

E-Newsletter

SPECIALTY FABRICS REVIEW EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

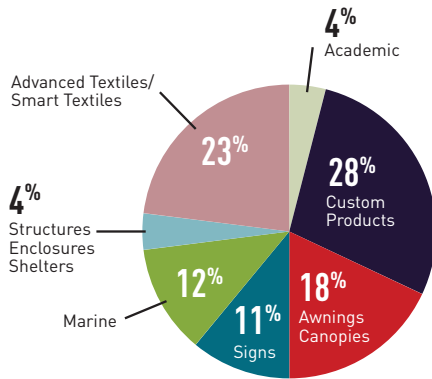
SpecialtyFabricsReview.com

<p>January</p> <p>Eco-friendly fabrics Inflatable structures Self-cleaning fabrics Celebrating Craftsmanship: Fabric structures: air structures</p> <p>Ad Close: Nov 17, 2016 Materials Due: Dec 3, 2016</p> <p>BONUS DISTRIBUTION MFA National Convention 2017 NECPA Conference & Expo IFAI Tent Expo Midwest Fabrics Products Assoc. Conv. CMCA 2017 Convention</p>	<p>February</p> <p>State of the Industry, Part I Tarps and truck covers Furnishing the outdoors Marine: travel/full covers</p> <p>Ad Close: Dec 17, 2016 Materials Due: Jan 4, 2017</p>	<p>March</p> <p>State of the Industry, Part II Marine fabrication Sports and recreation Advanced textiles: recreational/extreme sports products</p> <p>Ad Close: Jan 17, 2017 Materials Due: Feb 3, 2017</p> <p>BONUS DISTRIBUTION AATCC International Conference</p>	<p>April</p> <p>Specialty Fabrics Showcase, Part I Building a strong workforce Fabric and architect Fabric environments: fabric art</p> <p>Ad Close: Feb 17, 2017 Materials Due: Mar 3, 2017</p> <p>BONUS DISTRIBUTION Outlook 2017</p>	<p>May</p> <p>Specialty Fabrics Showcase, Part II Selling shade Wide-format printing: how big does it get? Awnings and canopies: exterior shades/screens</p> <p>Ad Close: Mar 17, 2017 Materials Due: Apr 3, 2017</p> <p>BONUS DISTRIBUTION OFFANZ Conference</p>	<p>June</p> <p>Innovation: From Idea to Output Fabric structures: tensile structures</p> <p>Ad Close: Apr 17, 2017 Materials Due: May 3, 2017</p> <p>BONUS DISTRIBUTION Specialized Textiles Association 2017 Expo</p>
<p>July</p> <p>IFAI Expo 2017 Exhibitor Product Preview Sustainability, inside and out Disaster and rescue products Awnings and canopies: freestanding structures</p> <p>Ad Close: May 17, 2017 Materials Due: Jun 3, 2017</p>	<p>August</p> <p>IFAI Expo 2017 Show Preview Show Stopper Preview Fabrics in retail Trends in upholstery Fabric environments: interior display</p> <p>Ad Close: Jun 17, 2017 Materials Due: Jul 3, 2017</p> <p>BONUS DISTRIBUTION RISE 2017</p>	<p>September</p> <p>State-of-the-art sewing Kinetic fabrics Tent: corporate tent rental</p> <p>Ad Close: Jul 17, 2017 Materials Due: Aug 3, 2017</p> <p>BONUS DISTRIBUTION IFAI Expo 2017 AUSA (Association of the US Army)</p>	<p>October</p> <p>Productivity boosters New equipment showcase So what else do you make? Multifunctionality in high-performance fabrics Marine: marine exterior upholstery</p> <p>Ad Close: Aug 17, 2017 Materials Due: Sept 3, 2017</p>	<p>November</p> <p>Report: IFAI Expo 2017 Tensile tents Smart fabrics Tent: private tent rental</p> <p>Ad Close: Sept 17, 2017 Materials Due: Oct 3, 2017</p> <p>BONUS DISTRIBUTION FABTECH 2017</p>	<p>December</p> <p>Report: IFAI Expo 2017 Narrow fabrics The military markets Advanced textiles: protective apparel</p> <p>Ad Close: Oct 17, 2017 Materials Due: Nov 3, 2017</p>



Specialty Fabrics Review

For more than 100 years, *The Review* has been instrumental in providing knowledge and support for the specialty fabrics community, keeping decision-makers current on industry trends, products and services. *Specialty Fabrics Review* is the ideal vehicle to convey your message to a variety of buyers. Our annual Buyer's Guide is the most complete textile industry product and service guide available — a year-round resource to help guide your customers' purchasing decisions.



READER PROFILE

BUYER'S GUIDE

A comprehensive directory of suppliers, including thousands of products across the entire supply chain.

Fibers, fabrics and film

Hardware, findings and accessories

Equipment and tools

Services to manufacturers

End products

Ad Close: Mar 17, 2017

Materials Due: Apr 3, 2017

EXPO GUIDE

A complete guide to education, exhibits and important events at IFAI Expo 2017.

Ad Close: July 17, 2017

Materials Due: Aug 3, 2017

NET Print Rates: Specialty Fabrics Review

AD SIZE	ISSUE FREQUENCY			BUYER'S GUIDE	EXPO GUIDE
	12x	6x	1x		
Full page	\$3970	\$4395	\$4890	\$5625	\$5030
2/3 vertical	\$3500	\$3980	\$4365	\$4920	\$4410
1/2 island	\$2840	\$3280	\$3780	\$4220	\$3760
1/2 horiz	\$2300	\$2720	\$3220	\$3970	\$3485
1/3 page	\$1780	\$2130	\$2500	\$2870	\$2585
1/6 page	\$1280	\$1515	\$1855	\$2140	\$2005
2-pg spread	\$7535	\$8350	\$9290	\$10685	\$9555

Ask your account manager about cover availability and pricing. Special Positions (non cover): add 10% to earned rate. Buyer's Guide and Expo Guide contributes to the overall Review frequency discounts.

IFAI DIVISIONS

- Advanced Textiles Products Division
- Equipment Division
- Fabric Graphics Association
- Fabric Structures Association
- Geosynthetic Materials Association
- IFAI Canada
- IFAI Japan
- Makers Division
- Marine Fabricators Association
- Military Division
- Narrow Fabrics Institute
- Professional Awning Manufacturers Association
- Tent Rental Division
- Tarp Association
- U.S. Industrial Fabrics Institute

13,000 CIRCULATION

32,907 READERSHIP

2016 READER SURVEY

100% Read or looked at ads and 49.6% read or looked at 6 or more

94.5% Of readers are owners, CEOs, and upper management

95% Read for new products and services

80% Keep and refer to past issues

85.3% Make or influence decisions

66.5% Read all of the last 4 issues

67.1% Pass on their copy of Specialty Fabrics Review to someone else to read

97% Take an action when interested in a product advertised

80% Visit the company website, call or e-mail the company when interested in a product advertised

NET Digital Rates: Specialty Fabrics Review

Prices listed are per month

Specialtyfabricsreview.comv	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90 px	\$595	\$495	\$395
Skyscraper	160 x 600 px	\$550	\$450	\$350
Mid-rectangle	300 x 250 px	\$550	\$450	\$350

*other sizes and dynamic units available, please ask for information and pricing.

E-Newsletter	size	3 mo	6 mo	12 mo
Position #1	600 x 90 px	\$695	\$625	\$550
Position #2	600 x 90 px	\$595	\$525	\$450
Position #3	600 x 90 px	\$495	\$425	\$350
Sponsored content	custom	\$800	\$750	\$700

