



2021 Media Planner

Print
Editorial Calendar

Newsletters

Website

Specifications

Celebrating a Century—*Focused on the Future!*

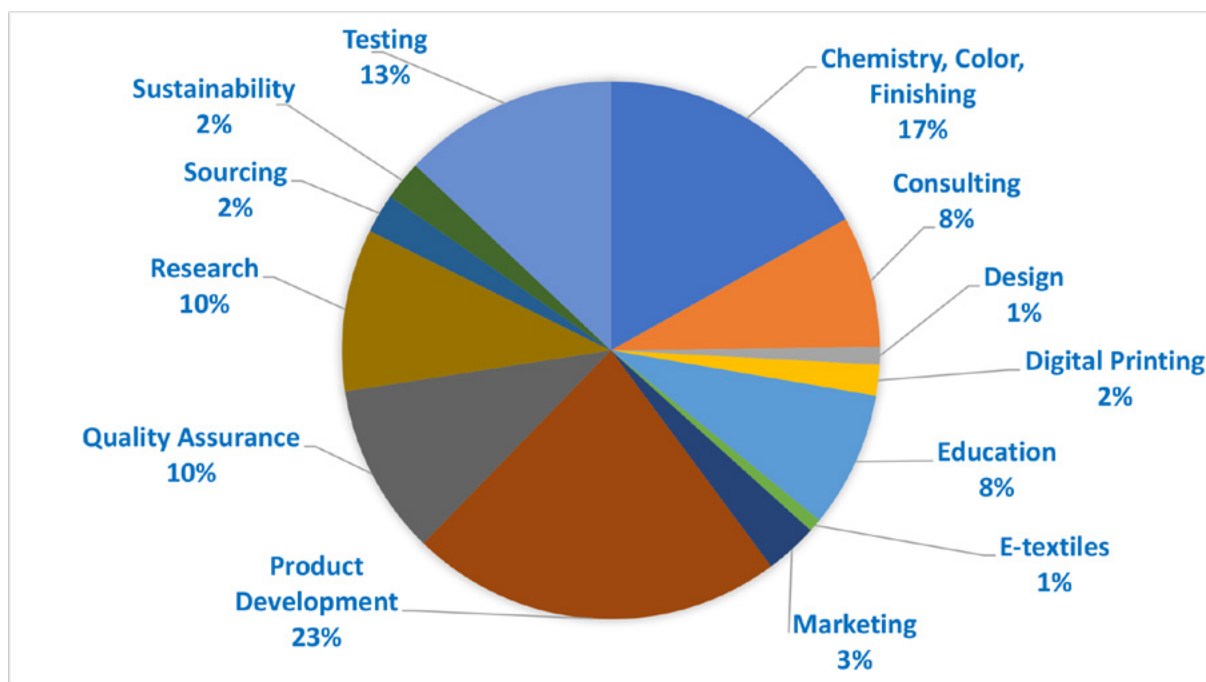
AATCC is an international community of textile professionals who come together to learn, to teach, and to make a lasting impact—influencing the future of textiles. Since 1921, AATCC’s community of textile science enthusiasts have been behind the newest performance materials coming to market. With a century of industry leadership behind us, AATCC is a trusted and valued institution that will continue to lead the way forward. AATCC publications are integral to the community, revealing what’s ahead in textile research and development.

In honor of AATCC’s 100 Year Anniversary and to thank our advertisers for supporting AATCC’s growth over the years, **2021 advertising packages** are available for a one-year only special discounted rate.

100% Requested Readership from AATCC Members

AATCC includes many major brands selling to markets around the world. See a list of AATCC Corporate members here: www.aatcc.org/members/corporate-list

AATCC Members are making decisions in every stage of the supply chain





2021 Media Planner

Print
Editorial Calendar

Newsletters

Website

Specifications

Print

AATCC Review

AATCC Review is the official magazine of AATCC, bringing to light innovative research on all facets of fibers, textiles, and apparel, six times a year. Feature articles unravel challenges in sustainability, durability, and performance, earning attention from renowned global competitions including the Tabbies (Trade, Association and Business Publications International) and the APEX Awards (Communication Concepts).

