

NONWOVENSREPORT

INTERNATIONAL

MEDIA INFORMATION 2010

Nonwovens Report
International - The European
Voice of a Global Industry



THE EUROPEAN VOICE OF A GLOBAL INDUSTRY

Nonwovens Report offers unrivalled coverage of the ever-expanding uses for engineered polymer and fibre 'non-textile' products – from the vast consumer hygienic disposables and wipes markets to fields such as building and construction, automotive, industrial protection and filtration, which have many uses for these high-performance materials.

Each issue of NRI profiles new product introductions, regional and market surveys and reports, conference and exhibition reviews and up-to-the-minute news coverage.

Nonwovens Report magazine is made up of six bi-monthly printed magazines (including the annual European Directory), plus twelve subscriber only news bulletins.

Distribution – 10,000 copies each issue

The digital world is bringing rapid changes to publishing, and Nonwovens Report is now a highly-effective 'hybrid' product in a combination of conventional printed and electronic formats.

3,000 print copies of each issue will be distributed to subscribers and key industry players around the world, while a further 7,000 copies will be rapidly despatched as an interactive digital online magazine.

Our database is constantly cleaned and updated, partly as a result of the company's involvement in the publication of many directories, including the authoritative European nonwovens industry listings which is published in issue 6 of the magazine.

Subscribers have grown significantly year-on-year as a result of the additional benefits they receive, including 12 content-rich news bulletins and access to the wealth of data housed at www.inteletex.com



Nonwoens Report International e-magazine

6 magazines available in your choice of either **printed** or **e-magazine** format, 12 electronic newsletters and 1 Yearbook.

Worldwide: £299.00

Tel: +44 (0)1274 378801

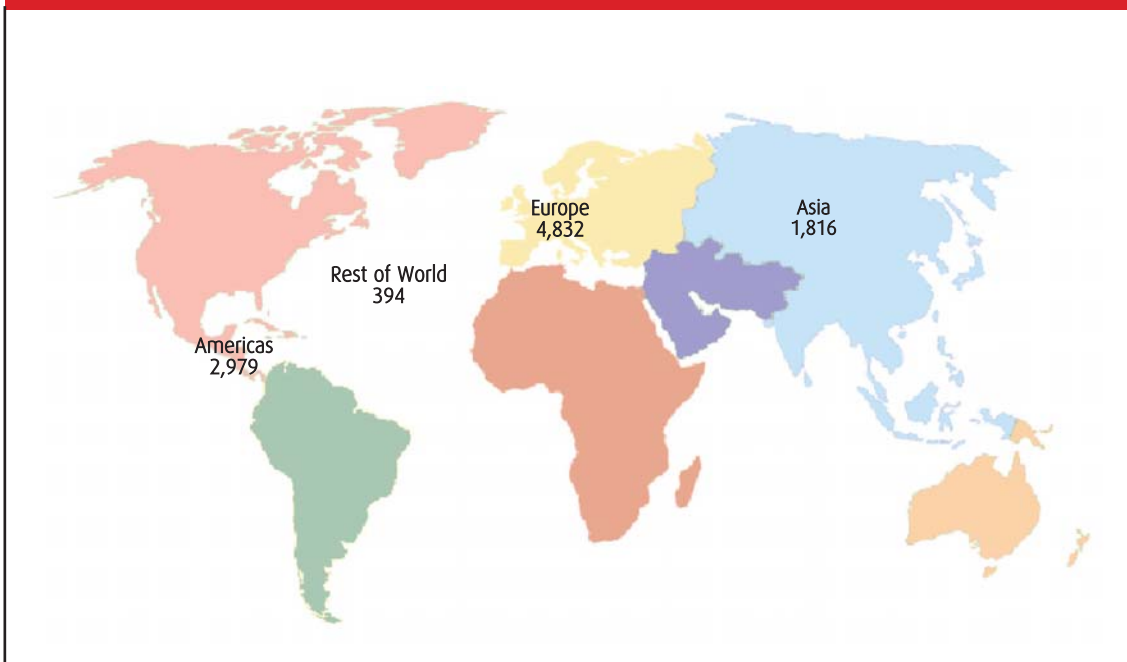
Fax: +44 (0)1274 378811

E-mail: spritchard@world-textile.net

Web: www.textilebookstore.com

NONWOVENSREPORT
INTERNATIONAL

GEOGRAPHIC REACH NONWOVENS REPORT INTERNATIONAL - BI-MONTHLY MAGAZINE AND E-MAGAZINE



Region/Country	Total Reach	Percentage of Total
Americas	2,979	30
Asia	1,816	18
Europe	4,832	48
Rest of World	394	4
Total	10,021	100

DEMOGRAPHIC REACH NONWOVENS REPORT INTERNATIONAL - BI-MONTHLY MAGAZINE AND E-MAGAZINE

Area of Activity	Total Reach	Percentage of Total
Consultants & Institutions	601	6
Finished Product Manufacturers and Convertors of Nonwovens	5,712	57
Machinery Builders	802	8
Roll Goods Manufacturers	2,104	21
Suppliers of Fibres, Chemicals, & Auxiliaries	802	8
Total	10,021	100

Notes
 Nonwovens Report International is a controlled circulation magazine.
 Subscribers receive 6 issues per year plus 12 monthly e-newsletters and have free access to the WTP online textile news service inteletex.
 Subscribers have the option of receiving the hard copy magazine and/or the e-magazine.
 Approximately 3,000 print copies of each issue are distributed to subscribers and key industry figures, while a further 7,000 copies are dispatched in electronic format.
 Source: WTP Marketing Services.

