

atf australasian textiles & fashion

Advertising Rates & Data 2009

Australasian Textiles & Fashion

is the only business-to-business magazine specifically serving both the textile and the fashion industries in Australasia.

The circulation (3300) is to middle and senior management of the industry in all sectors – from fibre manufacture, through fabric manufacture and processing, to fashion design, manufacture and garment and fabric embellishment, e.g. embroidery and printing.



Our editorials emphasise the business of textiles and fashion as seen within the industry itself. Each issue contains several company features, normally involving interviews with CEOs about the strategic direction, product development, technology, marketing, commercial factors, etc., associated with their businesses.

We also cover technology and fashion innovation, as well as management and political concerns within the industry. We are supported by and work in close alliance with the Council for Textile and Fashion Industries of Australia (TFIA), the main industry organisation serving these industries, and senior managers of companies involved in this organisation receive copies as part of their membership. We are also the official publications of the technical organisations, Fashion Group International, The Society of Dyers & Colourists of Australia and New Zealand and The Textile Institute (NSW), and all members of these organisations also receive the magazine.

Loadings for Special Positions

Front Cover	20%
Inside Front Cover	20%
Outside Back Cover	15%
Facing First Page	15%
Other Special Positions	10%

Issues and Frequency

Every Two Months

Closing Dates

Issue Date: 24th January, March, May, July, September, November. Annual Index: August.

Space Reservation: 14th of preceding month (e.g. December 14th for January issue)

Advertising Material: Discs 21st of preceding month

Inserts to Be Backed Up: 21st of preceding month
Inserts completely printed: 28th of preceding month

Copy Requirements

Four-colour process

(a) Complete assembled artwork on file on disc (Quark, Pagemaker, Photoshop, InDesign, High-quality PDF or JPG 300dpi)

All font files must be provided. Advertisers will be charged for any other work at cost, plus 20% for handling.

Email files to artwork@atfmag.com

Copy Preparation Charges

Four-Colour advertisements

Typesetting/Layout - Standard Charge	\$40
Each four-colour scan:	\$45

Australasian Textiles Suppliers and Service Guide

From \$180/entry (1 cm, 1 column, 4-colour, covering 6 consecutive issues).

Classified

Rates per centimetre \$55/cm

Mailing/Shipping to:

Angela Kalas
Boston Publishing Pty Ltd, PO Box 286, Belmont,
Victoria, 3216, Australia

4 colour Once 3 Times 6 Times

One Page	\$2100	\$1980	\$1880
2/3 Page	\$1850	\$1760	\$1680
1/2 Page	\$1630	\$1550	\$1470
1/3 Page	\$1545	\$1480	\$1400
1/4 Page	\$980	\$920	\$865
1/6 Page	\$930	\$860	\$800
1/8 Page	\$770	\$705	\$650

Four Colour Spread: \$3900

* In Australia all charges are subject to GST.

Mechanical Data

Trim Size: 29.7cm x 21.0cm

Printing: Sheet-fed offset

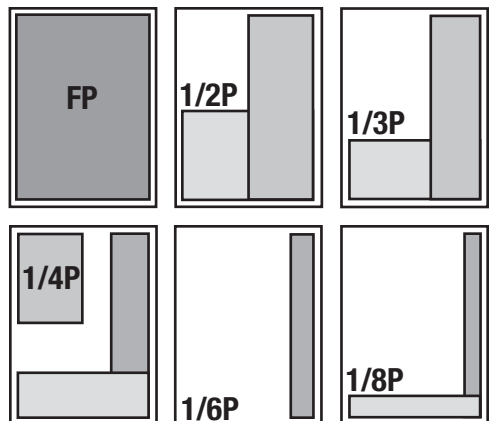
Inks: 2-colour--P.M.S

4-colour--Standard

4-colour rotation (wet)--yellow, red, blue, black

Binding: Saddle-stitched

Note: The annual Index is perfect bound.



Size	Width	Depth
1 Page	19.0cm	28.0cm
1/2 Page Vertical	9.2cm	28.0cm
1/2 Page Horizontal	19.0cm	13.6cm
1/3 Page Vertical	6.0cm	28.0cm
1/3 Page Horizontal	19.0cm	9.0cm
1/4 Page Vertical	9.2cm	13.6cm
1/4 Page Horizontal	19.0cm	6.7cm
1/6 Page Vertical	6.0cm	13.6cm
1/8 Page Vertical	9.2cm	6.7cm
1/8 Page Horizontal	19.0cm	3.2cm
Full-page bleed	21.6cm	30.3cm