



American Association of Textile Chemists & Colorists

Media Kit 2026

About AATCC

The American Association of Textile Chemists and Colorists (AATCC) is a nonprofit organization serving the global textile industry and its professionals since 1921. AATCC has thousands of individual and corporate members around the world. AATCC provides trusted textile resources, standard test methods, quality control materials, education, and professional development for a global audience.

Our Members

AATCC Members are textile industry leaders, driving product development and design for major brands and retailers around the world and making decisions in every stage of the supply chain.

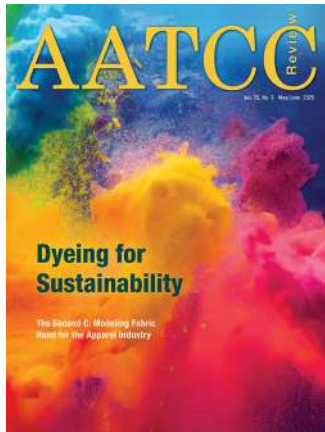
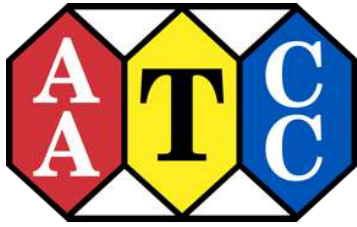
Where Our Members Work

Product Development	Quality Assurance	Digital Printing
Chemistry, Color, Finishing	Consulting	Sourcing
Testing	Education	Sustainability
Research	Marketing	Design
		E-Textiles

Why Advertise With AATCC?

Your Gateway to the Textile Industry — Connect, Innovate, Thrive

Connect with the AATCC community of textile professionals. Find potential suppliers, business partners, customers, vendors, or consultants.



Print Advertising

AATCC Review

Circulation: 2,000 | **Published:** Bi-monthly

The *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. As challenges arise in sustainability, readers look to AATCC content for exciting new developments, ideas and solutions in award-winning articles.

Specifications

Ink **Full Color**

Trim Size **8.125" x 10.875"**

Binding **Saddle Stitch**

NEW for 2026! Print ad purchase includes a banner ad on AATCC.org. Banner will run for two (2) months to coincide with the issue purchased.



Print Ad

Art Requirements

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/4" (.25") bleed settings. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

Advertising Rates *(Billed per issue)*

	1x	3x	6x
Back Cover	\$2,295	\$1,965	\$1,635
Inside Cover	\$2,130	\$1,800	\$1,550
Full Page	\$1,965	\$1,635	\$1,400
1/2 Page	\$1,180	\$980	\$840
1/4 Page	\$708	\$588	\$504
1/8 Page	\$425	\$353	\$303

All rates in U.S. Dollars.

Banner Ad

Art Requirements

Static Image Files

- 72 dpi resolution
- RGB
- File formats accepted:
 - » PNG (24-bit or 8-bit)
 - » GIF
 - » JPG (high quality only)

Animated Image Files

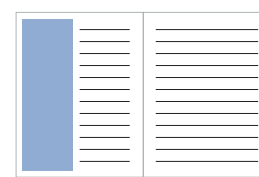
- 72 dpi resolution
- RGB
- Animated GIF (max three slides)
- Limited to 200 kb

Full Page with Bleed



8.375" W x 11.125" H
Bleed: 0.25"
(8.125" w x 10.875" h trim size)

1/2 Vertical



3.33" W x 10.17" H

1/2 Page Horizontal



7.33" W x 4.66" H

1/4 Page



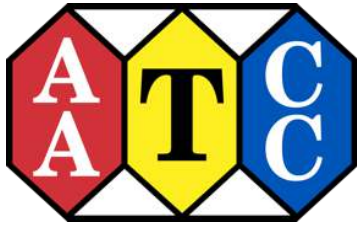
3.33" W x 4.67" H

1/8 Page



3.33" W x 2.33" H

**Complimentary
Banner Ad with
purchase:
700px w x 200px h**

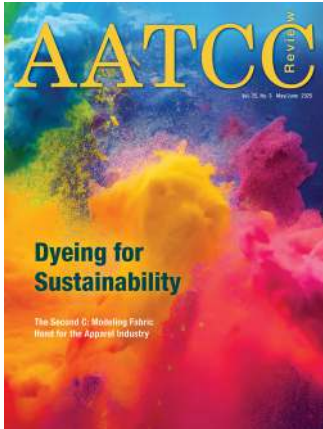


Print Advertising

AATCC Review

2026 Editorial Calendar & Issue Deadlines

Align your advertising campaign with AATCC’s award winning content and take advantage of increased distribution throughout the year.



AATCC Review is celebrating 25 years of publishing!

25th Anniversary Special Edition

The September/October issue will commemorate AATCC Review’s history and will also be distributed to all attendees at the **AATCC Annual Conference**

2026 is the year to feature your company amongst award winning content influencing the textile industry.

