



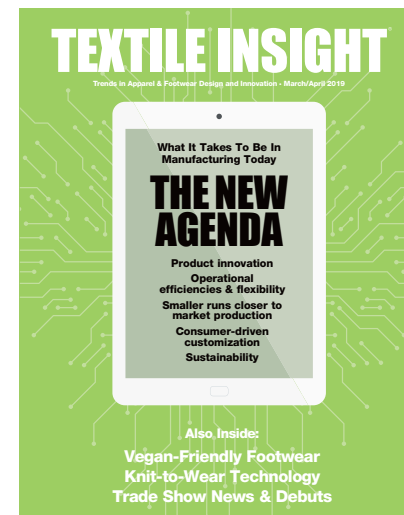
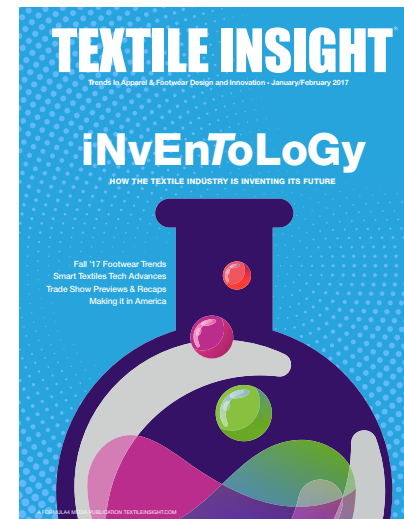
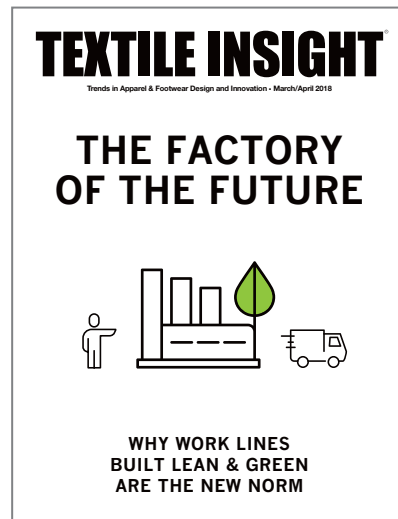
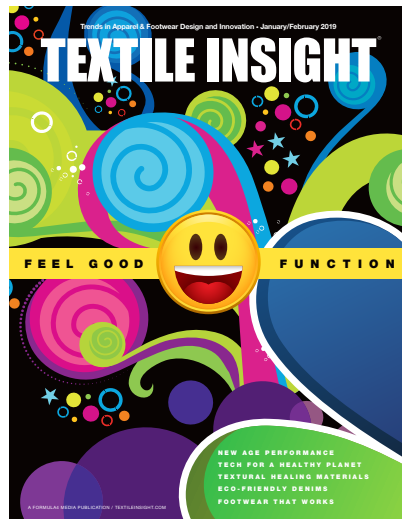
MEDIA PLANNER 2020

TEXTILE INSIGHT[®]

TRENDS IN APPAREL + FOOTWEAR DESIGN AND INNOVATION

Formula4Media[®]

Textile Insight is a Formula4Media publication designed to serve members of the performance textile industry throughout the entire supply chain. With an eye on innovation, and focus on active apparel and footwear, our skilled editorial team provides corporate executives, material developers and designers information and expert commentary needed to succeed in today's competitive textile business.



In Every Issue:
 In The Market
 Eco-Update
 Made In America
 Technology
 Footwear
 In the Studio
 Supply Chain
 Trendsetters
 Strategies
 Education
 Out of Context

Features

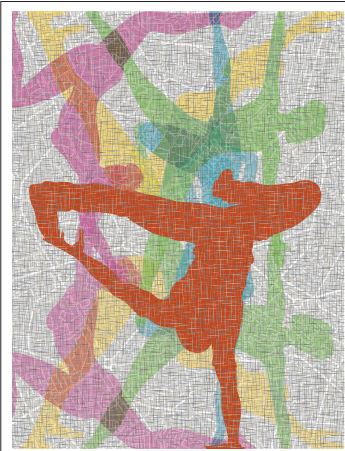


IN THE STUDIO | FABRICATIONS

Last-but comfort is the word for Fall '18, with soft, snuggly looks proliferating. Vintage fabrications, in particular flannels, corduroys and tweed-textured sweaters, are re-emerging in a variety of looks slated for the season ahead.

