



**Your partners in technical textiles**

# **Media data and editorial calendar 2018**

**Informing the industry worldwide since 1992**

**Book now for Techtextil North America and more**

# Two ways to promote your brand to the international technical textiles world

Magazine and web advertising to maximise impact AND save money

## Our bimonthly magazine – in print and PDF



Published continuously since 1992, Technical Textiles International is THE foremost magazine dedicated to all aspects of the international technical textiles industry. It is relied on by senior executives for the latest on new products and processes, technologies, markets and applications for the advanced and high-performance textiles and nonwovens industry.

In-depth feature articles written by leading industry figures are complemented by coverage of all the major international exhibitions and worldwide news of new products, developments, research and applications. Our unique network of correspondents in Europe, the Americas and Asia keeps readers up to date with innovations around the world.

**NOW also covering high-performance nonwovens**

## Our online information hub



Since its launch as a subscription service in 2015, Technical-textiles.net has provided a unique one-stop online information source for all areas of technical and advanced textiles, high-performance nonwovens and advanced composites.

Every item is written or edited by experts in the field, ensuring that the readership sees TNet as an authoritative and trustworthy information source, the perfect place for maximum-impact advertising.

### **Returned FIRST on Google**

A search for technical textiles on Google returns TNet as the top information source. Make sure your advert is seen FIRST by advertising on the world's most popular technical textiles website.

## Distribution, readership and reach

Our combined media offer an unrivalled channel for your advertising message to a unique and growing international decision-making audience



### Technical Textiles International has:

- a PAID-FOR subscription base of senior executives in more than 40 countries in print and PDF format
- bonus exhibition distribution at major conferences and events worldwide – see calendar for details
- targeted promotional distribution to selected international lists for specific topic issues
- preview issues hosted on TNet to ensure your advertisements have the widest possible readership

### TTI has been published continuously for 27 years Subscription readership:






- over 50% chairmen, presidents, V-Ps or other senior managers in more than 40 countries
- 38% W Europe, 25% Far East and India, 16% N America, 10% in Eastern Europe, 11% RoW
- manufacturers, suppliers and users from all areas



### Technical-textiles.net has:

- a growing PAID-FOR subscription base of high-quality international readers
- an ever-expanding membership with free access to all online advertisements
- a biweekly newsletter emailed to all members and other opted-in readers, over 15,000 active addresses
- a large visitor base of web-users brought to the site by Google searches

### The last 12 months on TNet has seen:

- subscription base  Up 107%
- membership  Up 200%
- site visitors 36,000  Up 60%
- page views 117,000  Up 47%
- average time on site  Up 15%

Editorial calendar	February	April	June	August	October	December
Ad orders	05 January 2018	02 March 2018	04 May 2018	29 June 2018	24 August 2018	26 October 2018
Ad copy	12 January 2018	09 March 2018	11 May 2018	06 July 2018	31 August 2018	02 November 2018
Publication	02 February 2018	30 March 2018	01 June 2018	27 July 2018	21 September 2018	23 November 2018
Features	Composites Automotive Smart textiles JEC preview	Safety and protection Aerospace Digital printing and finishing TTNA Preview	Sports and leisure Performance nonwovens Geotextiles Outdoor/ORSM preview	Performance fibres Environmental Packaging Global Fibres Congress preview	Filtration Military Medical ITMA Asia preview	<b>BUYERS GUIDE</b> Winter sports Domestic textiles Agriculture/horticulture

Exhibition distribution	February	April	June	August	October	December
	Wearable Technologies FESPA Asia JEC World Filtech Techtextil Russia	Aircraft interiors Hightex/International Textile Machinery FESPA Techtextil North America mtex+	Asia Nonwovens (ANEX) ISPO Shanghai Outdoor Outdoor Retailer Summer Market	Smart Textiles and Light-weight Materials (SALTEX) Dornbirn Global Fibres Congress Aircraft Interiors Expo CINTE Techtextil China	IFAI Expo Filtration ITMA Asia and CITME Milipol Composites Europe Nonwovens for High Performance Applications	Aachen-Dresden-Denkendorf International Textile Conference Heimtextil ISPO and other major 2019 shows including Techtextil

Full details of exhibition dates and venues can be found at [www.technical-textiles.net/events](http://www.technical-textiles.net/events)



Prices	£	€	\$
Full page	2773	3466	4159
Half page	1708	2135	2562
Quarter page	1131	1413	1696
Doublepage	4580	5725	6870
Inside front	3181	3976	4771
Outside back	3273	4091	4909
Inserts (up to 25g)	2223	2778	3334

**Generous series discounts available - please enquire for details**

**Book early and save**  
Book a series before 31 December 2017 and receive an EXTRA 2% discount

Sizes	(width x height in mm)
Double page:	Bleed: 428 x 305; Type area: 402 x 270;
Full page:	Trim: 210 x 297; Bleed: 214 x 305; Type area: 192 x 270
Half page:	Horizontal: 174 x 120; Vertical: 85 x 240; Island: 129 x 174
Quarter page:	Vertical: 85 x 120; Horizontal: 174 x 60

### Copy requirements

ALL COPY MUST CONFORM TO OUR FULL SPECIFICATIONS GIVEN AT [www.technical-textiles.online/publicdocs/copyrequirements.pdf](http://www.technical-textiles.online/publicdocs/copyrequirements.pdf)

Print-ready PDF files.  
Pictures must be incorporated and fonts should be embedded.  
Colours, including images, must be CMYK, with no embedded profiles



Prices	£	€	\$	(per month)
Leaderboard	692	865	1038	
Skyscraper	692	865	1038	
Large rectangle	692	865	1038	
Small rectangle	397	496	595	
Enewsletter sponsor	692	865	1038	
Dedicated email shot	1735	2169	2603	
Browser adverts	474	593	711	(per year per category)
Sponsored feature	2080	2600	3120	(per annum)

Sizes	(width x height in pixels)
Leaderboard:	720 x 90
Skyscraper:	160 x 600
Large rectangle:	250 x 200
Small rectangle:	250 x 100
Email alert:	370 x 160
Browser advert:	690 x 60

### Copy requirements

JPEG, GIF or animated GIF format.

Send all copy to: [in@intnews.com](mailto:in@intnews.com)

**Book a display advert and online advert at the same time and save 10% on the online advert**

**Contacts**

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