forests are essential to a healthy environment – sustaining vital plants and wildlife, filtering our water and air and reducing greenhouse gases by removing carbon dioxide from the atmosphere. Forests are also an economic resource, providing a plentiful and renewable natural material that we use responsibly to produce our products – many of them recyclable” (Sustainability).

Like the Sustainable Forestry Initiative, the American Forest & Paper Association (AF&PA) recognizes the value of our nation’s forests and our responsibility to protect and preserve them. Representing 175 companies that are involved in either growing trees or manufacturing pulp or paper products, the AF&PA is the national trade association of the forest products industry. The United States forest products industry generates more than \$200 billion per year in sales, employs more than one million people and accounts for approximately six percent of the total U.S. manufacturing GDP (“About AF&PA”). AF&PA’s members – family-owned mills, independent forest owners and large publicly-owned companies – “make more than 75 percent of the U.S.’s pulp, paper, paper-based packaging and wood building materials – essential products used everyday that are made from renewable and recyclable resources that sustain the environment” (“About AF&PA”).

By 2012, the AF&PA wants to recover 60 percent of the paper consumed in the United States for recycling. In 2007, 56 percent of paper consumed was recovered, and in 2008, this number increased to 57.4 percent (“About AF&PA”). In addition to increasing the amount of paper recovered for recycling, the AF&PA uses sustainable forestry practices and environmental protection requirements in order to be as environmentally responsible as possible. Known as the foundation of the industry – forest management, efficient manufacturing, energy generation and conservation, fiber recovery and recycling – these five

aspects of sustainability are the main focus of the AF&PA, who works tirelessly to reduce our environmental footprint and greenhouse gases. Therefore, by working with members of the AF&PA, magazine publishers ensure that their paper is coming from sources with a strong sense of corporate social responsibility and environmental awareness.

### *International Paper Company*

A global paper and packaging company, the International Paper Company ranked number one in the forest products sector for the fifth consecutive year on *Fortune* magazine's *Most Admired Companies* list in 2007. With over \$22 billion in sales in that same year, IP runs 16 pulp, paper and packaging mills, 85 converting and packaging plants and four wood products facilities in the United States. The company owns or manages 300,000 acres of forestland in the U.S. and 250,000 acres in Brazil, and has operations in Europe, Latin America, Russia, North Africa and Asia, all of which work under a "no wood from endangered forests" policy.

According to the company website, for over 110 years, International Paper "has been one of the most environmentally responsible companies in the world" ("What is Sustainability? IP"). To do this, IP focuses on three main areas: managing its natural resources, reducing its environmental footprint and building strategic partnerships. IP works to meet its present needs and anticipate its future ones while conserving its resources and minimizing its effects on the environment.

The center of International Paper's sustainability philosophy is known as The IP Way, which lists six ways in which the company is committed to sustainability. First is stewardship. IP wants to think long-term, making its entire supply chain environmentally friendly from raw materials to the distribution of

the finished product. Second – performance. IP demands fair and ethical reporting to the public from all of its divisions to show its impact on the environment. Third – social responsibility. IP has its hands in several overseas markets and works to make sure its ethical practices are carried out everywhere. Fourth – partnerships. IP has formed partnerships with the National Park Foundation, The Conservation Fund, the National Recycling Coalition and NatureServe to work towards improving sustainability. Fifth – education. IP runs a Learning Center to educate its own employees and customers, and future generations, about protecting the environment. And sixth – production innovation. IP works to make sure its products come from certified forests, while maintaining their high quality. The IP Way is an example of International Paper’s “passion and commitment to deliver the products our customers want while ensuring responsible stewardship of natural resources today and for generations to come” (“What is Sustainability? IP”).

However, despite all of International Paper’s sound claims and promises, there have been several issues over the last decade that question the company’s environmental responsibility. In April 2008, the Political Economy Research Institute (PERI) at the University of Maryland released the Toxic 100, a list of the top 100 corporate air polluters in the United States. International Paper was ranked thirty-first. According to James K. Boyce, the director of PERI’s environment program, “the Toxic 100 informs consumers and shareholders which large corporations release the most toxic pollutants into our air. We measure not just how many pounds of pollutants are released, but which are the most toxic and how many people are at risk” (Toxic 100). And in 2001, International Paper was found to be one of 40 parties responsible for contaminating the Tri-Cities Barrel federal superfund site near Binghamton, New York and was forced to help in the six-month, \$20 million clean up. Learning

from past mistakes, International Paper is currently trying to work past its slightly tainted image, improve its numbers and show its dedication to the environment, knowing that some of the major players in the paper-consuming world, and more specifically the magazine publishing industry, will not maintain relationships with a paper supplier who is not truly interested in saving the environment.

