



# 2018 Media File

Print

Digital Media  
Website

Packages &  
Advertorials

Editorial  
Calendar

Ad  
Specs

*AATCC Review* was rated as the #1 AATCC member benefit according to the latest AATCC membership survey.

AATCC introduces evolving technology by commissioning articles with unique coverage to fulfill AATCC member interests, including sustainability.

"Transparency is the New Green" was selected for an Apex Award of Excellence in Writing in the subcategory of Green Writing. This latest award in 2017 was a welcomed addition to the many previous Apex and Tabbie Awards for writing the Association's publications have enjoyed over the years.



TABPI declared the multiple-award-winning *AATCC Review* one of their "Big 95"—the top 95 B2B publications!

[www.tabpi.org/thebig95.htm](http://www.tabpi.org/thebig95.htm)



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## Print

### Our Print Publication, *AATCC Review*

**Who We Are:** *AATCC Review* is the official publication of AATCC, publishing innovative research and probing features on all facets of fibers, textiles, and apparel, six times a year.

**Who We Reach:** AATCC is truly a global network of textile professionals, in more than 50 countries. Members are industry leaders in product design, testing, manufacturing, research and product development, and distribution. Each month, AATCC invests in membership development—attracting new members from Asia, China, and around the world—delivering new readers to the advertisers appearing in the multi-award-winning *AATCC Review*.

#### AATCC speaks to the professionals you want to reach!

- 100% requested circulation—no purchased mailing lists, samplings, or forced free trials
- 97% subscription distribution
- Copies available at select trade shows and industry events
- All subscriber details verified annually
- Circulation statistics confirmed and published annually for postal audit

**What We Do:** AATCC has truly embraced the globalization of the textile industry.

- Your ad message is distributed to a 100% requested readership—a benchmark few other publishers achieve
- Feature articles achieve critical acclaim, winning awards year after year to ensure the magazine content has value to the reader
- Advertisers know their message will be seen



## Print Ad Rates

#### All Rates in US Dollars.

Four Color	1×	3×	6×
1 Page	\$4,600	\$4,495	\$4,295
½ Page	\$3,240	\$3,190	\$3,085
⅓ Page	\$2,735	\$2,700	\$2,630
¼ Page	\$2,525	\$2,500	\$2,445

- Rates based on the number of insertions run during a calendar year
- Multi-page ads count as multiple insertions for frequency discount
- 10% premium position charge for covers and guaranteed ad positions
- No premium or guarantee charge for AATCC corporate members
- No additional charge for bleed
- AATCC corporate member discounts available at silver, gold, platinum, and diamond levels
- Back and inside covers available to four-color advertisers
- 15% commission offered to advertising agencies
- AATCC offers design and layout services to advertisers  
Call for quotes
- Classified rates available  
Call for quotes
- Fractional ad rates available  
Call for quotes

Award-winning editorial  
content and design



Winner of 8 Apex Award for  
Publication Excellence



Winner of 8 Tabbie Awards,  
celebrating international  
trade and B2B publications.



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## Digital

### Newsletter

AATCC News subscriptions are **free** to all. The newsletter is published twice per month with the latest industry news and updates, plus feature articles and technical information.

### Advertising Options

- Banner Ad 1—Lead Banner
- Banner Ad 2—Smaller size, but big impact!

### This isn't junk mail.

- 5,000+ subscribers
- 97% delivery rate. Readers value their subscriptions and keep addresses updated
- 1,100+ UNIQUE opens per issue (> 25%). Total open rate is nearly twice as high!
- NO unsolicited blast emails
- More than 100 readers forward each issue to friends or colleagues
- "Tabbie" Gold award for feature writing

### AATCC News Deadlines

- Space reservation for each issue due one month prior to publication
- Ad material due two weeks prior to issue

**AATCC NEWS**  
Association of Textile, Apparel & Materials Professionals  
April 1, 2014

**Banner Ad 1**

EVENTS | TEST METHODS | STUDENTS | JOIN AATCC | FORWARD | SUBSCRIBE

**Recycling Not a "Shoe" Thing**  
Recycling garments can be tough enough, given the mixed fibers involved with, as just one example, a simple men's shirt. But recycling shoes is nearly impossible. Here, AATCC News talks with Patagonia's Mark Pikaart about new initiatives designed to make it easier to recycle footwear.  
[More Info...](#)

