

# NONWOVENSREPORT

INTERNATIONAL

## MEDIA INFORMATION 2009

Nonwovens Report  
International - The European  
Voice of a Global Industry



# THE EUROPEAN VOICE OF A GLOBAL INDUSTRY

Nonwovens Report offers unrivalled coverage of the ever-expanding uses for engineered polymer and fibre 'non-textile' products – from the vast consumer hygienic disposables and wipes markets to fields such as building and construction, automotive, industrial protection and filtration, which have many uses for these high-performance materials.

Each issue of NRI profiles new product introductions, regional and market surveys and reports, conference and exhibition reviews and up-to-the-minute news coverage.

Nonwovens Report magazine is made up of six bi-monthly printed magazines (including the annual European Directory), plus twelve subscriber only news bulletins.

## Distribution – 10,000 copies each issue

The digital world is bringing rapid changes to publishing, and Nonwovens Report is now a highly-effective 'hybrid' product in a combination of conventional printed and electronic formats. 3,000 print copies of each issue will be distributed to subscribers and key industry players around the world, while a further 7,000 copies will be rapidly despatched in the latest highly attractive 'electronic paper' form. See a sample of this new product at [http://www.webmags.co.uk/mag.aspx?magcode=Nonwovens\\_Issue4\\_9123](http://www.webmags.co.uk/mag.aspx?magcode=Nonwovens_Issue4_9123)

Our database is constantly cleaned and updated, partly as a result of the company's involvement in the publication of many directories, including the authoritative Asia/Far East and European nonwovens industry listings which are published in issues 4 and 6 of the magazine respectively.

Subscribers have grown significantly year-on-year as a result of the additional benefits they receive, including 12 content-rich news bulletins and access to the wealth of data housed at [www.inteletex.com](http://www.inteletex.com)

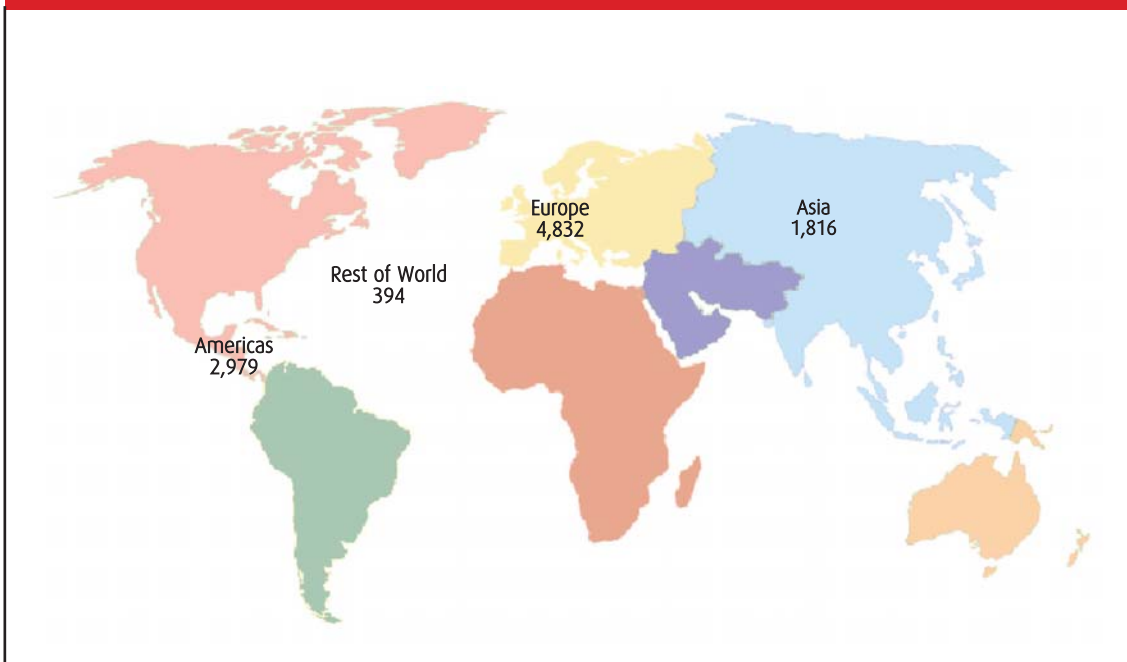


Nonwoens Report International Broadcast



Nonwoens Report International is available in hard copy or e-magazine format.

## GEOGRAPHIC REACH NONWOVENS REPORT INTERNATIONAL - BI-MONTHLY MAGAZINE AND E-MAGAZINE



Region/Country	Total Reach	Percentage of Total
Americas	2,979	30
Asia	1,816	18
Europe	4,832	48
Rest of World	394	4
<b>Total</b>	<b>10,021</b>	<b>100</b>

## DEMOGRAPHIC REACH NONWOVENS REPORT INTERNATIONAL - BI-MONTHLY MAGAZINE AND E-MAGAZINE

Area of Activity	Total Reach	Percentage of Total
Consultants & Institutions	601	6
Finished Product Manufacturers and Convertors of Nonwovens	5,712	57
Machinery Builders	802	8
Roll Goods Manufacturers	2,104	21
Suppliers of Fibres, Chemicals, & Auxiliaries	802	8
<b>Total</b>	<b>10,021</b>	<b>100</b>

Notes  
 Nonwovens Report International is a controlled circulation magazine.  
 Subscribers receive 6 issues per year plus 12 monthly e-newsletters and have free access to the WTP online textile news service inteletex.  
 Subscribers have the option of receiving the hard copy magazine and/or the e-magazine.  
 Approximately 3,000 print copies of each issue are distributed to subscribers and key industry figures, while a further 7,000 copies are dispatched in electronic format.  
 Source: WTP Marketing Services.