### *NewPage Corporation*

Located in Miamisburg, Ohio, NewPage Corporation is the largest coated paper manufacturer in North America, and earned \$4.4 billion in net sales in 2008. NewPage runs 10 paper mills in Maine, Michigan, Wisconsin, Kentucky, Maryland, Minnesota and Nova Scotia and has an annual production capacity of 4.4 million tons of paper – 3.2 million tons of coated paper, one million tons of uncoated paper and 200,000 tons of specialty paper (Facilities). In addition to being used to create magazines, this paper is also used to make catalogs, coupons, newspapers, direct mail advertising, commercial printing and much more.

Unlike some paper manufacturers, NewPage does not directly own its own forestlands and therefore must buy its pulpwood, sawmill chips and purchased pulp elsewhere. “We select the wood fiber used in the production of our coated paper only from areas identified and designated for harvesting and only from verified, sustainable sources. Most of our wood fiber comes from privately held forests, and we prefer suppliers that participate in certification programs” (“Pledge to the Environment”). Plus, NewPage’s wood procurement processes are third-party certified by the SFI Standard.

To do their part in sustainability, NewPage concentrates on how its business affects four specific areas of the environment: climate, air, water and

solid wastes. Instead of burning fossil fuels and increasing greenhouse gas emissions, NewPage uses biomass as its primary energy source. “Approximately 60 percent of the energy we consume is produced by burning biomass in our facilities” (Climate). Biomass is carbon neutral and does not add to carbon dioxide buildup. NewPage employees track air emissions data on a regular basis “to monitor the effectiveness of our emission and odor reduction efforts” (Air). When it comes to water, “there are ongoing efforts at each NewPage facility to use less water, recycle what we do use and ensure the quality of the water we return to the environment” (Water). The company also uses an Elemental Chlorine Free bleaching process in its mills. Lastly, NewPage works to lessen what it sends to landfills. Some materials are reused, and the company reports all of its hazardous and nonhazardous wastes.

NewPage also practices environmentally friendly methods when it comes to its wood resources and fiber. They follow the SFI Standard and support the partnership between the World Resources Institute and the Environmental Investigation Agency that fights worldwide illegal logging. Many of their paper products contain post-consumer recycled fiber and “nearly all of the waste paper generated in the manufacturing processes at our coated paper mills” is recycled (“Recycling to Conserve”), which has two good side effects – the ability to keep costs and the amount of wood fiber needed down and the ability to reduce the number of trees harvested. Because its products are so widely distributed and used by so many different businesses, NewPage Corporation has a “shared commitment to protecting the world’s forests, leading by example and through joint advocacy efforts” (“Pledge to the Environment”).

Companies like International Paper and NewPage Corporation are paving the way for other companies to make their business practices more environmentally sound and work towards developing a production process that

promotes sustainability. And even though the “environmental and marketing benefits of ‘going green’ are obvious...many publishers are starting to realize that going green can have benefits for their budgets too” (Pettas). Many publishers believe that readers will accept a decrease in paper quality if it’s made known that the paper is now 100 percent recycled, or it has received SFI certification. For one magazine, a small reduction in trim size that saved “about seven percent in paper usage as well as 950 trees per issue” impressed its readers (Pettas). Publishers have found that readers respond well to their environmental efforts, and are not hugely disappointed because the look or feel of their favorite magazine has changed.

### *Direct Marketing Association*

Although most people find the daily dose of marketing and advertisements in their mail to be wasteful, it has been proven by the Direct Marketing Association (DMA) that this method of publicity is extremely effective. With this in mind, magazine publishers use a substantial amount of direct marketing to encourage their readers to purchase subscriptions, whether through direct mail, insert cards or other promotions.

In operation for almost 100 years, the DMA currently represents more than 3,400 companies from the United States and 48 other countries, as well as several nonprofit organizations. With offices in New York City and Washington, D.C., the DMA is the “leading global trade association of business and nonprofit organizations using and supporting multichannel direct marketing tools and techniques” (“About DMA”).

