



2019 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.

Reader testimonials from 2018 AdImpact™ Study, conducted by Signet Research, Inc. using ads from the May/June 2018 issue of *AATCC Review*, say:

- "The articles keep me informed of the latest developments. They are well written, factual and accurate."
- "I have used articles from the *AATCC Review* to inform others at my job on solutions to problems, ideas, or anything else."
- "*AATCC Review* is important for me to stay current in my industry."



AATCC Review won both Apex and Tabbie Awards in 2018 for its September/October 2017 feature article “*Microfiber Shedding: Hidden Environmental Impact*” by Kilara Le.





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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



"*AATCC Review* keeps me updated with the latest in research, standards and product development in my field of work."

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 9 Apex Award
for Publication Excellence



Winner of 9 Tabbie Awards,
celebrating international
trade and B2B publications.



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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—Same size, center placement, big impact!

This isn't junk mail.

- 3,500+ subscribers
- 97% delivery rate. Readers value their subscriptions and keep addresses updated
- 840+ UNIQUE opens per issue (> 20%). 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
Banner Ad 1

September 11, 2018



Photo Credit: Uvex Safety Textiles

Reducing the Risk of Uncomfortable Protective Wear

Since Europe (EU) is facing a lack of specialized equipment in almost every working area, protective clothing has become an increasingly important factor in many ways. Not only has it evolved into a competing factor when it comes to recruiting personnel but is being widely accepted as an indispensable medium to keeping people healthy in dangerous working conditions.

[Read More...](#)



Join us on October 3-4 for our Moisture Management Testing Workshop to learn customer expectations, test procedures, and data interpretation from industry experts in moisture management. Ask questions and get hands-on experience.

[Read More...](#)



AATCC Foundation Student Research Support Grant. Program encourages student research in textile chemistry and related fields important to the textile sciences. The application deadline for receiving proposals is **September 30, 2018**. For guidelines and an application form, visit [AATCC](#).

Banner Ad 2

Questions?

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Digital Rates

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



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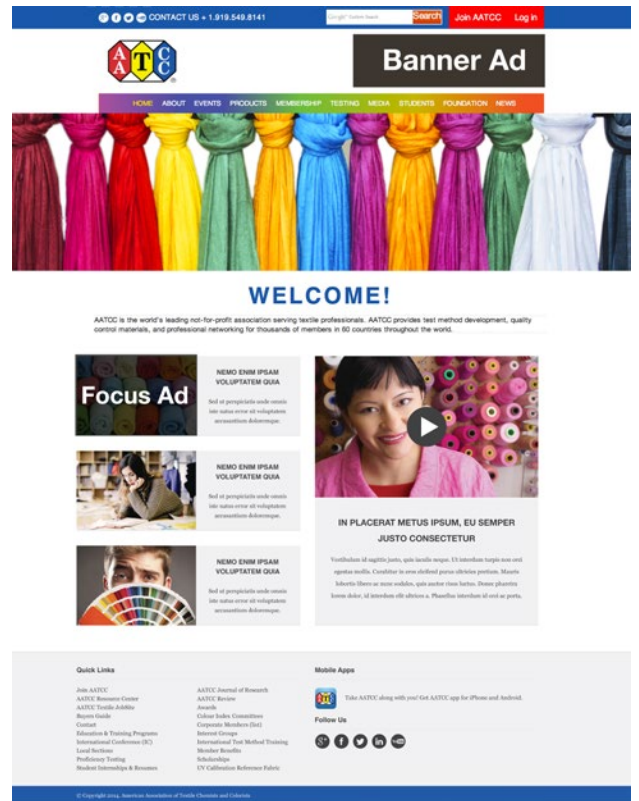
Website

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 Sponsored Content Ad (front page) photo or video plus link to sponsor's advertorial content or video.
- Additional Banner Ad on the popular Textile Jobsite
- Contact our Ad Team for additional details



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Prepaid Multimedia Packages

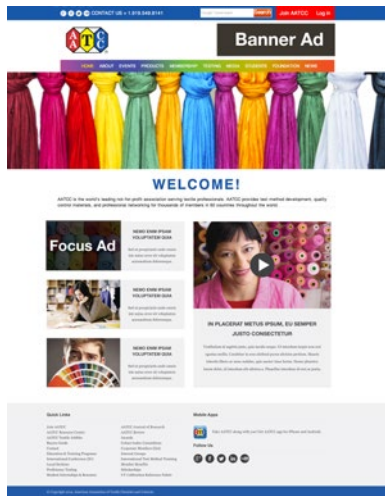
Includes:

