



2021 Media Planner

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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.