Cozy Comebacks

Cozy is the word for Fall '18, with soft, snuggly looks proliferating. Vintage fabrications, in particular flannels, corduroys and tweed-textured sweaters, are re-emerging in a variety of looks slated for the season ahead.



A HEALTHY PERSPECTIVE

A NEW OUTLOOK ON FUNCTIONALITY IS FRAMED FOR WELLBEING BENEFITS

BY EMILY WALZER

IN THE MARKET | VOICES

By Emily Walzer

A System Built on Sustainability

In The Studio

Tech

Voices



STRATEGIES | SWIMWEAR

SUITING UP

Swim-Meet Waves in Consumer Swim: Weather Gateway Year-round By Suzanne Bisher

SUPPLY CHAIN | EMERGING MODELS

Local for Local Manufacturing: Coming to a Market Near You

Made Today, Delivered Tomorrow



OUT OF CONTEXT

Sip and Shop Retail

by Kurt Gray

Strategies

Supply Chain

Education

Out of Context

Trade Show and Conference Coverage

We attend and report on 30+ trade events annually.

Functional Fabric Fair New York
July 22-23, 2019

Where Function Meets Fashion

Functional Fabric Fair New York
Powered by Performance Days

Functional Fabric Fair New York is the world's largest functional fabric trade show. It's the only event in the world that brings together the functional fabric industry and the fashion industry. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

IN THE MARKET | TECHTEXTIL + TEXPROCESS
From Design to Delivery with Speed, Precision & Personalization. By Emily Watson

Sew Modern

Textile innovation companies that have access to advanced, automated, and digitized are getting away with new manufacturing models and consumer demands to create a customer-centric experience. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

IN THE MARKET | PERFORMANCE DAYS
Water Solutions on Show | Theme: A Future of Healthy Innovation

Resource Management

Performance Days has highlighted every season for the past 10 years. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

IN THE MARKET | OUTDOOR RETAILER SUMMER MARKET
Text and Trends Industry Dedicated to Responsible Fabrics. By Emily Watson

A Strong Showing

The outdoor retailer industry has shown a strong showing at the event. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

IN THE MARKET | OR + SNOW SHOW
One Down, Two to Go in Outdoor Retailer 2019 Show Schedule. By Emily Watson

What's Next, What's Next

Outdoor Retailer 2019 is the world's largest outdoor retailer trade show. It's the only event in the world that brings together the outdoor retailer industry and the fashion industry. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

IN THE MARKET | SOURCING AT MAGIC
Digital & Physical Content Together to Create a Modern Vision. By Emily Watson

Production On-Demand

Production on-demand is a new manufacturing model that allows for the production of goods on demand. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

IN THE MARKET | EURO REPORT ISPO
Circular & Technology Driven | Focus on the Future. By Emily Watson

A Distinctive Generation

The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

IN THE MARKET | REMODE
The Future Industry Dedicated to Water in Value of Refillable. By Emily Watson

A Call to Action

The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center. The event is held in New York City at the Jacob K. Javits Convention Center.

- Performance Days Fair - Munich
- techtexstil, NA
- Functional Fabric Fair - New York
- Functional Fabric Fair - Portland
- ISPO Munich
- Outdoor Retailer Summer Market
- Outdoor Retailer + Snow Show
- Sourcing at MAGIC
- Kingpins Transformers
- Smart Fabrics Summit
- AAFA Conference
- FDR Summit
- Synthetic Yam & Fiber Association Conference
- Planet Textiles Summit
- Remode
- WEAR Conference

Sustainability + Eco Update

Environmental responsibility is driving positive change all along the textile supply chain. Investment in new eco-efficient technologies is a high priority within the industry, and corporate cultures are dedicating more time and energy to broadening, diversifying and strengthening a commitment to sustainable practices.



INSIGHT ON SUSTAINABILITY

Participating companies will be featured in two-page advertorial spreads that will be edited with you, detailing your company's new products, key partnerships, and eco marketing strategies. Advertisers will have final approval on advertorial spread. Rate includes all copy, layout and space. Any corporate graphics, logos or pictures need to be supplied. **September/October Issue.**

INSIGHT ON SUSTAINABILITY

Reaching a New Level of Sustainability

Burlington



Who We Are

Burlington fabric has been trusted to provide for over 40 years. Today, we continue our commitment to supply advanced performance fabrics to the apparel, military, aerospace, marine and contract markets across the world.