**High Style and Southern Charm**  
In March, AATCC attended Charleston Fashion Week, which is Charleston, South Carolina, USA's answer to the annual fashion weeks in Paris and New York. As we learned, this five-day event was much more than your local department store fashion show. It had polish, a wide array of innovative fashions from new designers, and much of the partying and glitz that one would expect at a major fashion event.  
[More Info...](#)

**AATCC Announces New Webinar Series**  
New Webinars have been added! Sign up here to learn more about filtration materials and UV protective clothing.  
[More Info...](#)

**IC 2014 on Social Media**  
Stay on top of the events at AATCC's International Conference (which begins today, April 1, and takes place in Asheville, NC, USA) via [Facebook](#) and [Twitter](#) at #a2c14  
[More Info...](#)

**STUDENT NEWS**  
Apply For Internships!  
AATCC Student Members are invited to post their resumes on the AATCC website and apply for Industry Internships.  
[More Info...](#)

**Banner Ad 2**

**UPCOMING EVENTS**  
[For complete list and updates, visit the AATCC Events page](#)

## Questions?

**Chris Shaw**  
Advertising Sales  
[shawc@aatcc.org](mailto:shawc@aatcc.org)  
US Phone: +1.919.549.3547  
International Phone:  
+44.1270.522130

**Genevieve Bot**  
Advertising Coordinator  
[botg@aatcc.org](mailto:botg@aatcc.org)  
+1.919.549.3539

## Digital Rates

All Rates in US Dollars.	Cost/Ad
Website Banner Ad	\$750/month
Website Focus Ad	\$500/month
Web Advertorial (Resource Center)	\$500/year
Newsletter Banner Ad 1	\$750/month
Newsletter Banner Ad 2	\$500/month



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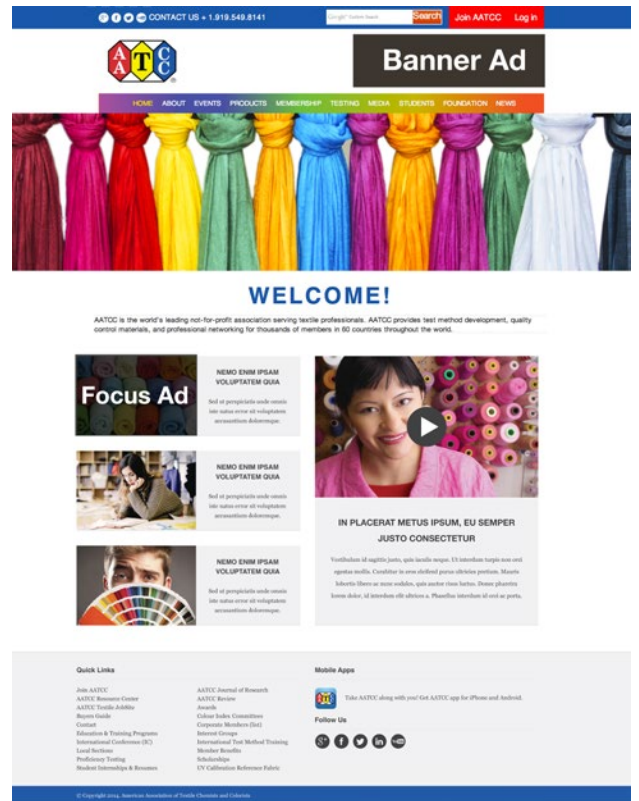
## Website

### The Portal to All Things AATCC!

- Publications
- Membership
- Testing/Test Methods
- Events—Webinars, Seminars, Conferences
- Quality control products
- The popular Textile JobSite
- E-learning programs
- Our Searchable Archive
- Actively promoted via *AATCC News*, our e-newsletter, driving traffic to the website via linked articles twice monthly
- Active Social Media groups on LinkedIn, Twitter, and Facebook
- Homepage viewed almost 15,000 times per month
- Weekly updates encourage repeat visitors