ISSUE	PUBLICATION*	ADVERTISEMENT DEADLINE	EDITORIAL FEATURES
ISSUE 1	23rd February	28th January	<ul style="list-style-type: none"> <li>Filtration Focus</li> <li>New Markets of the Middle East</li> </ul>
ISSUE 2	27th April	1st April	<ul style="list-style-type: none"> <li>ANEX &amp; SINCE Show Issue</li> <li>Techtextil Preview</li> </ul>
ISSUE 3	15th June	20th May	<ul style="list-style-type: none"> <li>Industrial Nonwovens</li> <li>The Wipes Market</li> </ul>
ISSUE 4	17th August	22th July	<ul style="list-style-type: none"> <li>FAR EAST &amp; ASIA DIRECTORY</li> <li>Industry Development in China and India</li> </ul>
ISSUE 5	19th October	23rd September	<ul style="list-style-type: none"> <li>Hygienic Disposables</li> <li>The Medical Market</li> </ul>
ISSUE 6	21st December	25th November	<ul style="list-style-type: none"> <li>EUROPEAN INDUSTRY DIRECTORY</li> <li>Review of 2009</li> </ul>

\*Publication date is the date by which the majority of subscribers will have received their copy of the magazine.

## READERSHIP SURVEY 2009

### ACTION TAKEN BY READERS

Action	% of Readers
Contacted an advertiser	41
Purchased machinery/equipment/product/service as a result of an advertisement	2
Purchased machinery/equipment/product/service as a result of an article	4
Recommended an advertised product or service	13
Sought further information on a product or service described in an article	32
Discussed an article with a colleague/client	10
None of the above	3

### READER INFORMATION REQUIRED FOR THEM TO DO THEIR JOB RANKED IN ORDER OF IMPORTANCE

Information Required	Ranking
New Technologies	1
Industry News	2
New Products	3
New Materials	4
New Techniques	5
Product Information	6
Marketing Information	7
Research	8
Global Trends	9
Information of Events	10

### READER LOYALTY

Number of Years People Have Read Nonwovens Report Int.	% of Readers
1-5 Years	35
6-10 Years	18
Less than 1 Year	23
Over 10 Years	23

### VALUE OF CONTENT

Content Satisfaction	% of Readers
Satisfied with content	93
Could be improved	7

# NONWOVENS REPORT INTERNATIONAL BI-MONTHLY MAGAZINE

## DISPLAY ADVERTISING RATES AND MATERIAL SPECIFICATIONS

### DISPLAY ADVERTISING - COLOUR

Advertisement	1X	3X	6X
Double Page	£3,791	£3,703	£3,260
Full Page	£2,022	£1,945	£1,833
Half Page Vertical	£1,478	£1,403	£1,334
Half Page Horizontal	£1,478	£1,403	£1,334
Quarter Page Vertical	£1,314	£1,284	-
Quarter Page Horizontal	£1,314	£1,284	-

### DISPLAY ADVERTISING - BLACK AND WHITE

Full Page	£1,205	£1,145	£1,086
Half Page Vertical	£698	£673	£638
Half Page Horizontal	£698	£673	£638
Quarter Page Vertical	£378	£349	£330
Quarter Page Horizontal	£378	£349	£330

### SPECIAL POSITIONS/COLOURS

Front Cover	On Application
Back Cover	Plus 30%
Inside Front Cover	Plus 25%
Right Hand Page	Plus 10%
Facing Matter	Plus 20%
Second Colour (each)	£320
Special Colour (each)	£422

### INSERTS

Bound Insert	£2,122
Per extra page	£1,352
Loose Insert	£1,352
per extra page	£303

### MATERIAL SPECIFICATIONS

The Design and Production department of World Textile Publications Ltd. operates on a PC Windows operating system. Advertising material should be submitted in digital format utilising the following file formats:

#### FILE FORMATS

PDF	(Portable Document Format)
EPS	(Encapsulated Postscript)
TIFF	(Tagged Image File Format)
JPEG	(Joint Photographic Experts Group)

#### PDF FILES

It is vital that clients supplying files in PDF format ensure that proofs are *thoroughly checked*, all fonts are *embedded*, and that images are at the *correct resolution* prior to conversion.

#### COLOUR SPECIFICATIONS

All advertisement files with four-colour content should be submitted in high-resolution mode (300 dpi) using CMYK (RGB files can be converted).