Burlington parent company International Textile Group, Inc. (ITG) has worldwide operations in the United States, Mexico, and China. ITG's business units include Burlington, Core Performance, Safety Components, and Corbin Plating. The firm has over 4,000 employees globally.

ITG operates its business in a manner that protects the environment, enhances the integrity of our operations, and promotes responsible stewardship of natural resources.

To Learn More:

Corporate Headquarters
800 Glen Valley Rd., Greensboro, NC
360-376-0200
burlingtonfabrics.com

BURLINGTON IS DEDICATED TO INTRODUCING THE NEXT EVOLUTION of sustainable fabrics called *RestOra*®. The fabric collection provides reusable options for the eco-conscious outdoor enthusiast. Going forward, every new development in our Endurant® Collection of performance fabrics will have 30% or more recycled content.

The *RestOra*® collection features fabrics made from a variety of innovative recycled content. New sustainability partners Eco Circle® and Recycled®, in addition to long-standing partners REPREVE® and THERAPEUTIC®, provide a plethora of options for customers. "Brands and customers are becoming more environmentally conscious and as a manufacturer we have a responsibility to meet or exceed those demands," says VP Technical Sales Development, Nelson Kahn. "As outdoor enthusiasts ourselves, we believe strongly that repurposing waste is a way for us to do our part to put the planet first," he adds.

"Sustainability at ITG is a commitment that goes hand in hand with quality, heritage and our sense of community," comments Ken Kunkenberg, President & CEO International Textile Group, adding, "we believe our products and operations should benefit both the communities where we work and the environment we all share, and provide our customers with responsible, innovative products to support their brand initiatives."



RestOra® fabrics are made from recycled plastic bottles and other waste. The fabric is made from recycled plastic bottles and other waste. The fabric is made from recycled plastic bottles and other waste.



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Here is a rundown of our sustainable offerings:

Eco Circle®: Jantex Eco Circle (powered by Tenjin) uses a closed loop recycling system to give our life to polyester based garments. Through a mechanical process where additives and chemicals are chemical recycled, polyester is purified and returns to its original quality and function.

Recycled®: Using 100% post-consumer plastic bottles and plastic waste reclaimed from the Mediterranean Sea, yarns are created which contain 95% to 100% recycled PET and 3% to 7% ocean plastics. For every 1kg of Recycled® yarn produced, 1kg of waste has been removed from the waste.

REPREVE®: REPREVE® transforms pre-consumer fiber waste and post-consumer plastic into polyester and nylon fibers. When compared to making virgin fiber, making this fiber offsets using new petroleum, emits lower greenhouse gases and conserves water and energy. REPREVE® provides a sustainable component for many ITG fabrics from denim to performance synthetics to durable contract fabrics.

THERAPEUTIC®: Thermal International uses recycled plastic bottles to produce sustainable fibers that are not only good for the environment, but also provide income opportunities for its. THERAPEUTIC® has recycled over 1,000 lbs. of material into textiles, creating income opportunities for 3,500+ people in Haiti, Honduras, and Taiwan.

Company-Wide Eco Commitment

Burlington operates as part of the International Textile Group, Inc. (ITG), which is a diverse, innovative provider of global textile solutions and distinguished fabric brands for the automotive, apparel, interior furnishings and industrial markets worldwide.

The Ultra Filtration (UF) and Reverse Osmosis (RO) system at ITG's Jantex Burlington Textile Facility (JBT) is the first of its kind in the Jantex province and allows wastewater to be recycled for the manufacturing process. 30% 40% of JBT's water demand is recycled. JBT has been designated as a model facility by the Jantex City Economic Development Zone and awarded the first Star Enterprise in Jantex for both environmental responsibility and hygiene performance. ITG's Cautivos Barbecue and Cose Diente facilities in Tijuana, Mexico utilize systems to collect rain water for manufacturing, which lowers demand on local water treatment and reduces the carbon footprint. ITG is committed to using only green chemistry in the manufacturing process and has pledged to multiple sustainable initiatives and certifications including Bluesign, ZDHC, Color-Tech, and Higg Index.

INSIGHT ON SUSTAINABILITY

CHROMUCH: Designer-Friendly Fibers with an Eye on Sustainability

CHROMUCH



Who We Are

CHROMUCH, under the New York Plastic Corp., is one of the largest producers of virgin and recycled fibers in Asia. The company is also a vertical fabric solution provider with its own in-house weaving and coating capabilities. The experience and scale of the Taiwanese corporate makes it one of the few manufacturers in the world to produce recycled fabrics of solution dyed fibers.

