Evaluating the carbon footprint of Print Advertising

Newspapers and magazines

Scope taken into account

Design	Print	Asse	embly	Distribution		End of Life
Design Content production Storage	Paper for cover and internal pages	Lamination or varnish For reviews	1	Packaging and wrapping Excluded, to be taken into according	countries	Waste industry Local Foreign
Details						
	Type of paper Specifications Weight Recycled content Origin Cutting losses		Type Weight Source	batch to Material Fi Origin d Fi to	rom the print shop to the hub rom the hub to the elivery points rom delivery points o points of sale elivery to the reader	End of life of the newspaper or magazine

How is a CO2 equivalent calculated?

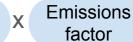
We take into account the following items:

- Production of raw materials
- Transport of raw materials to printing works, of finished products to distribution hubs, transport from hubs to points of sale and possible delivery
- End-of-life products (landfill, transport, incineration, recycling)

The calculation is a s follows

CO2 emissions

Quantity used





Example of the emissions factor used, that of the impact of transport via a 26T Diesel lorry = $0.1346 \, \text{kgCO2e/t.km}$

If a print ad campaign requires 500 kg of paper to be transported during 200 km from the paper manufacturer to the printer:

Impact generated = 0.5 (tonne) * 200 (km) * 0.1346 (kgCO2e/t.km) = 13.46 kgCO2e

This impact can be reduced to a single copy by calculating its weight.



Let's decarbonize! Contact: bonjour@d-k.io · www.d-k.io