ISSUE	PUBLICATION*	ADVERTISEMENT DEADLINE	EDITORIAL FEATURES
Issue 1	15th February	18th January	<ul style="list-style-type: none"> The Medical Market Nonwovens in Food Processing Nonwoven finishing and coating
Issue 2	19th April	22nd March	<ul style="list-style-type: none"> IDEA 2010 Show Issue The Filtration Market
Issue 3	14th June	10th May	<ul style="list-style-type: none"> ITMA Asia Nonwovens Machinery Developments The Diaper and Hygienic Disposables Converting Market IDEA 2010 Review
Issue 4	16th August	21st July	<ul style="list-style-type: none"> The Market for Wipes and Consumer Disposables Sustainability Initiatives from the Nonwovens Industry
Issue 5	18th October	22nd September	<ul style="list-style-type: none"> The Diaper and Hygienic Disposables Market Nanofibres in nonwovens
Issue 6	20th December	24th November	<ul style="list-style-type: none"> EUROPEAN INDUSTRY DIRECTORY Review of 2009

*Publication date is the date by which the majority of subscribers will have received their copy of the magazine.

READERSHIP SURVEY 2010

ACTION TAKEN BY READERS

Action	% of Readers
Contacted an advertiser	41
Purchased machinery/equipment/product/service as a result of an advertisement	2
Purchased machinery/equipment/product/service as a result of an article	4
Recommended an advertised product or service	13
Sought further information on a product or service described in an article	32
Discussed an article with a colleague/client	10
None of the above	3

READER INFORMATION REQUIRED FOR THEM TO DO THEIR JOB RANKED IN ORDER OF IMPORTANCE

Information Required	Ranking
New Technologies	1
Industry News	2
New Products	3
New Materials	4
New Techniques	5
Product Information	6
Marketing Information	7
Research	8
Global Trends	9
Information of Events	10

READER LOYALTY

Number of Years People Have Read Nonwovens Report Int.	% of Readers
1-5 Years	35
6-10 Years	18
Less than 1 Year	23
Over 10 Years	23

VALUE OF CONTENT

Content Satisfaction	% of Readers
Satisfied with content	93
Could be improved	7

NONWOVENS REPORT INTERNATIONAL BI-MONTHLY MAGAZINE

DISPLAY ADVERTISING RATES AND MATERIAL SPECIFICATIONS

DISPLAY ADVERTISING - COLOUR

Advertisement	1X	3X	6X
Double Page	£3,791	£3,703	£3,260
Full Page	£2,022	£1,945	£1,833
Half Page Vertical	£1,478	£1,403	£1,334
Half Page Horizontal	£1,478	£1,403	£1,334
Quarter Page Vertical	£1,314	£1,284	-
Quarter Page Horizontal	£1,314	£1,284	-

DISPLAY ADVERTISING - BLACK AND WHITE

Full Page	£1,205	£1,145	£1,086
Half Page Vertical	£698	£673	£638
Half Page Horizontal	£698	£673	£638
Quarter Page Vertical	£378	£349	£330
Quarter Page Horizontal	£378	£349	£330

SPECIAL POSITIONS/COLOURS

Front Cover	On Application
Back Cover	Plus 30%
Inside Front Cover	Plus 25%
Right Hand Page	Plus 10%
Facing Matter	Plus 20%
Second Colour (each)	£320
Special Colour (each)	£422

INSERTS

Bound Insert	£2,122
Per extra page	£1,352
Loose Insert	£1,352
per extra page	£303

MATERIAL SPECIFICATIONS

The Design and Production department of World Textile Publications Ltd. operates on a PC Windows operating system. Advertising material should be submitted in digital format utilising the following file formats:

FILE FORMATS

PDF	(Portable Document Format)
EPS	(Encapsulated Postscript)
TIFF	(Tagged Image File Format)
JPEG	(Joint Photographic Experts Group)

PDF FILES

It is vital that clients supplying files in PDF format ensure that proofs are *thoroughly checked*, all fonts are *embedded*, and that images are at the *correct resolution* prior to conversion.

COLOUR SPECIFICATIONS

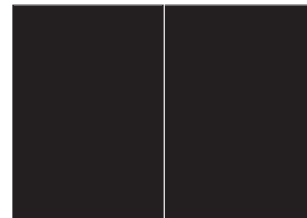
All advertisement files with four-colour content should be submitted in high-resolution mode (300 dpi) using CMYK (RGB files can be converted).

SUBMITTING ADVERTISEMENTS

Files for advertisements can be sent via email attachment (max 5MB) to: ggibson@world-textile.net
Files larger than 5Mb can be sent by FTP. Please ask for our FTP address and login details on request).