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

Print Ad Rates

Four Color	1x	3x	6x
1 Page	\$4,600	\$4,495	\$4,295
½ Page	\$3,240	\$3,190	\$3,085
¼ Page	\$2,525	\$2,500	\$2,445

All Rates in US Dollars.



**View the
AATCC Review
Editorial
Calendar** ➤➤➤



Award-winning editorial content and design.

AATCC Review is a winner of 9 Apex for publication excellence.

AATCC Review won its 10th Tabbie Award in 2019 for its feature article "Is Retail Broken?" by Craig Crawford.



2021 Media Planner

Print
Editorial Calendar

Newsletters

Website

Specifications

Newsletters

AATCC News

AATCC's primary newsletter continues to serve as a trusted source of what's ahead in textile evaluation and product development. In 2020, more than 1,300 subscribers verified their interest in the newsletter. As a result, we have 99.5% success rate for delivery to emails. Readers value their subscriptions and keep addresses updated.

Digital Rates

Ad Space	Cost/Ad
Newsletter Banner Ad 1	\$750/issue
Newsletter Banner Ad 2	\$500/issue
<i>All Rates in US Dollars.</i>	

AATCC News Editorial Calendar

Issue	Cover Story
January Ad Due: 12/08/20	Working in Comfort: A look at product assortment and fabric development for a new age of working from home.
February Ad Due: 1/19/21	The Future Trade Show: Navigating the transition to interactive virtual trade shows and marketplaces online
March Ad Due: 2/16/21	Animal Welfare for Quality Protein Fibers: What are standards groups doing to ensure responsible farming for animal fibers?
April Ad Due: 3/16/21	Radio-Frequency Identification: The role of RFID in a more transparent textile supply chain.
May Ad Due: 4/13/21	Comfort in Workwear for Outdoor Apparel: How can outdoor apparel achieve high performance results, yet also be comfortable, resistant to stains, and stand up to frequent home launderings?
June Ad Due: 5/18/21	Designing to Biodegrade: Planning for end-of-life for technical textiles is now mandatory in many countries, such as the EU. Now some fashion designers are planning for the end of life of their garments.
July Ad Due: 6/15/21	From Hot to Cold: A look at advances in clothing that keeps us warm or cools us down, plus fabrics that adjust to body heat depending on your environment.
August Ad Due: 7/13/21	Self-regulating Fabrics in Childrenswear: New self-regulating thermal fibers can be used to maintain children's ideal body temperature.
September Ad Due: 8/17/21	The New Generation of Cotton: Cotton has always been the workhorse of fibers. Innovations are opening the doors for this age-old fiber and putting it in the limelight of some unexpected products.
October Ad Due: 9/14/21	Repurposed Fabrics: A look at how designers are repurposing leftover fabrics into new collections. Is repurposed fabric the future?
November Ad Due: 10/19/21	Smart Fabrics that Mimic the Human Body: The rise in smart fabrics that mimic the complex systems of the human body. Can textiles mimic human skin for moisture management?
December Ad Due: 11/16/21	Reusing versus Recycling: Creating packaging that customers can reuse may be a better choice than recycling. What choice are some environmentally minded companies making to reduce the negative impact of "one use" packaging?



2021 Media Planner

Print
Editorial Calendar

Newsletters

Website

Specifications

Website

The Portal to All Things AATCC!