In 2007, commercial and nonprofit marketers spent \$173.2 billion on direct marketing in the United States, generating \$2.025 trillion in incremental sales. “Each dollar spent on direct marketing yields, on average, a return on

investment of \$11.60, versus ROI of \$5.24 from non-direct marketing expenditures” (“What is the Direct Marketing Association?”). With this in mind, it is no wonder that the average American household receives 18.5 pieces of advertising mail per week, including marketing pieces offering those enticing magazine subscriptions.

The DMA recognizes that the production of these direct mail pieces causes substantial paper consumption, so in May 2007, the association launched the “Recycle Please” campaign, hoping to “raise public awareness about the capacity and opportunity for recycling catalogs and direct mail, and thereby, play an instrumental role in stimulating recycling and recovery of these paper grades” (“Recycle Please”). DMA members prominently display the “Recycle Please” logo on their catalogs and direct mail pieces to encourage the recycling of their products. Current companies involved in the campaign include Verso Paper, Time Inc. brands, Publishers Clearing House and National Geographic .

Also in 2007, the DMA created the Green 15<sup>TM</sup> Pledge Program, a “set of operating principles for efficient and responsible marketing that affect environmental performance” (“DMA Green 15”). Using this pledge program, the DMA plans to reduce one million metric tons of carbon emissions between 2009 and 2013 by asking its members to “help improve the relevance, deliverability and carbon footprint of direct mail through widespread adoption of key list hygiene practices” (“DMA Green 15”).

Members must follow the DMA’s Guidelines for Ethical Business Practice, which, after May 2007, now lists 15 baseline business practices called the Green 15<sup>TM</sup> to make organizations more environmentally conscious. The list focuses on five specific areas: paper procurement and use, list hygiene and data management (clean lists that result in less returned or undeliverable mail), mail design and production, packaging and recycling and pollution reduction.

“Starting today, the direct marketing community must embrace sustainability as a business concept and objective, and work towards a future that is both profitable and eco-friendly,” says DMA President and CEO John A. Greco, Jr. (“DMA Environmental”).

### *Envelope Manufacturers Association*

Formed in 1933, the Envelope Manufacturers Association (EMA) is the “world’s largest association devoted exclusively to the growth and prosperity of the envelope manufacturing and paper-based communications industry and the professionals who proudly lead it forward” (Envelope). Its membership includes all those involved with the manufacture of commercial envelopes.

The EMA joined with the Direct Marketing Association and the Magazine Publishers of America to form the “Please Recycle” program to make consumers aware that envelopes, along with magazines, catalogs and newspapers, are all recyclable products. “Because only about 30 percent of this ‘mixed paper’ is recycled annually in the United States, EMA hopes to stimulate recycling activity through this campaign and improve the overall recycling/recovery rate for the paper-based communications industry” (“Please Recycle”). EMA encourages its members to display the “Please Recycle” logo on packaging, packaging materials, cartons and envelopes that can be recycled in clear view of the consumer.

### *Eco Friendly Magazines*

The idea of a digital magazine has gained popularity in recent years, not only for the fact that it satisfies the needs of those who are attached at the hip to their laptops and who demand instantaneous information, but it also eliminates

some of the environmental factors that concern the industry, including paper and ink production, shipping and distribution.

On October 18, 2008, Editor in Chief Anna Griffin launched *Coco Eco Magazine*, an online fashion and style magazine for “ecoistas,” environmentally-aware women who, like Griffin, “like fashion, beauty, purses, travel and living life to the fullest...[but] don’t believe the environment needs to suffer for [their] fabulousness” (Griffin).

“Coco Eco brings together all those key elements of a traditional glossy, but [is] paperless and 100 percent eco-friendly in its content,” says Griffin. “We hope to create a shift in how women view media, and therefore inspire a generation of like-minded paperless publications” (“Coco Eco”). Joining Griffin on staff are several familiar faces in the eco-scene, including Beauty Director Emma Pezzack, who is also President and CEO of *futurenatural.com*, an online beauty store known as the new Sephora in the organic and natural beauty world.

Through its inception, development and release, the goal of *Coco Eco* was to create “a new viewing platform in which women [can] get the information they [are] looking for, without the burgeoning environmental costs associated with traditional magazines, i.e. paper, printing and distribution” (Griffin E-mail). In the future, Griffin has plans to add a green lifestyle video to the magazine’s website, an international directory for green goods and services and a “brother” publication for men.

