



13,000 CIRCULATION

32,907 READERSHIP

2017 READER SURVEY

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

94.5% Are owners, CEOs or 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% Either visit the company website, email or call the company when interested in a product advertised

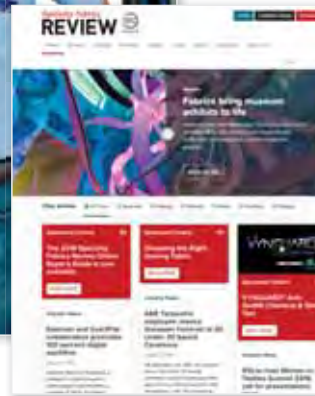
IFAI DIVISIONS

- 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
- OFPANZ
- Professional Awning Manufacturers Association
- Tent Rental Division
- Tarp Association
- U.S. Industrial Fabrics Institute



OFFICIAL PUBLICATION OF

IFAI EXPO
Specialty Fabrics



SpecialtyFabricsReview.com

E-Newsletter

SPECIALTY FABRICS REVIEW ADVERTISEMENT RATES

Prices are subject to change.

AD SIZE	ISSUE FREQUENCY			BUYER'S GUIDE	EXPO GUIDE
	13x	7x	1x		
Full page	\$4025	\$4450	\$4950	\$5700	\$5100
2/3 vertical	\$3550	\$4050	\$4425	\$5000	\$4475
1/2 island	\$2900	\$3325	\$3825	\$4275	\$3825
1/2 horiz	\$2325	\$2750	\$3275	\$4025	\$3550
1/3 page	\$1800	\$2150	\$2550	\$2900	\$2625
1/6 page	\$1300	\$1550	\$1875	\$2175	\$2025
2-pg spread	\$7650	\$8475	\$9425	\$10850	\$9700
TAB				\$7800	\$7500

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.

NET Digital Rates				
Prices listed are per month				
SpecialtyFabricsReview.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90px	\$625	\$525	\$425
Wide skyscraper	160 x 600 px	\$575	\$475	\$375
Mid-rectangle	300 x 250 px	\$575	\$475	\$375
Sponsored content	custom	\$850	\$750	\$650
E-Newsletter	size	3X	6X	12X
Leaderboard	600 x 90 px	\$750	\$700	\$650
Position #1	600 x 90 px	\$650	\$600	\$550
Position #2	600 x 90 px	\$550	\$500	\$450
Sponsored content	custom	\$850	\$800	\$750

Specialty Fabrics Review

For more than 100 years, *Specialty Fabrics 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 in print and online—a year-round resource to help guide your customers' purchasing decisions.

SPECIALTY FABRICS REVIEW EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change.

January

Outdoor fabrics: streetscapes
Women in the textile industry
Innovation and growth
Advanced Textiles

Ad Close: Nov 17, 2018
Materials Due: Dec 3, 2018

BONUS DISTRIBUTION
Shot Show Gear Up
Women's Conference

February

Theme Issue: Fabric Graphics
Making the most of new technologies, new markets and new opportunities to impress customers.

Ad Close: Dec 17, 2018
Materials Due: Jan 3, 2019

BONUS DISTRIBUTION
International Sign Association Expo

March

State of the Industry 2019
Thread performance
Sports safety

Ad Close: Jan 17, 2019
Materials Due: Feb 3, 2019

April

Specialty Fabrics Showcase, Part 1
Up-to-date upholstery
Made to order: one-of-a-kind
Advanced Textiles

Ad Close: Feb 17, 2019
Materials Due: Mar 3, 2019

BONUS DISTRIBUTION
Outlook 2019

May

Specialty Fabrics Showcase, Part 2
Selling services
Recycling and repurposing fabric
Advanced Textiles

Ad Close: Mar 17, 2019
Materials Due: Apr 3, 2019

BONUS DISTRIBUTION
STA - Specialised Textiles Association 2019 Expo Event will be called SuperExpo2019 (formerly ACASPA)

June

Cargo control and shipping
Metal and frame fabricating
Attracting and motivating employees
Advanced Textiles

Ad Close: Apr 17, 2019
Materials Due: May 3, 2019

BONUS DISTRIBUTION
STA - Specialised Textiles Association 2019 Expo SuperExpo2019 (formerly ACASPA)

July

IFAI Expo 2019
Exhibitor Product Premier Preview
Aerospace and aeronautics
Protecting animals
Advanced Textiles

Ad Close: May 17, 2019
Materials Due: June 3, 2019

BONUS DISTRIBUTION
OFFPANZ 2019 Conference

August

IFAI Expo 2019 Show Preview
Consumer medical products
Disaster planning
Advanced Textiles

Ad Close: Jun 17, 2019
Materials Due: Jul 3, 2019

BONUS DISTRIBUTION
Research, Innovation & Science for Engineered Fabrics (RISE) 2019 (INDA)

September

Pursuing emerging markets
Working with the military
The transportation market
Advanced Textiles

Ad Close: Jul 17, 2019
Materials Due: Aug 3, 2019

BONUS DISTRIBUTION
IFAI Expo 2019

October

Powerful fabrics
Problem Solvers: Equipment
A sustainable supply chain
Advanced Textiles

Ad Close: Aug 17, 2019
Materials Due: Sept 3, 2019

BONUS DISTRIBUTION
AUSA Association of the United States Army

November

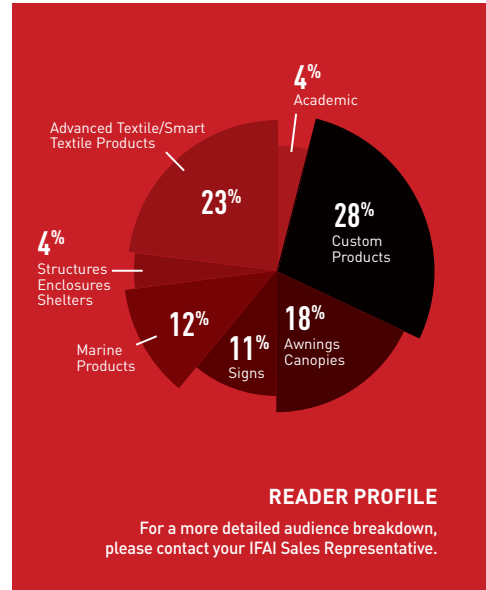
Report from Orlando: IFAI Expo 2019
Connecting with customers
The agricultural market
Advanced Textiles

Ad Close: Sept 17, 2019
Materials Due: Oct 3, 2019

December

Material advantages: textiles and polymers
Marine fabrication
Trends in tents: glamping
Advanced Textiles

Ad Close: Oct 17, 2019
Materials Due: Nov 3, 2019



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. Chemicals, coatings, and compounds. Equipment and tools. Services to manufacturers. End products.

Ad Close: Mar 17, 2019
Materials Due: Apr 3, 2019

EXPO GUIDE

A complete guide to education, exhibits and important events at IFAI Expo 2019.

Ad Close: July 17, 2019
Materials Due: Aug 3, 2019