The New York Plastic facility is a state-of-the-art, ISO 9001 and ISO 14001 certified, making CHROMUCH one of the most consistent and trusted weaving material solutions on the market. Chromuch also looks to be thoughtfully approved for certification in 2021, and is currently undergoing a first-party HIGG certification. Preliminary assessment indicates one of the highest HIGG scores thanks to the Recycled Fiber & Solution Dyed status.

To Learn More

www.chromuch.com
info@chromuch.com

Vibrant Color Meets Conscious Design

To live more sustainably is a challenge we all face everyday. We try our best to recycle more, to be less wasteful and to shop mindfully in an effort to purchase goods from companies that share our values.

Product developers also strive to achieve sustainability goals in their work to create exciting product collections. However, that is easier said than done. Problems often arise finding the ideal eco-conscious material to match their design vision coupled with difficulty encountering barriers related to minimum order quantities and price.

CHROMUCH brings a fresh, designer-friendly approach. Advanced, new technology balances aesthetics and performance in yarns that are eye-catching as they are functional. This company's recycled solution dyed polyester offers vibrant, long-lasting color that is responsibly made, on trend, and accessible to the design community. In other words, Chromuch solves the eco-concerns and design dilemma long associated with solution dye fibers.

The company's patented ChromShield® technology levels up the solution dye process, providing vibrant color with superior fade resistance from the elements like UV, machine washing and general wear and tear. ChromShield® sheath and core structure enables exceptionally lively colors on solution-dye fibers. The sheath layer provides additional color enhancement as well as colorfast protection to the pigment core.

Traditional solution dye fibers only have the exposed pigment color core. "Cheap and vibrant colors with durable colorfastness are not usually achieved with solution dye fibers," states Mike Shih of Chromuch. "Under the same color shade, ChromShield® allows better colorfastness performance."



Traditional solution dye fibers only have the exposed pigment color core. "Cheap and vibrant colors with durable colorfastness are not usually achieved with solution dye fibers," states Mike Shih of Chromuch. "Under the same color shade, ChromShield® allows better colorfastness performance."

Performance On Demand

By choosing CHROMUCH, rich color and functionality are inherent to the yarn, innovating the entire design process. ChromShield® technology allows a variety of sustainable functional options for product developers. Whether the design demands quick-dry, antistatic, UV blocking or heat retention properties, Chromuch can deliver superior textile performance sustainably.

"With ChromShield® the outer sheath layer allows functional chemistry to be added to the yarn," explains Shih. "This is not a typical finish that can wear off; the performance is embedded as part of the yarn."

Certified Eco

CHROMUCH is advancing water-free dyeing with the creation of premium, eco-certified recycled fabrications. Chromuch solution dye fibers are not only water-free, they are made of recycled PET bottles and are GRS 4.0 certified. For every kilogram of Chromuch fabric, 77 plastic bottles are removed from landfills. Chromuch solution dyeing saves three gallons of water per yard, and savings of 1000 liters of water per average dyed lot. By reintegrating color at the fiber level, CHROMUCH sets a new standard in eco-conscious solution dye fabric that helps to conserve natural resources.

CHROMUCH Now: Tailor Made For Designers

These days, more and more brands are looking to design with earth-friendly fibers that provide performance benefits. While solution dye has been considered a good option, historically designers found it difficult to meet fabric factors associated with the process, specifically higher MOQs (often 30,000 yards/color), long lead-times, and price.

Chromuch has introduced a new program that puts developer needs first aiming to make solution dye fiber adoption more attainable than ever before. CHROMUCH Now removes conventional barriers to solution dye by offering seasonal and trend-right colors with competitively priced fabrics that are cheap to stock with low minimum order quantity.

"In the past, solution dyed producers didn't offer colors in stock due to the nature of the material," Shih states. "Even if they did, the color selection was limited. This is the first-time a solution dye fiber manufacturer offers in stock colors selected by a color consulting company."

CHROMUCH, in partnership with Paris-based Pantone®/Pantone, has introduced an exceptional 2021 Color Guide. The color selection consists of five collections featuring with directional shades for the upcoming 2021 season. Each range is supported by color harmonies to aid designer decision-making. The central color guide offers additional information on key colors for women, men and core palette.