In September 2008, fashion stylist Gina La Morte launched *Boho Magazine*, “the first fashion/lifestyle magazine printed on all recycled paper that’s ‘100 percent post consumer waste, which means that no tree was ever cut down to make it.’” *Boho* was also “the first magazine in which no glossy UV coatings [were] used, and that inks applied [were] soy based” (Vikdorichik). Nicknamed the “Style Doctor,” La Morte designed *Boho* to be a magazine for all types of

readers, with a focus on “products, people, packaging and practices that are either socially or environmentally conscious” (Vikdorichik).

Also in circulation is *Plenty*, a magazine and an environmental media company with the motto, “It’s easy being green.” In following this motto, *Plenty* offers a digital version of their magazine, and their “paper is 85 to 100 percent recycled and contains 20 to 30 percent post consumer material. We also offset our carbon footprint with Green Mountain Energy...and our website is carbon neutral” (*Plenty*). (Located in Austin, Texas, Green Mountain Energy Company is one of the country’s leading retail providers of cleaner energy and carbon offset solutions.)

Other environmental issues, like the effects of manufacturing, distributing and recycling computers, are often linked to the topic of digital magazines. Like any other industry, publishers are trying to tackle one problem at a time, the first being their biggest – paper consumption, which is reduced by producing a digital version of their monthly issues. The environmental problems caused by the technological world are not forgotten and will be tackled gradually, most likely once digital magazines gain more popularity with readers.

So whether they’re entirely digital, entirely printed on recycled paper or somewhere in-between, these modern magazines have made substantial efforts to make their publications more environmentally friendly.

### *A Case Study: Time Inc.*

One of the largest content companies in the world, Time Inc. is also the largest magazine publisher in the United States and the United Kingdom, and the third-largest publisher in Mexico. “At Time, we believe we have a dual mission. We should make our operations financially and environmentally sustainable. And our magazines and websites should give readers the

information they need to practice and promote sustainability in their own lives” (Alexander). To start, *TIME* magazine began an environmental section in 1969. Its first global warming cover story graced its pages in 1988. And now, it is David Rifkin’s job, as Time’s Director of Sustainable Development, to ensure that the company, its employees and its business associates follow several guidelines every day to promote sustainability.

“We make sure that the forests supplying the pulp for our paper are replanted and replenished. We promote the recycling of our magazines after readers are finished with them. We’ve launched a major new program to curb greenhouse-gas emissions all along our supply chains,” says Ann S. Moore, Chairman and CEO of Time Inc. (Alexander).

To do this, Time’s sustainability campaign focuses on four major areas: climate change and reducing their carbon footprint; a recycling campaign in New York City; covering environmental issues in their magazines; and working with mills that produce paper in an environmentally-friendly way.

#### *Reducing Time’s Carbon Footprint*

As previously mentioned, in 2006, *Following the Paper Trail: The Impact of Magazine and Dimensional Lumber Production on Greenhouse-Gas Emissions – A Case Study* was published by the H. John Heinz III Center for Science, Economics and the Environment in Washington, D.C. Sponsored by Time, Home Depot and two forest-products companies, the study helped Time to realize its three greatest causes of greenhouse gas emissions: paper production, the “final fate” of magazines and the transport of magazines from printer to wholesaler.

“For every ton of TIME magazines produced...1.17 tons of carbon dioxide are released into the atmosphere. More than two-thirds of carbon is released from the operation of pulp and paper mills, from the generation of energy for the mills and...during the transport of wood fiber to the mills” (Alexander). To

combat this enormous problem, Time and its paper companies are working to produce less greenhouse gas by reducing the plants' carbon emissions by 20 percent (from a 2004 base) by 2012. The second biggest portion of carbon, 10 percent to 16 percent, is released by the "final fate" of the magazines. Burning or dumping discarded magazines in a landfill releases large amounts of carbon into the atmosphere; recycling, on the other hand, keeps the carbon inside the paper's fibers. Time is also working with its distributors to use more fuel-efficient trucks in the transport of its magazines.