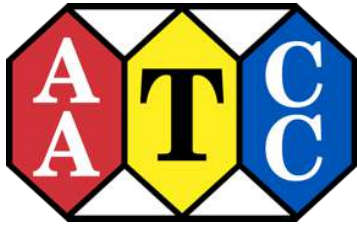
Issue & Deadline	Editorial
January/February Deadline: November 20th	Bioremediation of Textile Waste—Nature at Work
March/April Deadline: January 22	Turning Textile Trash Into New Coatings and Dyes Additional distribution at Functional Fabric Fair Spring
May/June Deadline: March 23	Game On: Smart Textiles in Sports Additional distribution at FEDTEX Summit
July/August Deadline: May 22	Tech Packs Additional distribution at Techtextil North America & Functional Fabric Fair Summer
*Special 25th Anniversary Edition September/October Deadline: July 23	Color Flaws in Textiles: AI Defect Detectors at Work Additional distribution to all attendees at the AATCC Annual Conference
November/December Deadline: September 21	Fabrics on the Frontlines: Smart Colors and Uniforms Additional distribution at ITMA ASIA & ATA Expo
January/February 2027 Deadline: November 20	Super Textiles: Protective and Technical Textiles

Be Part of the Story

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

Contact **Maria C. Thiry, AATCC Communications & Membership Director** for details at least three (3) months prior to the issue date.

Email: thirym@aatcc.org | Phone: **+1.919.549.3548**



Digital Advertising

AATCC News

Circulation: 2,000 | **Open Rate:** 40% | **CTR:** 4–6%

AATCC’s primary bi-weekly newsletter continues to serve as a trusted source of what’s ahead in textile evaluation and product development. Readers value their subscriptions and keep addresses updated.

Newsletter Advertising Rates (prices per month)

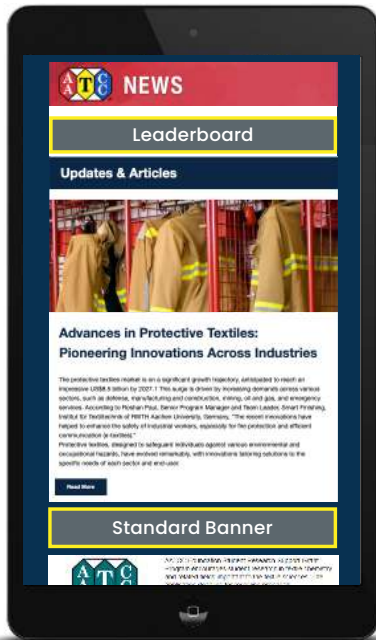
Leaderboard Ad 660 x 77px
Only 1 available

3-months	\$1,120
6-months	\$1,008
9-months	\$907
12-months	\$816

Standard Banner Ad 660 x 77px
Only 3 available

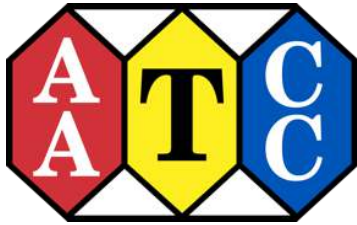
3-months	\$990
6-months	\$891
9-months	\$802
12-months	\$722

*Ads run in two (2) issues each month.



2026 Editorial & Ad Deadlines

Month	Deadline	Feature Articles
January	November 25th	Soft Armor: How Technical Textiles are Redefining Safety and Comfort
February	December 30th	Digital Jetting: Coloring Clothes with Minimal Environmental Impact
March	January 27th	The Modern Suit—Comfort & Performance
April	February 24th	Let It Rain: High-Tech Textiles for Festival Goers and “Glampers”
May	March 27th	Topic TBD
June	April 28th	Topic TBD
July	May 26th	Topic TBD
August	June 30th	Topic TBD
September	July 28	Hooah: The Latest Advancements in Military Smart Textiles
October	August 25th	Topic TBD
November	September 29th	Get Your Motors Runnin’: Automotive Textiles Win the Race
December	October 27th	Dye Another Day: The Waterless Color Revolution in Textiles
January 2027	November 24th	Old Naturals (Natural Fibers Back in Rotation)



Print & Digital Bundles

Includes:

- **Print ad in one issue of AATCC Review magazine**
- **Banner on AATCC.org** — runs for two (2) months that coincide with issue months
- **AATCC News Standard Banner** — three (3) months includes two (2) issues per month

Full Page Bundle	\$4,195
Half Page Bundle	\$3,525
Quarter Page Bundle	\$3,125

NEW Add-on Option

- Advertise in the Digital Publications alert sent to all members showcasing the upcoming articles featured in AATCC Review and AATCC Journal of Research
- Members can access the digital editions via links in the email
- This is a great way to align your product with the lead story and enhance your print ad exposure.
- Two (2) banners available — **\$500 per issue**
- Banner specs: **660 x 77px**



Interested in Becoming a Corporate Member?

Join the list of successful Corporate Members including:

- Raw material producers
- Product manufacturers
- Brands & retail organizations
- Independent testing labs
- Academia & government agencies
- Test equipment & materials suppliers
- Related associations

Contact

For more information, please contact:

CATHLEEN CORBIN

303-550-4480 | cathleen@bigredm.com