With the CHROMUCH Now program, a designer no longer needs to compromise their creative vision or their concern for the planet to achieve textile excellence. ■



"This is the first-time a solution dye fiber manufacturer offers in stock colors selected by a color consulting company."

Consumer Surveys

Trend Insight: A snapshot of what's resonating with consumers to help make smarter business decisions, inspire creative solutions, and generate original ideas.



Seize the Trend

TRENDINSIGHT
We surveyed 228 consumers. Here is what they told us.

How Tech & Fashion Impact Fabric Choices

Consumers want active lifestyle items that perform well and look good. To keep pace with that demand, two important trends are currently driving product innovation: Wearable "smart" fabrications that offer added functionality are a key driver, and so, too, is the development of materials that enhance comfort and aesthetic qualities of athleisure style. The charts shown here shine a light on how tech and fashion impact consumers shopping behavior.

For example 74 percent of respondents report that interest in smart fabrics over the past year increased, and — not surprisingly — 83 percent of respondents currently own a smart watch or fitness tracking device. Yet, 63 percent of those surveyed report that fabric performance such as wicking is still considered a higher priority than smart fabric tech. That belief may be due to some confusion and misunderstanding of what makes something a "smart textile." Direct quotes from survey respondents on the topic illuminate need for clarity on this emerging category.

When it comes to the role of fashion in

shopping decision-making, 62 percent of respondents report that it is somewhat important that the performance product align with fashion trends. Indeed a smaller than expected percentage of survey participants own wardrobes with a large selection of athleisure wear. While respondents report to be generally in favor of the comfort and versatility that athleisure looks afford, sentiment exists that these casual, stylish looks lack fitness authenticity. For example, when asked to define athleisure one survey participant responded, "You looked like you just worked out, but did you?" See page 30 for more respondent quotes.

The panel consisted of 228 Testers.
Ages: 18-60
Gender: Male and Female
Brief: Seeking active athletic adults who participate in both indoor and outdoor sports and activities multiple times per week. I.e. Running, Hiking, Cycling, Triathlon, Cross-training, etc.

Trend Insight Consumer is a feature within Textile Insight that delivers research conducted on the MESH1 Platform. MESH1 collects data from a select panel of sports enthusiasts. For information on the MESH1 Platform, contact Brian Beaman at 603.765.0307 or brian.beaman@formula4media.com. For more information on Trend Insight and how your company can participate, contact Jeff Hest at 603.205.4711 or jeff@formula4media.com.

TRENDS AND LOYALTY

What percentage of your current workout wardrobe transitions easily from sport to street wear?

Category	Percentage
Less than 10%	18%
10-25%	36%
25-50%	28%
Greater than 50%	18%

How important is it to you that performance product align with current fashion trends?

Category	Percentage
Not Important	21%
Somewhat Important	62%
Very Important	17%

Have you become brand loyal to certain fabric or fabrics based on a company's social media?

Category	Percentage
Yes	19%
No	81%

28 • Textile Insight • May/June 2018

textileinsight.com

TRENDINSIGHT
We surveyed 106 active/outdoor consumers. Here is what they told us.

Consumers Weigh in on Sustainability

SUSTAINABLE AND ECO-FRIENDLY PRODUCTS are a major talking point for outdoor brands at the moment — with good reason. In our exclusive research on these pages, we surveyed more than 100 active/outdoor consumers about their thoughts on sustainable products, the marketing of these products, and about their own role in the sustainability discussion. Ninety-five percent of consumers told us that brands that are working to be sustainable should advertise it. Seventy-seven percent told us they would be willing to pay more for an eco-friendly product. Yet 44 percent said they place "very little" consideration on the eco impact of the packaging and shipping of products they buy online. Consumers also weighed in on the retailer's role in the sustainability equation. See our back page for those interesting replies. ■

The survey, conducted by MESH1, included 106 active/outdoor sports participants, men and women, aged 18 to 35.

SEIZE THE TREND

Trend Insight Consumer is a feature within Textile Insight that delivers research conducted on the MESH1 Platform. MESH1 collects data from a select panel of sports enthusiasts. For information on the MESH1 Platform, contact Brian Beaman at 603.765.0307 or brian.beaman@formula4media.com. For more information on Trend Insight and how your company can participate, contact Jeff Hest at 603.205.4711 or jeff@formula4media.com.

Is sustainability/eco-friendliness an important factor for you when selecting apparel, footwear or gear to purchase?