ADVERTISEMENT DIMENSIONS

Advertisement sizing: Depth x Width (mm).
Page size 297mm x 210mm



Double Page Advertisement
297mm x 420mm +3mm bleed



Full Page Inset
Advertisement
264mm x 178mm

Full Page Bleed
Advertisement
303mm x 216mm

Half Page Horizontal
Inset Advertisement
128mm x 178mm

Half Page Horizontal
Bleed Advertisement
152mm x 216mm

Half Page Vertical
Inset Advertisement
264mm x 87.5mm

Half Page Vertical
Bleed Advertisement
303mm x 112mm

Quarter Page Horizontal
Inset Advertisement
62mm x 178mm

Quarter Page Horizontal
Bleed Advertisement
87mm x 216mm

Quarter Page Vertical
Inset Advertisement
128mm x 87.5mm

Quarter Page Vertical
Bleed Advertisement
152mm x 112mm

NONWOVENS REPORT INTERNATIONAL BI-MONTHLY MAGAZINE

CLASSIFIED ADVERTISING RATES

USED MACHINERY & AUCTIONS ADVERTISING - COLOUR

Advertisement	
Full Page	£1,429
Half Page Vertical	£798
Half Page Horizontal	£798
Quarter Page Vertical	£487
Quarter Page Horizontal	£487
Eighth Page	£361

USED MACHINERY & AUCTIONS ADVERTISING - BLACK & WHITE

Full Page	£1,299
Half Page Vertical	£726
Half Page Horizontal	£726
Quarter Page Vertical	£443
Quarter Page Horizontal	£443
Eighth Page	£329

RECRUITMENT ADVERTISING - COLOUR

Full Page	£1,572
Half Page Vertical	£876
Half Page Horizontal	£876
Quarter Page Vertical	£536
Quarter Page Horizontal	£536
Eighth Page	£398

RECRUITMENT ADVERTISING - BLACK AND WHITE

Full Page	£1,429
Half Page Vertical	£798
Half Page Horizontal	£798
Quarter Page Vertical	£487
Quarter Page Horizontal	£487
Eighth Page	£361

SERVICES ADVERTISING - COLOUR

Full Page	£1,112
Half Page Vertical	£621
Half Page Horizontal	£621
Quarter Page Vertical	£379
Quarter Page Horizontal	£379
Eighth Page	£281

SERVICES ADVERTISING - BLACK AND WHITE

Full Page	£927
Half Page Vertical	£517
Half Page Horizontal	£517
Quarter Page Vertical	£317
Quarter Page Horizontal	£317
Eighth Page	£234

ADVERTISEMENT DIMENSIONS

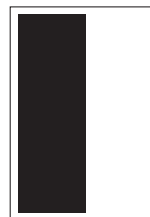
Advertisement sizing: Depth x Width (mm).
Page size 297mm x 210mm



Full Page
Advertisement
248mm x 186mm



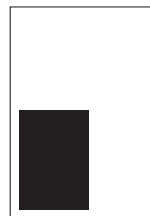
Half Page Horizontal
Advertisement
123mm x 186mm



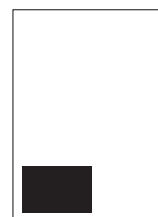
Half Page Vertical
Advertisement
254mm x 90.5mm



Quarter Page Horizontal
Advertisement
60mm x 186mm



Quarter Page Vertical
Advertisement
123mm x 90.5mm



Eighth Page Horizontal
Advertisement
60mm x 90.5mm

NONWOVENS LIVE

Online exhibition of nonwovens machinery:

- **FREE** unlimited access to product information from leading suppliers to the textile industry
- **FREE** access to suppliers contact details
- **FREE** access to up-to-the minute news and product information
- A **FREE** copy of Nonwovens Report International, the industry leading magazine for nonwovens

FREE Account!
FREE Registration!



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IFF Media,**Hans Rauber, Bruno Fisch**

Emmersbergstrasse 1 - 8200

Schaffhausen, Switzerland

Tel: + 41 526330888**Fax:** + 41 526330899**Email:** iff@iff-media.ch

USA

Ramco**Bob Moore**

Cave Creek, Arizona, USA

Tel: +1 480 5950494**Fax:** +1 480 5951749**Email:** ramco@qwest.net

INDIA

Bridge Media**Yogesh Jog**D-2/M-4, Amikrupa Housing Complex,
B/h Sweet Home society, Near Shreyas Foundation,
Ambawadi, Ahmedabad - 15, Gujarat, India**Tel:** +91 79 26762628**Fax:** +91 79 26762628**Email:** media.bridge@gmail.com

JAPAN

Ace Media**Katsuhiro Ishii**4-12-6, Chome, Nishiiku,
Adachi-ku, Tokyo 121-0824 Japan**Tel:** + 81 3 56913335**Fax:** + 81 3 56913336**Email:** amskatsu@dream.com

KOREA

Jes Media Inc.**Young-Seoh Chinn**

2nd FL., ANA Bldg.

257-1 Myungil-Dong, Kangdong-Gu,
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93-103 Wing Lok Street,

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