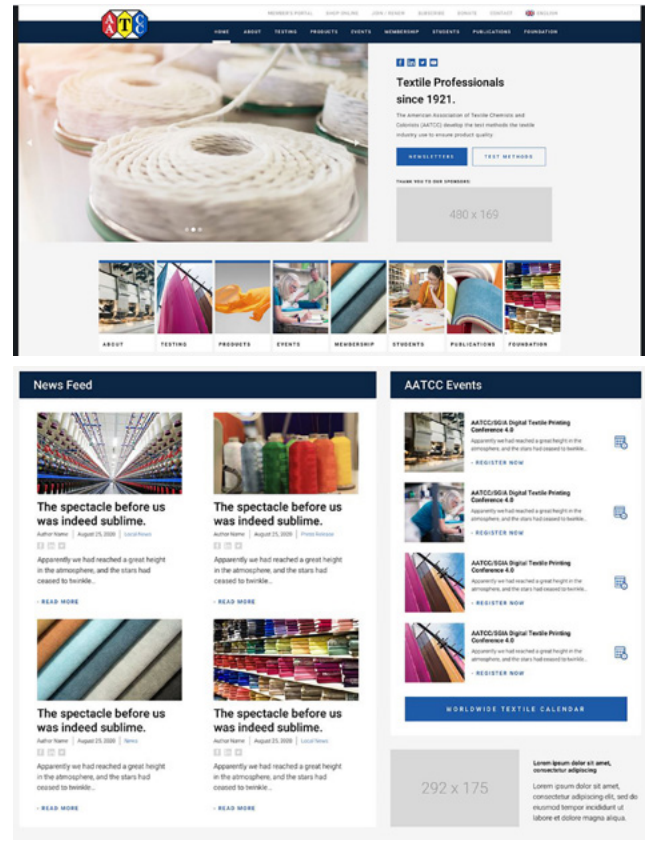
The AATCC website was redesigned in 2020 to enhance the user experience. The website averages 61,000 total pageviews each month and 36,000 unique pageviews each month.

- **Rotating Headliner Banner Ad on Website Homepage—and Throughout Site**
- **Focus Ad Sponsored Content Ad on Website Homepage**
Image or video plus link to advertorial content or video
- **White Paper on AATCC Resource Center Webpage**
Advertorial white papers about your products or services
The PDF can include links to your website. The PDF downloads free to visitors in exchange for their contact information.

Digital Rates

Ad Space	Cost/Ad
Run of Site Website Banner Ad	\$750/month
Focus Ad Sponsored Content	\$500/month
White Paper	\$500/year

All Rates in US Dollars.



Website Banner

2021 AATCC Centennial Prepaid Bundles

Choose from two of our special bundled packages below as part of our 100 year anniversary offer.

For pricing contact Chris Shaw, AATCC Advertising Sales
chris.shaw@chrishawmedia.co.uk

Print and Digital Bundle

It's AATCC's birthday, so our members get a gift!
Additional discounts for AATCC Corporate Members:
Silver 5%, Gold 7.5%, Platinum 10%, and Diamond 12.5%

- AATCC Review—Two full page ads for the price of one in every bimonthly issue (6)
- AATCC News e-newsletter—Lead banner in 2 issues
- AATCC Website—Rotating banner for full year

Focus Ad

Digital Bundle

- AATCC News e-newsletter—Lead banner in two issues
- AATCC Website—Lead Banner Ad (Run of Site) for 12 months
- AATCC Website—Focus Ad (Homepage) for one month



2021 Media Planner

Print
Editorial Calendar

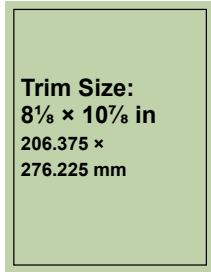
Newsletters

Website

Specifications

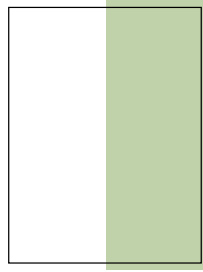
Print

Ad Specifications

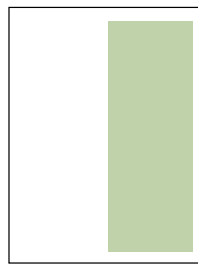


Trim Size:
8 3/8 x 10 7/8 in
206.375 x
276.225 mm

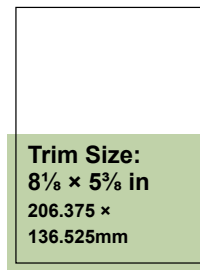
**Full Page
with Bleed**
8 3/8 x 11 1/8 in
212.725 x 282.575 mm



