

TREND INSIGHT[®]

FROM THE PUBLISHERS OF
TEXTILE INSIGHT

A snappy, digital read detailing market direction and trade show impressions available promptly following major industry shows.

Edited by Emily Walzer

2018 Schedule

Issue	Show Report	Ad Close	Ad Materials Due
February	Outdoor Retailer + Snow Show (Jan 25-30)	1/30/18	2/2/18
February	NE/NW Materials Show (Jan 30-31 & Feb 7-8)	2/8/18	2/12/18
May	techtexil, NA (May 22-24)	5/23/18	5/29/18
August	Outdoor Retailer Summer Market (Jul 22-26)	7/27/18	7/27/18
September	NE/NW Materials Show (Aug 15-16 & Aug 22-23)	8/23/18	8/27/18
November	Outdoor Retailer Winter Market (Nov 8-11)	11/12/18	11/14/18
December	The Running Event/Struktur Lab (Nov 27-30)	11/30/18	12/4/18

Key Takeaways
Major Themes
Market Direction



Seize the Trend

Media Planner

2018 Rate Card

Location	Price
E-mail Campaign Blast (limited to 6 side box ads total)	\$500 per blast
Website Side Box: 300x250 px	\$350 per month
Website Top Banner: 728x90 px	\$500 per month

trendinsightmag.com

Digital
Audience:
4,750

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