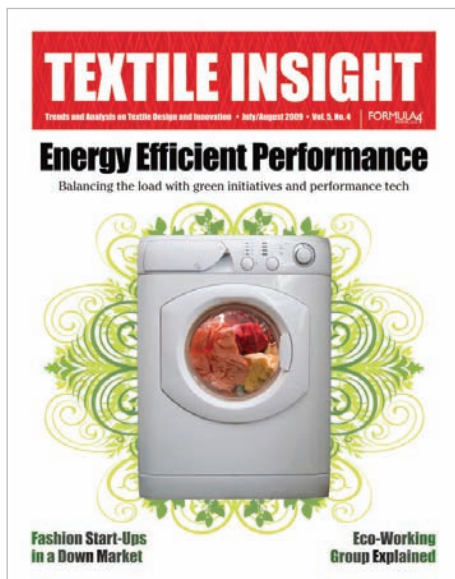


TEXTILE INSIGHT™

Trends and Analysis on Textile Design and Innovation FORMULA4 MEDIA, LLC

efficient. effective. focused.



Textile Insight is edited for performance apparel, lifestyle apparel, intimate apparel, swimwear, and footwear manufacturers, as well as retailers focused on the design and development of their private label collections.

Textile Insight maximizes your impact to a focused group of readers, in a bi-monthly tabloid magazine alternating with a bi-monthly digital newsletter, for twelve month visibility.

Textile Insight. Focused on the world of textile design, innovation and its exciting product applications.

CIRCULATION: 6,000

- Designers
- Manufacturing Development and Sourcing Executives
- Retail Sourcing Executives
- Presidents of Branded Apparel & Footwear Companies
- Textile mills
- Fiber/Fabric Producers
- Suppliers



EDITORIAL FEATURES IN EVERY ISSUE

- In The Markets**
Trends, company news, product intros
- Tech Report**
Latest research and developments
- Trendsetters**
Designer interviews
- Insider Insights**
Profiles of leading personalities
- Strategies**
Profiles of leading companies
- Supply Chain Analysis**
Farm to finished goods

Contacts

Mark Sullivan, Editor-in-Chief
646-319-7878

Emily Walzer, Managing Editor
203-458-0034

Jeff Nott, Publisher
516-305-4711

Contributing Editors

Karla Magruder
S. Gray Maycumber
Cara Griffin
Suzanne Blecher
Kurt Gray

Advertising

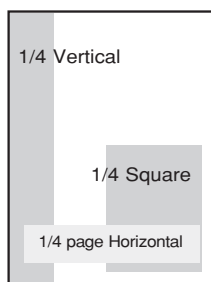
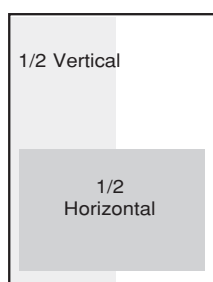
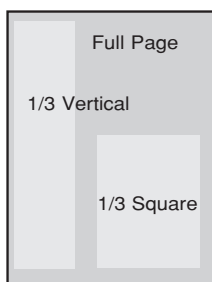
Troy Leonard: 352-624-1561
Jeff Gruenhut: 404-467-9980
Beth Gordon: 949-293-1378

TEXTILE INSIGHT 2010

MAGAZINE

CIRCULATION: 6,000

Issue	Shows	Ad Close	Materials Due
JAN/FEB	OR, Texworld, Magic, GlobalTex	12/22/09	12/29/09
MAR/APR		2/22/10	3/01/10
MAY/JUN	techtex NA, The Footwear Event	4/19/10	4/26/09
JUL/AUG	OR, Magic	6/30/10	7/07/10
SEP/OCT	GlobalTex	8/25/10	9/01/10
	GREEN INSIGHT Special Section**	8/12/10	9/01/10
NOV/DEC	The Running Event	10/15/10	10/22/10



Full Page (bleed)	10-3/8" x 13-1/4"
Trim	10-1/8" x 13"
Full Page (no bleed)	9" x 12"
1/2 Page Horizontal	9" x 5-7/8"
1/2 Page Vertical	4-3/8" x 12"
1/3 Square	5-5/8" x 5-7/8"
1/3 Vertical	2-3/4" x 12"
1/4 Page Square	4-3/8" x 5-7/8"
1/4 Page Horizontal	9" x 2-7/8"
Spread (bleed)	20-3/4" x 13-1/4"
Spread (no bleed)	19" x 12"

Keep live matter 1/4" from head, foot and face trim.
Allow 1/8" safety in gutter for spread ads.

2010 RATES (net rates)

Ad Size	1x	3x	6x
Full Page	\$4,250	\$4,035	\$3,825
1/2 Page	\$3,120	\$2,970	\$2,810
1/3 Page	\$2,425	\$2,300	\$2,185
1/4 Page	\$2,125	\$2,020	\$1,910
Black & White:	20% discount		
Back Cover:	25% premium		
All others	10%		

****GREEN INSIGHT is an advertorial section on special stock paper • size: 8.5" x 11" • spreads units: \$7,000 net • story and layout included**

DIGITAL NEWSLETTER

CIRCULATION: 6,000



2010 ISSUE DATES

Issue Date	Ad Close
February 22	2/12
April 26	4/16
June 21	6/11
August 23	8/13
October 25	10/15
December 20	12/10

AD DIMENSIONS

	Width	Depth
Full Page	8.5"	11"
1/2 Page vertical	3.5"	9.8"
1/2 Page horizontal	7.5"	4.5"
1/4 Page square	3.5"	4.5"
1/4 Page horizontal	7.5"	2.5"
1/6 Page	2.25"	3.5"

NEWSLETTER RATES (NET)

Ad Size	1x	3x	6x
Full Page	\$1,400	\$1,175	\$980
1/2 Page	\$ 850	\$ 715	\$595
1/4 Page	\$ 560	\$ 425	\$370

Digital Newsletter Ad Specs:

- Supplied ads must be hi resolution pdf
- Art must be flat - no layers
- Dimensions: 2.25" wide x 3.5" deep (no bleed)
- Maximum memory: 300kb
- 12 pt minimum font to insure clarity
- Ads are linked to website if url is included

In Every Issue: Company News, Trade Show Reports, Latest Product Introductions

WEBSITE

www.textileinsight.com

Website Ad Rates & Digital Specs

Top Banner

728w x 90h (rotating to all pages)
\$500 per month, 3 month minimum

Side Box

300w x 250h (rotating to all pages)
\$350 per month, 3 month minimum

- 72 DPI, optimized for web.
- JPG files with working URL

Banner →



← Box

Publisher: Jeff Nott

Tel (516) 305-4711

Fax (516) 305-4712

jnott@formula4media.com

PO Box 23-1318

Great Neck, NY 11023

Production: Mike Jacobsen

Tel (201) 396-7005

[mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)

37 Page Drive, Oakland, NJ 07432