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

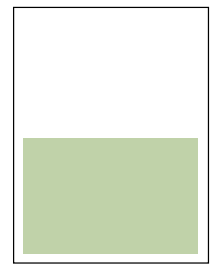


**1/2 Page Vertical
No Bleed**
3 1/3 x 10 1/6 in
84.658 x 258.233 mm



Trim Size:
8 1/8 x 5 5/8 in
206.375 x
136.525mm

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



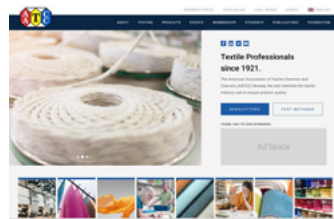
**1/2 Page Horizontal
No Bleed**
7 1/3 x 4 2/3 in
186.258 x 118.516 mm

- 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 Media

Website Ads

- Banner Ad: 480 x 169 px
- Focus Ad Sponsor Content:
Image: 292 x 175 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
- Sold per issue. Issues are sent bi-weekly



Digital 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

Questions?

Genevieve Bot
Membership and
Marketing Coordinator
botg@aatcc.org
+1.919.549.3539



2021 Media Planner

Print
Editorial Calendar

Newsletters

Website

Specifications

AATCC Review 2021

AATCC is 100 years old!
Celebrating a Century—Focused on the Future!

Do you know someone at your company who could contribute to a feature topic??

Contact:

Maria C. Thiry | Communications & Membership Director
thiry@m@aatcc.org | +1.919.549.3548

Contact us at least one month prior to ad close date to be considered for an interview.



AATCC Review Editorial Calendar

Issue	Features
January/February Ad Close: 11/23/20 Ad Due: 12/4/20	<ul style="list-style-type: none"> Informed Decisions: Using labels to communicate a brand’s sustainability efforts to consumers. Race to the Future: How functional sportswear goes the extra mile to help runners break world records.
March/April Ad Close: 1/29/21 Ad Due: 2/4/21	<ul style="list-style-type: none"> Textiles & Big Data: The capabilities of predictive analytics using big data and how it will impact product development, manufacturing, and retail. A Competitive Edge: How can newer sewing machines help with efficiency and what types of machines can automate the process?
May/June Ad Close: 3/26/21 Ad Due: 4/2/21	<ul style="list-style-type: none"> Increasing Transparency: How will brands authenticate products and provide consumers with sustainability details? Smart Production: How digital transformations in production and supply chain management will enable earlier and better decisions about textile designs and permit consumer purchases to drive production.
July/August Ad Close: 5/28/21 Ad Due: 6/4/21	<ul style="list-style-type: none"> Near-shoring: A look at the impact that on-demand apparel manufacturing and micro-factories will have on sourcing. Connecting to Nature: What are some experimental and organic textile construction methods being used for practical applications?
September/October Ad Close: 7/29/21 Ad Due: 8/4/21	<ul style="list-style-type: none"> Improving Factory Conditions: Young entrepreneurs have arrived on the scene, with ideas on how fabric and fashion can be designed while respecting the basic rights of workers with a living wage and safe conditions. Artificial Intelligence for Textiles: How will AI technology influence the textile industry?
November/December Ad Close: 9/24/21 Ad Due: 10/4/21	<ul style="list-style-type: none"> Novel Materials Versus Recycled Materials: Are textiles from novel virgin materials more sustainable than those made using recycled yarns or other recycled materials such as PET bottles? Smart AND Sustainable: Carbon zero textiles and the new requirements for hybrid fabrics and biodiversity.