### *ReMix Campaign*

On January 30, 2008, in the lobby of the Empire State Building, Mayor Michael Bloomberg announced the launch of ReMix – *Recycling Magazines is Excellent!* in New York City, "a national public education campaign aimed at increasing residential recycling of magazines and catalogs" (ReMix). Founded by Time Inc., magazine and catalog paper producer Verso Paper Corp. and the National Recycling Coalition, ReMix partnered with Hearst Corporation, Pratt Industries, Time Warner Cable, the Council on the Environment of New York City (CENYC), the Office of Recycling Outreach and Education (OROE) and the New York City Department of Sanitation to bring its campaign to the bustling streets of NYC. ReMix has already proven to be a success in several other cities, such as Boston, Portland, Milwaukee and Prince George's County in Maryland.

After a study revealed that "while 95 percent of all unsold newsstand magazines recycled by newsstands and publishers, only about 17 percent of sold magazines are recycled" (ReMix). Time Inc. and Verso joined forces to launch ReMix. The campaign ran full-page public service announcements in popular Time magazines such as *Sports Illustrated* and *Cosmopolitan* and placed ads on billboards and buses, in subway stations and movie theaters and on cable

television to make the public more aware of a magazine's ability to be recycled. Over seven million dollars was spent on advertisements.

Since the launch of ReMix in New York City in January 2008, "magazines and catalog recycling [has] increased an impressive 29.3 percent" ("ReMix Campaign"). According to David Hurd, Director of the CENYC:

"We couldn't be more pleased with the results of the New York City ReMix Campaign. We know from our outreach efforts that people support recycling, but often are unsure what types of paper products can be recycled. Thanks in large part to ReMix, New Yorkers now clearly know how easy it is to recycle their magazines and catalogs right along with their other paper recycling" ("ReMix Campaign").

Time Inc., Verso and the National Recycling Coalition hope to carry their success to other major cities around the country, working to convince magazine readers everywhere that their favorite copies of *InStyle* and *Time* are recyclable and can be beneficial, not hurtful, to the environment.

#### *Going Green – In the Pages & In the Mills*

As the United States' largest magazine publisher, Time's publications are everywhere, on every newsstand, in every city all over the country. So when one, or two, or ten of its titles run stories about environmental issues on its covers, they receive an infinite amount of exposure. *TIME* magazine's 44-page cover package, "The Global Warming Survival Guide," or *Real Simple's* "Green Living 101" or *Sports Illustrated's* cover story on the impact of global warming on sports – all of these stories in major publications viewed by thousands of people nationwide have helped to inform the public on the numerous environmental issues that will impact their lives and the lives of their children.

The editorial staffs of Time's magazines aren't the only department taking advantage of its publications' large readerships. Businesses working to develop

green technology “are eager to market it and create new profit streams...Companies that believe in sustainability like to place advertising with publishers that have their own dedication to sustainability,” like Time (Alexander).

From 2002 to 2006, the percentage of paper used by Time made from wood from certified sources increased from 25 percent to 69 percent. A huge supporter of sustainable forestry – “the practice of harvesting trees in a well-managed way that does not deplete the forest, hurt wildlife or damage the landscape” – Time works with groups like the FSC, the CSA and the SFI that “establish standards, mechanisms and auditing procedures for certifying forests that are being logged sustainably” (Alexander). When Time asked its paper suppliers to increase the amount of wood they get from one of these certified forests or loggers, they jumped at the chance to both help the environment and continue to work with one of the world’s largest paper purchasers.

Very interested in how its paper was being produced, Time created a “report card,” “a detailed questionnaire covering such issues as forestry, energy use and pollution, and any company who wanted to sell paper to Time had to complete this report card,” helping the company choose who to buy paper from (Alexander).

### *The Paper Working Group*

Founded in 1997, Metafore is a nonprofit organization “that specializes in working with businesses to implement innovations relating to evaluating, selecting and manufacturing environmentally preferable wood and paper products” (“Who is Metafore?”). Metafore is a company’s company – they offer paper and solid wood performance assessments, fiber cycle analyses and advice for maximizing a company’s environmental sustainability.