Category	Percentage
Not Important	10%
Somewhat Important	62%
Very Important	27%

"Yes, I consider this when purchasing items, but it needs to be obvious on the tag or marketing that these products are eco/sustainable, otherwise it is difficult to differentiate between competitors." **MALE 30**

"It's not important to me because I need quality, and sustainability is not often known for quality." **FEMALE 40**

"Eco-friendly is second on my list of important things to think of when making a purchase. Comfort is the most important thing." **FEMALE 30**

"I'm not convinced that all sustainable products are 'green.'" **MALE 42**

"To be completely honest I buy clothing based on the way it looks. If I see something that catches my eye, environmentally friendly or not, I'll purchase it." **FEMALE 29**

"It is becoming increasingly important. I currently feel like many things are called eco-friendly as a selling point, but I suspect the sourcing is insignificantly more sustainable and that they will behave insignificantly differently in the hands. If I had actual reasons to believe that something is truly sustainable/eco-friendly, then yes. But I am highly skeptical of most that make this claim, as I suspect it is largely a marketing ploy to appeal to people who want this." **FEMALE 38**

"I like it, but the product has to be appealing without it." **FEMALE 23**

Are you willing to pay more for a sustainable/eco-friendly product?

Category	Percentage
No	23%
Yes	77%

How much more would you be willing to pay for a sustainable/eco-friendly product?

Category	Percentage
Not willing to pay more	20%
\$5-\$10	26%
\$10-\$15	26%
\$15-\$20	16%
More than \$20	11%

34 • Outdoor Insight • June 2018

outdoorinsightmag.com

TRENDINSIGHT
We surveyed 152 consumers. Here is what they told us.

How (and where) Goods Are Made

Consumers are increasingly aware that the jacket they wear for outdoor adventures may have a direct impact on the future of that environment. The contemporary "think before you buy" attitude is reflected in our survey. When asked "has your interest in knowing where a product is made increased in the past year," 58 percent of respondents answered yes. "Brands are driving this trend of conscious consumption." Over 70 percent of the survey panelists confirmed that a brand's social and/or environmental policies sway a purchasing decision. In other words, corporate values are a major influencer in today's shopping experience, with social media and brand websites playing a major role in communicating a company's point of view on current affairs. Based on these survey results, label reading and reacting to "buy responsible" brand messaging both look likely to gain consumer interest at retail, not only in apparel but also carrying over to the footwear category, too, in the year ahead. The panel consisted of 152 active, athletic men and women who live in the U.S., with an average age of 37.

BRAND'S POLICY

Does a brand's social and/or environmental policies sway your purchasing decision?

Category	Percentage
Yes	73%
No	27%

If you answered yes to a brand's policies swaying your decisions, how important are a brand's values to what you choose to buy?

Category	Percentage
Very Important	34%
Somewhat Important	41%

If you answered yes to a brand's policies swaying your decisions, would you pay more for that brand?

Category	Percentage
Yes	63%
No	10%

Where do you learn about the brand's social or environmental policies?

Category	Percentage
Social Media	30%
Brand's Website	27%
News / Newsprint / Magazine	19%
Labels / Hang Tags	12%
Retail Sales Associate	7%
Not Relevant to My Purchase	5%

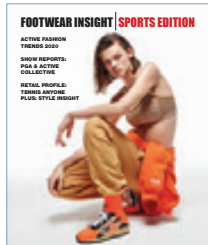
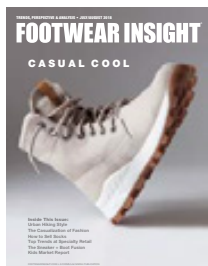
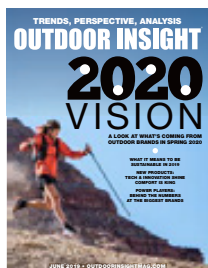
24 • Textile Insight • March/April 2018

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style INSIGHT™ DECONSTRUCTING TEXTILES

