

KNITTING INTERNATIONAL

MEDIA INFORMATION 2008

KNITTING
INTERNATIONAL - The
world's premier monthly
trade publication for the
global knitting and
hosiery industries.



KNITTING INTERNATIONAL IS THE WORLD'S PREMIER MONTHLY TRADE PUBLICATION FOR THE GLOBAL KNITTING AND HOSIERY INDUSTRIES

A unique focus on knitting business and technology developments as well as a knitting angle on major European, US and Asian technology, fabric and garment shows marks Knitting International out as the must have journal for businesses seeking to keep up to date with the latest happenings in the industry.

At ITMA Asia + CITME in Shanghai in July, Knitting International will be situated at the heart of the knitting technology section. We will run extensive previews and reviews of this increasingly important show. Another key show we will be covering this years ITME in Bangalore.

Our education and training special in October provides advertisers with an opportunity to target tomorrow's industry leaders and potential recruits for textile courses at all levels.

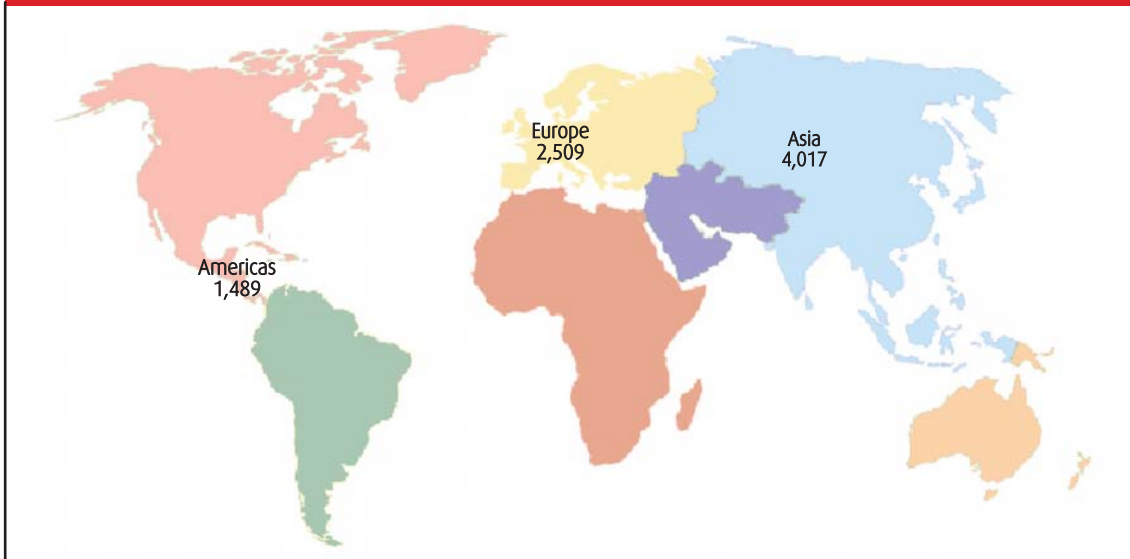
With a growing subscriber base and solid distribution in areas where the knitting industry is seeing the greatest rate of development such as India, China and Turkey, as well as good penetration in Europe and the US, Knitting International provides an excellent vehicle to reach key decision makers in the knit-goods supply chain.



Knitting International is available in hard copy or e-magazine format.

KNITTING INTERNATIONAL

GEOGRAPHIC REACH KNITTING INTERNATIONAL - MONTHLY MAGAZINE AND E-MAGAZINE



Region/Country	Total Reach	Percentage of Total
Americas - Argentina, Brazil, Mexico, USA, Canada	1,489	19
Asia - Bangladesh, China, India, Indonesia, Pakistan, Thailand, Vietnam	4,017	50
Europe - Eastern Europe, Germany, Italy, Spain, Turkey, UK	2,509	31
Total	8,015	100

DEMOGRAPHIC REACH KNITTING INTERNATIONAL - MONTHLY MAGAZINE AND E-MAGAZINE

Area of Activity	Total Reach	Percentage of Total
Apparel Retailers, Buyers & Merchants	401	5
Knitted Fabric Manufacturers	2,485	31
Knitwear Producers	2,966	37
Sock/Hosiery Manufacturers & Agents	1,683	21
Yarn Spinners, Processors & Agents	480	6
Total	8,015	100

Notes
 Knitting International is a controlled circulation magazine.
 Subscribers receive 11 issues per year and have free access to the WTP online textile news service inteletex.
 Knitting International has an international email database of 13,000 of which periodically receives copies of the e-magazine.
 Subscribers have the option of receiving the hard copy magazine and/or the e-magazine.
 Source: WTP Marketing Services.

2008 EDITORIAL CALENDAR

ISSUE	PUBLICATION*	ADVERTISEMENT DEADLINE	EDITORIAL FEATURES
March	18th February	22nd January	<ul style="list-style-type: none"> • Circular knitting technology update • Garment make-up technology update • US special
April	17th March	19th February	<ul style="list-style-type: none"> • Fine gauge knitting technology update • Salon de la Lingerie/ Interfilierie review • Pitti Filati review • Outdoor Retailer Winter market review
May	14th April	14th March	<ul style="list-style-type: none"> • Knitting plant management software update • Premiere Vision/Expofil review • ISPO review • Moda In review
June	12th May	15th April	<ul style="list-style-type: none"> • Seamless knitting technology update • Technical textiles – manufacturing challenges • Techtextil North America review
July	16th June	19th May	<ul style="list-style-type: none"> • Hosiery knitting technology update • Yarns special • India Knit Fair review • LA International Textile Show review
August	14th July	17th June	<ul style="list-style-type: none"> • Quality control technology update • ITMA Asia and CITME preview • China special
September	18th August	22nd July	<ul style="list-style-type: none"> • Warp knitting technology update • Pitti Filati review • World equipment buyer's guide
October	15th September	18th August	<ul style="list-style-type: none"> • Education and training special • ITMA Asia and CITME review • ISPO review • Outdoor Retailer Summer Market review
November	13th October	16th September	<ul style="list-style-type: none"> • Flat knitting technology update • Premiere Vision/Expofil review • Interfilierie/Lyon Mode City review • Milano Unica review
December	17th November	21st October	<ul style="list-style-type: none"> • Dyeing and finishing technology update • ITME Bangalore preview • Machinery manufacturing in India
January/ February 09	15th December	18th November	<ul style="list-style-type: none"> • Energy efficient knitting technology • What to look for when purchasing second hand machinery