The Paper Working Group is a partnership between 11 companies and Metafore “to make environmentally preferable paper products more widely available and affordable” (“Paper Working Group”). These companies include Time Inc., Nike Inc., Staples Inc., Cenvo Inc., Toyota, Bank of America, McDonald’s, Norm Thompson Outfitters, Starbucks Coffee Company, FedEx Kinko’s and Hewlett Packard. The Paper Working Group uses the following seven desired outcomes to define what environmentally preferable paper is:

- Efficient use and conservation of raw materials.
- Minimization of waste.
- Conservation of natural systems.
- Clean production.
- Community and human well-being.
- Economic viability of environmentally preferable paper.
- Credible reporting and verification.

They have used these seven outcomes to create the Environmental Paper Assessment Tool (EPAT), a tool that “establishes consistent language and metrics for environmentally preferable paper and facilitates communication between the buyers and suppliers of paper products” (“Paper Working Group”). The tool analyzes 19 performance indicators across the entire supply chain, from the source, the manufacturing process, the modes of transportation and the methods of distribution. The tool is designed to help users know who and where their products are coming from, and if those suppliers meet their company’s own environmental goals. “EPAT is the first tool of its kind that addresses so many environmental indicators, giving users the ability to make truly informed decisions” (“How Does EPAT Work?”).

In addition to the Paper Working Group, Metafore is also a player in the Corporate Forum on Paper and the Environment (CFPE), established by the Forest Products Association of Canada in 2004 “to enhance communication and

seek solutions to environmental issues affecting both buyers and suppliers of pulp and paper products” (“Corporate Forum”). Some of the largest buyers of pulp and paper in North America are members of this forum, including NewPage, Alberta-Pacific Forest Industries Inc. and West Fraser Timber Co. Ltd.

According to the CFPE’s Paper Fiber Life Cycle Project, “without the contribution of fresh fiber into the paper-making process, North American consumers would run out of paper in less than a year” (“The Paper Fiber Life Cycle”). This project also revealed that 37 million tons of paper is sent to landfills each year. To help companies determine how much paper they will use and can recover in one year, Metafore put together a self-assessment guide for them to use and hopefully improve paper recovery.

As the leader of an industry whose needs are large contributors to the environment’s demise, Time Inc. works very hard to not “do business with suppliers that do not meet our requirements,” and to encourage its fellow publishers, paper companies and printers to follow their lead on the way to sustaining our environment (Alexander).

### ***A Case Study: Rodale Inc.***

In 1930, J.I. Rodale founded Rodale Inc. on a simple theory: “healthy living on a healthy planet.” Almost eighty years later, the third generation of the Rodale family continues to carry out their grandfather’s dream. Mr. Rodale’s first two magazines, *Organic Farming and Gardening* (later known as *Organic Gardening*) and *Prevention* broke new ground in the publishing world, teaching readers about the relationship between healthy soil and healthy food, and how to prevent illness, instead of needing to cure it. Considered the father of the organic

movement in America, Mr. Rodale's privately held corporation has become the world's leading health and wellness content company.

Moving beyond the health of the individual, Rodale Inc. also invests time and energy in its corporate social responsibility to the environment. Like the Time Inc. family, regular feature stories and special issues of Rodale's current magazines, including issues of *Men's Health*, *Women's Health*, *Best Life* and *Runner's World*, focus on our environment, as do several of their book titles, like *An Inconvenient Truth* by Al Gore. A member of the MPA's *Please Recycle This Magazine* campaign, Rodale also runs public service ads in each of its magazines to encourage readers to recycle their used copies with their local recycler.

Besides acting as an advocate for the environment through its publications, Rodale Inc. has also made a strong commitment to improve its environmental efforts in its offices by reducing its overall carbon footprint. The company has two main goals: a ten percent absolute internal carbon dioxide (CO<sub>2</sub>) reduction by 2012 (25 percent by 2020), and a ten percent supply chain carbon dioxide reduction by 2015. Several projects are currently underway to achieve these goals.

When measured, the buildings owned and leased by Rodale, combined with company travel and fleet, were found to release 7,523 metric tons of carbon dioxide into the air each year. "By EPA standards, we are a low emitter, but nonetheless, we are going to strive to make that number better," says Vice President of Environmental Initiatives Anita Patterson. "You do it by wasting less, using more efficient energy, turning computers off, etc." An absolute internal reduction means that the EPA will audit Rodale's numbers. "Some companies say they will do this, but no one audits them, so they can say anything. Rodale is going to walk the talk" (Patterson). A ten percent reduction

would mean 752 metric tons of CO<sub>2</sub> would be saved from entering the atmosphere.