- 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
- New advertorials promoted in AATCC News when posted
- Paper in pdf format with links to your website, with a 50-word teaser for search engine optimization
- Downloads free to visitors in exchange for their contact information
- Quarterly reports with reader contact info provided to advertisers
- Each advertorial white paper hosting is \$500/year





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Publications and Membership Director

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Issue	Features	Readers are interested in ...
January/ February Ad Close: 11/22/18 Art Due: 12/5/18	Printing and Performance: <ul style="list-style-type: none"> Digital Printing and Screen Printing—testing, performance, & more Biomimicry and Textiles: Inspiration from Nature—how nature inspires innovation in performance fabrics 	<i>Published in partnership with SGIA</i> Printing, digital printing, testing, crockfastness, colorfastness Performance fabrics
March/ April Ad Close: 1/30/19 Art Due: 2/5/19	Space Textiles: <ul style="list-style-type: none"> The Next Generation in Space Textiles—how the need to design fibers, fabrics, and apparel for the rigors of space travel drives innovation in performance and protective fabrics Taking Textiles to Space—designing and testing the performance of textiles designed for future space missions 	<i>AATCC International Conference Issue</i> Lightweight, durability, strength, moisture management, static-resistant, flame-resistant, natural fibers, wearables, compression fabrics
May/June Ad Close: 3/27/19 Art Due: 4/4/19	Supply Chain: <ul style="list-style-type: none"> The Smart Supply Chain—how digital technology will change the future of our supply chains Speed to Market—issues and opportunities 	RFID, supply chain, on-demand manufacturing, customization, streamlining
July/August Ad Close: 5/30/19 Art Due: 6/5/19	Color Measurement/Color Communication and Durability: <ul style="list-style-type: none"> Color Measurement, from Sampling Through Production The Science Behind Fabric Durability 	Color measurement, color communication, color control, dyeing Durability, strength, fibers
September/ October Ad Close: 7/29/19 Art Due: 8/5/19	Denim and Smart Fabrics: <ul style="list-style-type: none"> Why Denim Never Fades The Future of Smart Clothes 	Denim, cotton, fibers, alternate fibers, fiber identification, dyeing, garment washing, natural indigo, synthetic indigo substitutes E-textiles, fibers, conductive fibers, wearables, washfastness
November/ December Ad Close: 9/26/19 Art Due: 10/3/19	Sustainability: <ul style="list-style-type: none"> Sustainability for Home Textiles Sustainability, Slow Fashion, and the Circular Economy 	Sustainability, substances of concern, recycling, home fabrics



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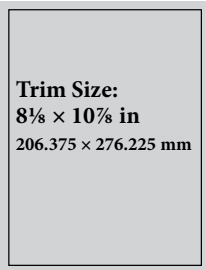
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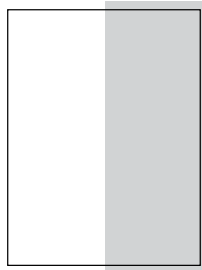
Ad Specifications

Print

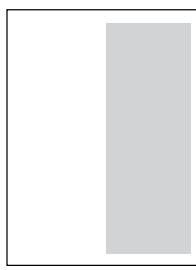


Trim Size:
8 3/8 x 10 7/8 in
206.375 x 276.225 mm

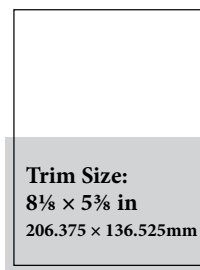
Full Page Bleed
8 3/8 x 11 1/8 in
212.725 x 282.575 mm



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

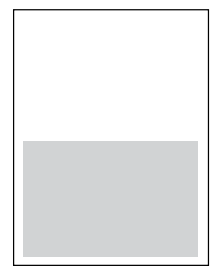


1/2 Page Vertical No Bleed
3 1/2 x 10 1/8 in
84.658 x 258.233 mm



Trim Size:
8 3/8 x 5 3/8 in
206.375 x 136.525mm

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



1/2 Page Horizontal No Bleed
7 1/2 x 4 3/8 in
186.258 x 118.516 mm

- 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
- Call for additional specs for fractional ads

Digital

Website Ads



- Banner Ad: 425 x 115 px
- Focus Ad Sponsor Content: Image: 246 x 164 px
Plus: 25 words (maximum) and link to content; if no words are used, the image can be larger (492 x 164 px)
- Web ad space available on a monthly basis

Newsletter Banner Ads

- Banner Ad 1: 650 x 77 px
- Banner Ad 2: 650 x 77 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