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

READERSHIP SURVEY 2008

ACTION TAKEN BY READERS

Action	% of Readers
Contacted an advertiser	16
Purchased machinery/equipment/product/service as a result of an advertisement	5
Purchased machinery/equipment/product/service as a result of an article	10
Recommended an advertised product or service	9
Sought further information on a product or service described in an article	23
Discussed an article with a colleague/client	31
None of the above	2

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 Knitting International	% of Readers
1-5 Years	16
6-10 Years	22
Less than 1 Year	22
Over 10 Years	39

VALUE OF CONTENT

Content Satisfaction	% of Readers
Satisfied with content	88
Could be improved	12

KNITTING INTERNATIONAL MAGAZINE AND E-MAGAZINE

DISPLAY ADVERTISING RATES AND MATERIAL SPECIFICATIONS

DISPLAY ADVERTISING - COLOUR

Advertisement	1X	3X	6X	11x
Double Page	£3,506	£3,329	£3,155	£2,979
Full Page	£1,811	£1,719	£1,629	£1,539
Half Page Vertical	£1,112	£1,060	£1,005	£949
Half Page Horizontal	£1,112	£1,060	£1,005	£949

DISPLAY ADVERTISING - BLACK AND WHITE

Full Page	£1,306	£1,240	£1,175	£1,110
Half Page Vertical	£638	£618	£574	£425
Half Page Horizontal	£638	£618	£574	£425
Quarter Page Vertical	£358	£341	£322	£305
Quarter Page Horizontal	£358	£341	£322	£305

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)	£307
Special Colour (each)	£405

INSERTS

Bound Insert	£2,545
Per extra page	£1,361
Loose Insert	£1,743
per extra page	£305

MATERIAL SPECIFICATIONS

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

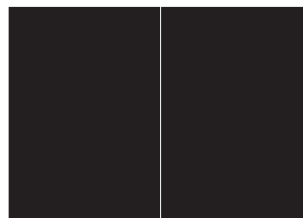
It is vital that clients supplying files in PDF format ensure that proofs are *thoroughly checked*, all fonts are *embedded*, and that images are at the *correct resolution* prior to conversion.

COLOUR SPECIFICATIONS

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

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
261mm x 178mm

Full Page Bleed
Advertisement
303mm x 216mm

Half Page Horizontal
Inset Advertisement
128mm x 177mm

Half Page Horizontal
Bleed Advertisement
152mm x 216mm



Half Page Vertical
Inset Advertisement
261mm x 86.5mm

Half Page Vertical
Bleed Advertisement
303mm x 112mm



Quarter Page Horizontal
Inset Advertisement
61.5mm x 178mm

Quarter Page Horizontal
Bleed Advertisement
87mm x 216mm



Quarter Page Vertical
Inset Advertisement
123mm x 86.5mm

Quarter Page Vertical
Bleed Advertisement
152mm x 112mm



KNITTING INTERNATIONAL MAGAZINE AND E-MAGAZINE

CLASSIFIED ADVERTISING RATES

USED MACHINERY & AUCTIONS ADVERTISING - COLOUR

Advertisement	
Full Page	£2,014
Half Page Vertical	£1,208
Half Page Horizontal	£1,208
Quarter Page Vertical	£724
Quarter Page Horizontal	£724
Eighth Page	£433

USED MACHINERY & AUCTIONS ADVERTISING - BLACK & WHITE

Full Page	£1,831
Half Page Vertical	£1,099
Half Page Horizontal	£1,099
Quarter Page Vertical	£659
Quarter Page Horizontal	£659
Eighth Page	£394

RECRUITMENT ADVERTISING - COLOUR

Full Page	£2,215
Half Page Vertical	£1,328
Half Page Horizontal	£1,328
Quarter Page Vertical	£795
Quarter Page Horizontal	£795
Eighth Page	£476

RECRUITMENT ADVERTISING - BLACK AND WHITE

Full Page	£2,014
Half Page Vertical	£1,208
Half Page Horizontal	£1,208
Quarter Page Vertical	£756
Quarter Page Horizontal	£756
Eighth Page	£433

SERVICES ADVERTISING - COLOUR

Full Page	£1,566
Half Page Vertical	£939
Half Page Horizontal	£939
Quarter Page Vertical	£563
Quarter Page Horizontal	£563
Eighth Page	£336

SERVICES ADVERTISING - BLACK AND WHITE

Full Page	£1,306
Half Page Vertical	£783
Half Page Horizontal	£783
Quarter Page Vertical	£469
Quarter Page Horizontal	£469
Eighth Page	£281

ADVERTISEMENT DIMENSIONS

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



Full Page
Advertisement
250mm x 180mm



Half Page Horizontal
Advertisement
123mm x 180mm



Half Page Vertical
Advertisement
250mm x 88mm



Quarter Page Horizontal
Advertisement
60mm x 180mm



Quarter Page Vertical
Advertisement
123mm x 88mm



Eighth Page Horizontal
Advertisement
60mm x 88mm

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