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explore magazine first to print on Ancient Forest Friendly glossy paper

explore magazine has initiated a special milestone in Canadian publishing history by becoming a North American leader in Ancient Forest Friendly publishing.

With the October 2005 issue, *explore* became the first magazine with an Ancient Forest Friendly commitment to print on Ancient Forest Friendly glossy paper that is 100% post-consumer recycled and Forest Stewardship Council certified. In 2006, all issues of *explore* will be printed on the same paper, saving 678 trees each year.

“The ancient forests are there for everyone to enjoy, and not to be used for pulp and paper,” says Al Zikovitz, Publisher of *explore*. “Imagine the ecological savings and environmental benefits if all magazine publishers started using Ancient Forest Friendly papers. Together we can make a difference.”

St. Joseph Printing worked closely with *explore* to source and trial a number of options. Each issue of *explore* printed on Ancient Forest Friendly paper will save:

- 113 trees
- 10,372 kgs of greenhouse gases – equivalent to taking 2 cars off the road annually
- 139,453 litres of water

That’s good news for the environment and for readers whose lifestyles take them to wild places.

“Given that only 20% of the world’s intact forests remain and 71% of printing and writing papers come from ecologically sensitive ecosystems, it is the responsibility of all magazine publishers to print on the most environmentally friendly paper available,” says Neva Murtha, Magazine Campaigner with Markets Initiative. “Canada’s forests are part of our cultural heritage, so I am very proud that *explore* is taking the lead in Ancient Forest Friendly magazine publishing in Canada.”

explore’s actions are part of a broader shift in the publishing industries towards Ancient Forest Friendly papers. *explore* has done this in collaboration with Markets Initiative, a Canadian environmental group working to help book, magazine and newspaper publishers print on papers that don’t destroy ancient and endangered forests such as the Canadian Boreal and the temperate rainforests. More than 140 Canadian magazine and book publishers have committed to change.

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