### Website Advertising Options

- Headliner Banner Ad on website front page—and throughout site
- Focus Ad (front page) to highlight your advertorial products/papers
- Focus Ad may also include video if you wish
- Additional Banner Ad on the popular Textile Jobsite
- Contact our Ad Team for additional details



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# Prepaid Multimedia Packages

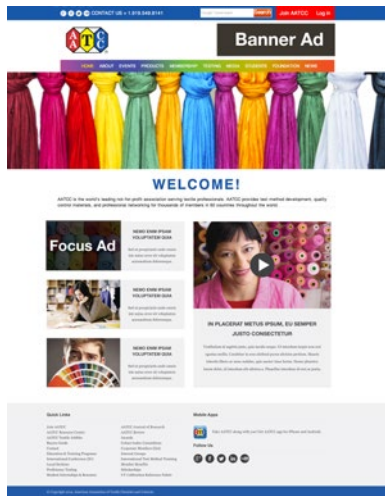
### Includes:

- Print magazine
- Newsletter banner ad
- Website banner ad
- Technology Resource Center advertorial
- Available only to AATCC Corporate Members

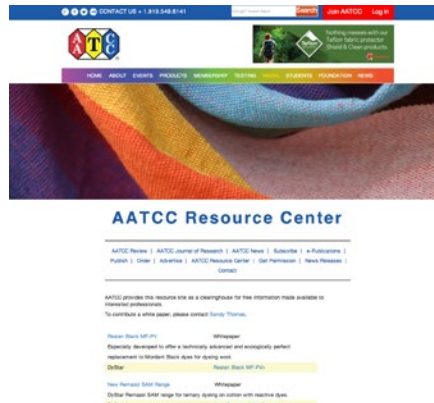
Call for quotes!



Print



Website



Technology Resource Center



Newsletter Banners

# Advertorial

## AATCC Resource Center

- Advertorial white papers about your products or services hosted on our website
- Promotional language permitted
- Paper in pdf format with a 50-word teaser for search engine optimization
- Downloads free to visitors in exchange for their contact information
- Quarterly reports provided to advertisers
- Corporate members receive one free advertorial per year
- \$500/year





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## Editorial Calendar

**Maria C. Thiry**  
Publications and Membership Director  
[thiry@m@aatcc.org](mailto:thiry@m@aatcc.org) | +1.919.549.3548

Issue	Features	Readers are interested in ...
<b>January/ February</b> Ad Close: 11/22/17 Art Due: 12/5/17	<b>Disruptive Technologies:</b> <ul style="list-style-type: none"> <li>Disruptive manufacturing technologies</li> <li>Disruptive marketing technologies and channels</li> </ul>	Textile technologies, textile manufacturing, textile finishes, textile marketing & merchandising
<b>March/April</b> Ad Close: 1/30/18 Art Due: 2/5/18	<b>Sustainability:</b> <ul style="list-style-type: none"> <li>Textile recycling</li> <li>How recycled materials change fashion</li> </ul> <b>Moisture Management:</b> <ul style="list-style-type: none"> <li>Moisture management: technologies, challenges, testing</li> </ul>	Sustainability, fashion, moisture management, performance fabrics
<b>May/June</b> Ad Close: 3/27/18 Art Due: 4/5/18	<b>Performance Fabrics:</b> <ul style="list-style-type: none"> <li>Temperature-sensitive fabrics</li> <li>Performance-enhancing fibers &amp; finishes</li> </ul>	Performance fabrics, fibers, finishes
<b>July/August</b> Ad Close: 5/30/18 Art Due: 6/5/18	<b>Color Measurement &amp; Coloration:</b> <ul style="list-style-type: none"> <li>Natural dyes</li> <li>LED Lighting—color measurement &amp; testing</li> </ul>	Dyeing, coloration, lighting, color measurement, color testing
<b>September/ October</b> Ad Close: 7/26/18 Art Due: 8/2/18	<b>Fibers &amp; Finishes:</b> <ul style="list-style-type: none"> <li>Bio-based fibers</li> <li>Fiber-based composites</li> <li>Finishes for comfort &amp; protection</li> </ul>	Fibers, finishes, sustainability, comfort, protective fabrics, high-tech fibers & fabrics
<b>November/ December</b> Ad Close: 9/26/18 Art Due: 10/4/18	<b>Catering to Consumers:</b> <ul style="list-style-type: none"> <li>Care labeling—challenges in harmonization</li> <li>Textiles for home Safety—the smart carpet</li> </ul>	Care labeling, textile testing, supply chain, carpeting, e-textiles