#### SUBMITTING ADVERTISEMENTS

Files for advertisements can be sent via email attachment (max 5MB) to: [jfaulkner@world-textile.net](mailto:jfaulkner@world-textile.net)  
Files larger than 5Mb can be sent by FTP. Please ask for our FTP address and login details on request. ).

### ADVERTISEMENT DIMENSIONS

Advertisement sizing: Depth x Width (mm).  
Page size 297mm x 210mm



Double Page Advertisement  
297mm x 420mm +3mm bleed



Full Page Inset  
Advertisement  
264mm x 178mm

Full Page Bleed  
Advertisement  
303mm x 216mm

Half Page Horizontal  
Inset Advertisement  
128mm x 178mm

Half Page Horizontal  
Bleed Advertisement  
152mm x 216mm

Half Page Vertical  
Inset Advertisement  
264mm x 87.5mm

Half Page Vertical  
Bleed Advertisement  
303mm x 112mm

Quarter Page Horizontal  
Inset Advertisement  
62mm x 178mm

Quarter Page Horizontal  
Bleed Advertisement  
87mm x 216mm

Quarter Page Vertical  
Inset Advertisement  
128mm x 87.5mm

Quarter Page Vertical  
Bleed Advertisement  
152mm x 112mm

# NONWOVENS REPORT INTERNATIONAL BI-MONTHLY MAGAZINE

## CLASSIFIED ADVERTISING RATES

### USED MACHINERY & AUCTIONS ADVERTISING - COLOUR

Advertisement	
Full Page	£1,429
Half Page Vertical	£798
Half Page Horizontal	£798
Quarter Page Vertical	£487
Quarter Page Horizontal	£487
Eighth Page	£361

### USED MACHINERY & AUCTIONS ADVERTISING - BLACK & WHITE

Full Page	£1,299
Half Page Vertical	£726
Half Page Horizontal	£726
Quarter Page Vertical	£443
Quarter Page Horizontal	£443
Eighth Page	£329

### RECRUITMENT ADVERTISING - COLOUR

Full Page	£1,572
Half Page Vertical	£876
Half Page Horizontal	£876
Quarter Page Vertical	£536
Quarter Page Horizontal	£536
Eighth Page	£398

### RECRUITMENT ADVERTISING - BLACK AND WHITE

Full Page	£1,429
Half Page Vertical	£798
Half Page Horizontal	£798
Quarter Page Vertical	£487
Quarter Page Horizontal	£487
Eighth Page	£361

### SERVICES ADVERTISING - COLOUR

Full Page	£1,112
Half Page Vertical	£621
Half Page Horizontal	£621
Quarter Page Vertical	£379
Quarter Page Horizontal	£379
Eighth Page	£281

### SERVICES ADVERTISING - BLACK AND WHITE

Full Page	£927
Half Page Vertical	£517
Half Page Horizontal	£517
Quarter Page Vertical	£317
Quarter Page Horizontal	£317
Eighth Page	£234

### ADVERTISEMENT DIMENSIONS

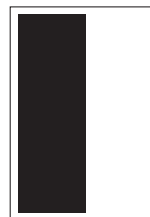
Advertisement sizing: Depth x Width (mm).  
Page size 297mm x 210mm



Full Page  
Advertisement  
248mm x 186mm



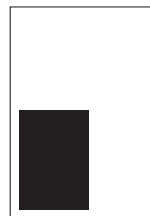
Half Page Horizontal  
Advertisement  
123mm x 186mm



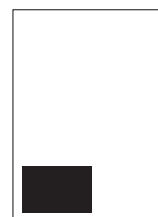
Half Page Vertical  
Advertisement  
254mm x 90.5mm



Quarter Page Horizontal  
Advertisement  
60mm x 186mm



Quarter Page Vertical  
Advertisement  
123mm x 90.5mm



Eighth Page Horizontal  
Advertisement  
60mm x 90.5mm



## KEY CONTACTS

### WORLD TEXTILE PUBLICATIONS

**Managing Editor: Adrian Wilson****Tel:** +44 1274 378800**Email:** adawilson@gmail.com**Display Sales: David Jagger****Tel:** +44 1274 378825**Email:** djagger@world-textile.net**Display Sales: Ross Barker****Tel:** +44 1274 378837**Email:** rbarker@world-textile.net**Classified Sales: Jon Bloom****Tel:** +44 1274 378824**Email:** j bloom@world-textile.net**Subscriptions: Sue Pritchard****Tel:** +44 1274 378801**Email:** spritchard@world-textile.net**Design & Production: Gavin Gibson****Tel:** +44 1274 378842**Email:** ggibson@world-textile.net

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Schaffhausen, Switzerland

**Tel:** + 41 526330888**Fax:** + 41 526330899**Email:** iff@iff-media.ch

#### USA

**Ramco****Bob Moore**

Cave Creek, Arizona, USA

**Tel:** +1 480 5950494**Fax:** +1 480 5951749**Email:** ramco@qwest.net

#### INDIA

**Bridge Media****Yogesh Jog**D-2/M-4, Amikrupa Housing Complex,  
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