Reducing the company's supply chain's emissions will be more difficult. This number – 122,893 metric tons of carbon dioxide – represents what is emitted by the production and distribution of all of Rodale's books, magazines and direct mail, and the paper making process, annually. "One way to reduce this number is to avoid cutting down trees, and use more recycled paper. You can also go with fleets that deliver your product using bio diesel," says Patterson. "These are all things we are working toward, but we have to work with larger publishing groups to get some of this done" (Patterson). A ten percent reduction here would save 12,289 metric tons of CO<sub>2</sub> from being emitted.

Product waste and product paper are two huge issues for Rodale (as well as any company, no matter its size). To combat these problems, the phrase "Learn How to Recycle" is printed on materials that ship in a polybag, encouraging consumers to recycle the bag. Damaged and/or returned books are returned to paper mills and made into post consumer waste pulp for reuse. Plastic stretch wrap, used to ship books, is recycled and reused, and recyclable air pillows are used in the company mail room and book shipping areas to help reduce the weight of the freight when packing products. When it comes to paper, "56 percent of Rodale's supply chain carbon footprint is from paper" (Patterson). By reducing the basis weight of the paper used by Rodale magazines, "15,000 less trees [were cut down], 17 million gallons of water [were] saved and 88 trucks filled with solid waste [were kept] out of landfills" (Patterson). Rodale strives to use only paper from North America and paper that has been certified through one of the accepted sustainable forestry programs: SFI, FSC or CSA. To save even more GHG emissions, Rodale uses paper mills that are in close proximity to the printing plants that will receive the paper.

With around 1,000 employees, Rodale faces the daily challenge of contributing to environmental sustainability from within its own buildings. Four main areas – employee waste, employee paper and electronic waste, employee energy and travel and employee communications – are Patterson’s focus.

Patterson started simple. Rodale eliminated plastic utensils and replaced them with silverware. They set up bins to recycle CDs, batteries and cell phones. Employees now reuse surplus office supplies before new shipments are ordered, and only Green Seal cleaning supplies are used in office kitchens and cafeterias and by the cleaning staff. Waste is separated into four bins labeled plastic/glass/aluminum, paper, trash and compostable, which includes paper plates and food scraps that are composted at the Rodale Institute. The Institute grows vegetables in this compost, and the company uses them in their cafeteria.

The next area, paper and electronic waste, is slightly more difficult, especially because it means breaking employees’ bad habits, mostly when it comes to more efficient printer and copier use. Rodale stationary is printed on recycled fiber, and business cards are now done digitally. Kitchen napkins are made from 100 percent post-consumer waste, and the chlorine free toilet paper in the office lavatories also comes from 100 percent recycled fiber. Rodale books have begun sending digital book galleys to clients, and research packets for magazine articles are put together digitally and shared online between writers and editors.

For Rodale Inc., having two offices makes employee travel between New York City and Emmaus, Pennsylvania inevitable. With international magazine partners in over 60 countries, travel around the country and the world is also necessary. Rodale’s carbon emissions from travel makes up two percent of their GHG output (Patterson). To lower this percentage, the company has started using hybrid cars and promoting a Commuter Bike Program (especially in its

more rural Emmaus office), as well as an Alternative Transportation Program. Video conferencing from office computers and conference rooms is encouraged and becoming second nature for staff and executive meetings.

According to Patterson, Rodale recycles 81 percent of office generated solid waste. (The national recycling average is 33 percent.) (Patterson). The company's end goal is to have "near zero" landfill. To do this, Rodale employees are constantly being bombarded with email blasts on internal environmental initiatives and recycling signage and instructions, all with the same message: "resist, rethink, reuse, recycle, regenerate."

### ***Conclusion***

It starts with recycling each month's issue of *Cosmopolitan* and *Men's Health*.

It starts with replanting two trees for every one that is cut down. It starts with decreasing trim size or using a lower grade paper. These small, but mighty, changes will not affect a magazine's content – the words, the photographs, its influence on its readers. They will, however, improve a magazine's impact on the environment. They will improve its relationship with the earth, allowing publishers to reuse resources, save energy and lower greenhouse gas emissions – actions that will reduce our carbon footprint and improve our sustainability. Publishers, paper companies and printers worldwide have taken on the daunting task of protecting our environment for all their future readers, and so far, they're succeeding.

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