



MEDIA INFORMATION 2010

Textile Month International -
For the Latest
Textile Engineering and
Processing Innovations



FROM FIBRE TO FINISHED PRODUCT

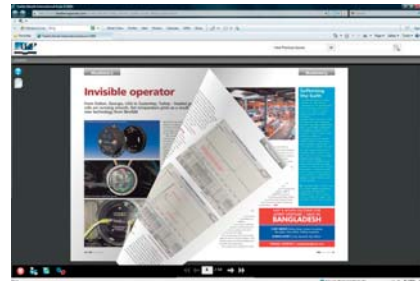
Textile Month International has long been established as the leading international magazine for businesses in the advanced textile-manufacturing industry, from raw-fibre manufacturing, through spinning, fabric manufacture and finishing, to final make-up. It combines information on the latest technology with expert comment, analysis of key industry trends, and extensive regional coverage.

Published from Europe – the heart of the global textile technology industry – *TMI* is read by textile-company executives across the globe, providing vital information for forward-looking manufacturers who are eager to learn of the latest textile engineering and processing innovations, emerging chiefly from Germany, Italy, Switzerland, the UK and France.

TEXTILE MACHINERY LIVE

Online Exhibition of Textile Machinery

Textile Machinery Live (www.textilemachinerylive.com) is a comprehensive exhibition of textile technology, available 24 hours a day, 365 days a year, from anywhere in the world. Search-engine optimisation and consistent promotion, including through WTP's market-leading magazines, such as *Textile Month International*, *Knitting International* and *International Dyer*, make it the ideal platform to deliver instant product information and secure strong, qualified sales leads. Facilities include brochure display, videos and presentations, while visitor logging means you know exactly who has called at your 'virtual exhibition stand'.



6 issues, available in your choice of either **printed** or **e-magazine** format:

Worldwide: £285.00

Tel: +44 (0)1274 378801

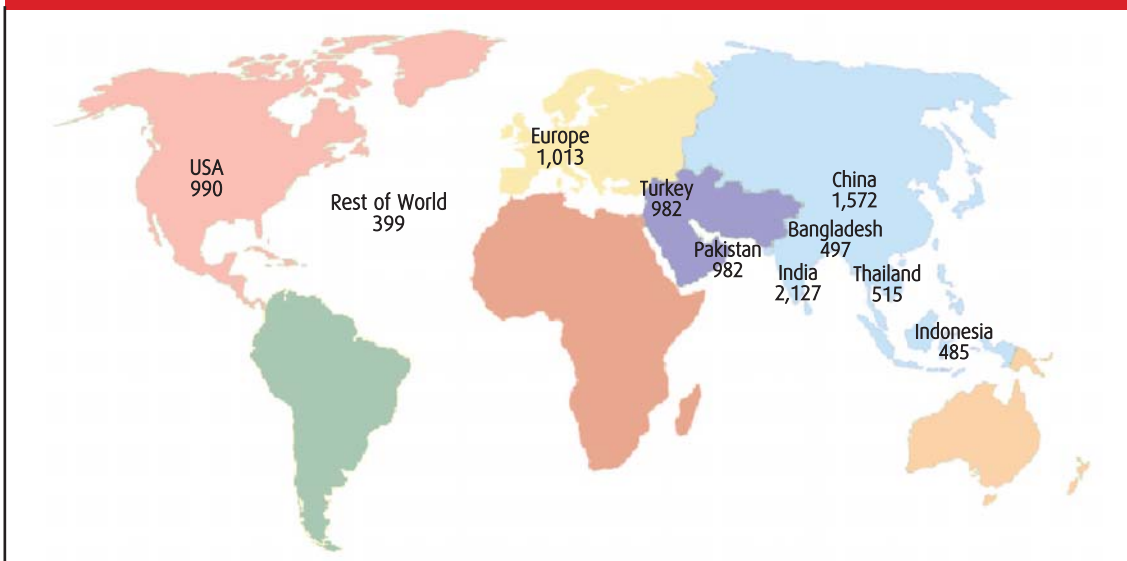
Fax: +44 (0)1274 378811

E-mail: spritchard@world-textile.net

Web: www.textilebookstore.com



**GEOGRAPHIC REACH
TEXTILE MONTH INTERNATIONAL - BI-MONTHLY MAGAZINE AND E-MAGAZINE**



Region/Country	Total Reach	Percentage of Total
Bangladesh	497	4.9
China	1,572	15.7
Europe	1,013	10
India	2,127	21.1
Indonesia	485	4.8
Pakistan	1,490	14.8
Thailand	515	5.2
Turkey	982	9.8
USA	990	9.8
Rest of World	399	3.9
Total	10,070	100