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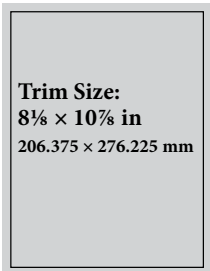
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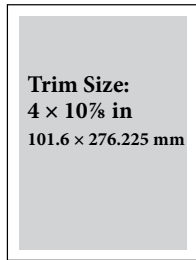
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## Print

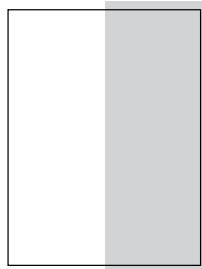
# Ad Specifications



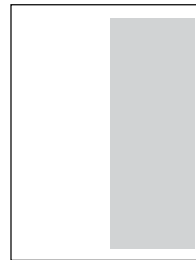
**Full Page Bleed**  
8 1/8 x 11 1/8 in  
212.725 x 282.575 mm



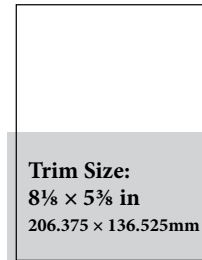
**Full Page**  
7 1/8 x 10 1/8 in  
186.258 x 258.233 mm



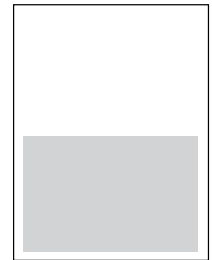
**1/2 Page Vertical Bleed**  
4 1/4 x 11 1/8 in  
107.95 x 282.575 mm



**1/2 Page Vertical**  
3 3/8 x 10 1/8 in  
84.658 x 258.233 mm



**1/2 Page Horizontal Bleed**  
8 3/8 x 5 3/8 in  
212.725 x 142.875 mm

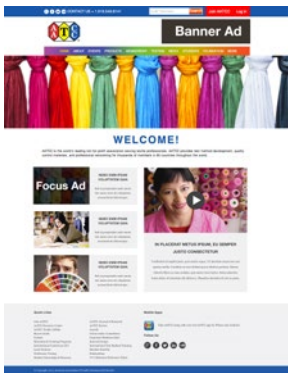


**1/2 Page Horizontal**  
7 1/8 x 4 3/8 in  
186.258 x 118.516 mm

- Magazine trim size is 8 1/8 x 10 7/8 in. (206.375 x 276.225 mm)
- Full bleed requires art to extend 1/8 in (3.175 mm) past trim edge on all sides for bleed. **Keep live matter 1/4 in. (6.35 mm) from all trim edges**
- Do not include crop marks inside trim area
- Submit high resolution, 300 dpi, CMYK or grayscale Adobe Acrobat PDF files. **No RGB, Pantone or spot colors**
- Sending a color match proof is optional. Laser proofs will be used for content, not color accuracy
- Email files to [botg@aatcc.org](mailto:botg@aatcc.org)
- Call for additional specs for fractional ads

## Digital

### Website Ads



- Banner Ad: 425 x 115 px
- Focus Ad:  
Image: 245 x 163 px  
**Plus:** 140 characters text
- Web ad space available on a monthly basis

### Newsletter Banner Ads

- Banner Ad 1: 650 x 77 px
- Banner Ad 2: 295 x 89 px
- Appears in biweekly emailed newsletter



## Website & Newsletter Ad File Requirements

### Static Image Files

- 72 dpi resolution
- PNG (24-bit or 8-bit)
- GIF
- JPG (high quality only)
- RGB

### Animated Image Files (Web Only)

- 72 dpi resolution
- Animated GIF (max three slides)
- Limited to 200kb
- RGB