**DEMOGRAPHIC REACH
TEXTILE MONTH INTERNATIONAL - BI-MONTHLY MAGAZINE AND E-MAGAZINE**

Area of Activity	Total Reach	Percentage of Total
Carpet Manufacturers	806	8
Dyers & Finishers	906	9
Fabric Manufacturers	5,234	52
Fibre Producers	704	7
Machinery Suppliers	604	6
Yarn Producers	1,108	11
Others	708	7
Total	10,070	100

Notes
Textile Month International is a controlled circulation magazine.
Subscribers receive 6 issues per year and have free access to the WTP online textile news service inteletex.
Textile Month has an available reader database of 150,000 contacts and 47,300 email addresses.
Subscribers have the option of receiving the hard copy magazine and/or the e-magazine.
Source: WTP Marketing Services.

2010 EDITORIAL CALENDAR



ISSUE	PUBLICATION*	ADVERTISEMENT DEADLINE	EDITORIAL FEATURES
Issue 1	22nd February	25th January	<ul style="list-style-type: none"> ITMA Asia 2010 Preview 1 Market Focus: Home Textiles Technology Focus: Narrow Fabric Weaving Guide to Textile EcoStandards
Issue 2	26th April	29th March	<ul style="list-style-type: none"> ITMA Asia 2010 Preview 2 Market Focus: Industrial Textiles Technology Focus: Coating and Laminating
Issue 3	21st June	17th May	<ul style="list-style-type: none"> ITMA Asia 2010 Show distribution Issue British Textile Machinery Market Focus: Filter Fabrics Technology Focus: Nonwovens and Technical Textiles
Issue 4	30th August	2nd August	<ul style="list-style-type: none"> Swiss Textile Machinery Market Focus: Automotive Textiles Technology Focus: Technical Weaving
Issue 5	25th October	27th September	<ul style="list-style-type: none"> German Textile Machinery Market Focus: Floorcoverings Technology Focus: Advanced Spinning
Issue 6	27th December	29th November	<ul style="list-style-type: none"> Europe's Top Ten Textile Producers In Profile Italian Textile Machinery Market Focus: Denim Technology Focus: Dyeing and Finishing

*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	12
Purchased machinery/equipment/product/service as a result of an advertisement	4
Purchased machinery/equipment/product/service as a result of an article	8
Recommended an advertised product or service	6
Sought further information on a product or service described in an article	13
Discussed an article with a colleague/client	46
None of the above	7

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 Textile Month	% of Readers
1-5 Years	24
6-10 Years	10
Less than 1 Year	38
Over 10 Years	19

VALUE OF CONTENT

Content Satisfaction	% of Readers
Satisfied with content	87
Could be improved	13

Source: Readership Survey 2009, WTP Marketing Services.

TEXTILE MONTH INTERNATIONAL BI-MONTHLY MAGAZINE AND E-MAGAZINE

DISPLAY ADVERTISING RATES AND MATERIAL SPECIFICATIONS

DISPLAY ADVERTISING - COLOUR

Advertisement	1X	3X	6X
Double Page	£4,845	£4,604	£4,362
Full Page	£2,514	£2,383	£2,262
Half Page Vertical	£1,763	£1,668	£1,587
Half Page Horizontal	£1,763	£1,668	£1,587
Quarter Page Vertical	£1,378	£1,347	£1,303
Quarter Page Horizontal	£1,378	£1,347	£1,303

DISPLAY ADVERTISING - BLACK AND WHITE

Full Page	£1,565	£1,498	£1,421
Half Page Vertical	£819	£782	£740
Half Page Horizontal	£819	£782	£740
Quarter Page Vertical	£422	£397	£379
Quarter Page Horizontal	£422	£397	£379

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	£2,647
Per extra page	£1,416
Loose Insert	£1,813
per extra page	£320

MATERIAL SPECIFICATIONS

The Design and Production department of World Textile Publications Ltd. operates on a PC platform in Windows Vista and XP format. 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

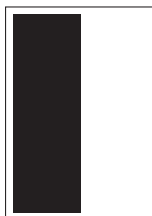


Full Page Inset
Advertisement
257mm x 175mm

Full Page Bleed
Advertisement
303mm x 216mm

Half Page Horizontal
Inset Advertisement
126mm x 175mm

Half Page Horizontal
Bleed Advertisement
152mm x 216mm



Half Page Vertical
Inset Advertisement
257mm x 85mm

Half Page Vertical
Bleed Advertisement
303mm x 112mm



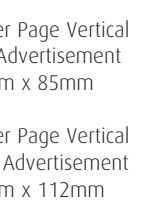
Quarter Page Horizontal
Inset Advertisement
61mm x 175mm

Quarter Page Horizontal
Bleed Advertisement
87mm x 216mm



Quarter Page Vertical
Inset Advertisement
126mm x 85mm

Quarter Page Vertical
Bleed Advertisement
152mm x 112mm



TEXTILE MONTH INTERNATIONAL BI-MONTHLY MAGAZINE AND E-MAGAZINE CLASSIFIED ADVERTISING RATES

USED MACHINERY & AUCTIONS ADVERTISING - COLOUR

Advertisement	
Full Page	£2,848
Half Page Vertical	£1,503
Half Page Horizontal	£1,503
Quarter Page Vertical	£779
Quarter Page Horizontal	£779
Eighth Page	£478

USED MACHINERY & AUCTIONS ADVERTISING - BLACK & WHITE

Full Page	£2,590
Half Page Vertical	£1,367
Half Page Horizontal	£1,367
Quarter Page Vertical	£709
Quarter Page Horizontal	£709
Eighth Page	£433

RECRUITMENT ADVERTISING - COLOUR

Full Page	£3,133
Half Page Vertical	£1,653
Half Page Horizontal	£1,653
Quarter Page Vertical	£880
Quarter Page Horizontal	£880
Eighth Page	£525

RECRUITMENT ADVERTISING - BLACK AND WHITE

Full Page	£2,848
Half Page Vertical	£1,503
Half Page Horizontal	£1,503
Quarter Page Vertical	£779
Quarter Page Horizontal	£779
Eighth Page	£478

SERVICES ADVERTISING - COLOUR

Full Page	£2,217
Half Page Vertical	£1,170
Half Page Horizontal	£1,170
Quarter Page Vertical	£607
Quarter Page Horizontal	£607
Eighth Page	£332

SERVICES ADVERTISING - BLACK AND WHITE

Full Page	£1,847
Half Page Vertical	£975
Half Page Horizontal	£975
Quarter Page Vertical	£506
Quarter Page Horizontal	£506
Eighth Page	£277

ADVERTISEMENT DIMENSIONS

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



Full Page
Advertisement
257mm x 170mm



Half Page Horizontal
Advertisement
126mm x 170mm



Half Page Vertical
Advertisement
257mm x 83mm



Quarter Page Horizontal
Advertisement
60mm x 170mm



Quarter Page Vertical
Advertisement
126mm x 83mm



Eighth Page Horizontal
Advertisement
60mm x 83mm

TEXTILE MACHINERY LIVE

textilemachinerylive.com is an online exhibition featuring news, information and exhibits from leading global textile machinery manufacturers.

Just register and you've got immediate and free access to a world of textile machinery

- Access the latest product information
- Comprehensive supplier contact details
- Textile machinery news

Free Registration!



TM
Textile Month
International

Free copy of Textile Month
International upon registration

Are you a Textile Machinery Manufacturer?

If you are a textile machinery manufacturer and would like to exhibit or to have a live demonstration of **textilemachinerylive.com**, please contact me.

James Wilson

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Fax: +852 2869-5919

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