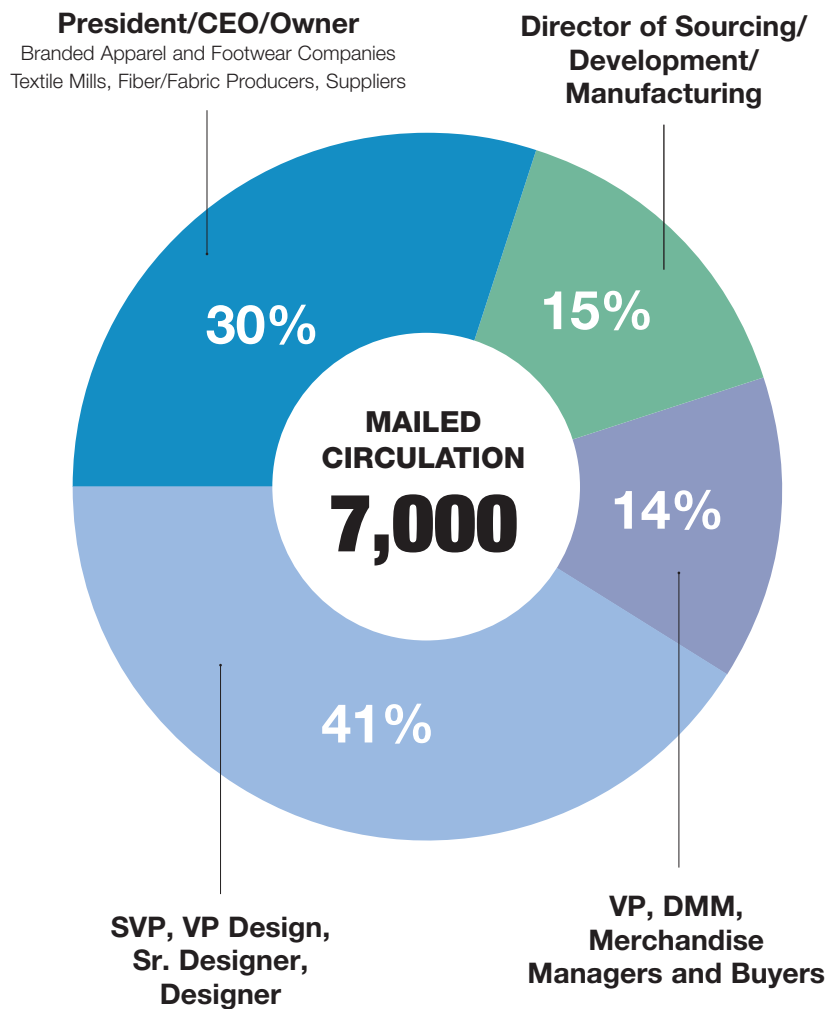
Textile Insight coverage in other Formula4 Media publications. Knowing the textile and footwear trends will simplify talking to customers about the season's innovations and how the latest textiles enhance today's active lifestyle. Deconstructing Textiles/Style Insight appears in *Outdoor Insight* and *Footwear Insight* magazine, taking your message straight the retail selling floor.



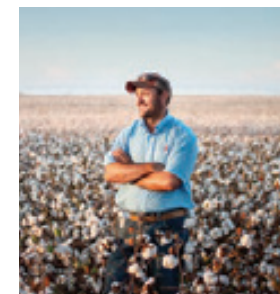
2020 Editorial Calendar

Issue	Cover Story	Show Calendar	Close	Materials
Jan/Feb	Winter Report: New Year, New Outlook Advancing performance technologies, defining eco trends and exploring the latest material developments as the boundaries of active/outdoor expand.	OR + Snow Show PGA Performance Textiles	12/27/19	1/06/20
Mar/Apr	The Make Sourcing structures and supply chain efficiencies critical to success in today's marketplace, with an eye on modern manufacturing across the Made in American landscape.		03/11/20	03/18/20
May/Jun	Summer Report: Mid-Year Review Central factors driving growth in apparel and footwear: from powerful brand partnerships and unique consumer facing platforms to category disruptors.		05/21/20	05/28/20
Jul/Aug	Sport & Style The future of lifestyle performance: How the casualization of wardrobes effects performance textile innovation as comfort rules the day and street fashion is a stronger focus.		06/26/20	07/01/20
Sep/Oct	The Environment Business in the age of climate consciousness! Execs weigh in on new standards, the latest research and increased commitments to meet 2030 sustainability goals. Special Advertising Section: Insight on Sustainability		08/31/20	09/10/20
Nov/Dec	Trendsetters Industry influencers and game-changing product designs setting market direction for 2021 and beyond. And what impact will the 2020 election have on the active/outdoor community.	Functional Fabric Fair – Portland <i>Powered by Performance Days</i> Performance Days – Munich	10/19/20	10/26/20

Circulation and Rates



Textile Insight is distributed at major industry trade shows.



Advertising Rates

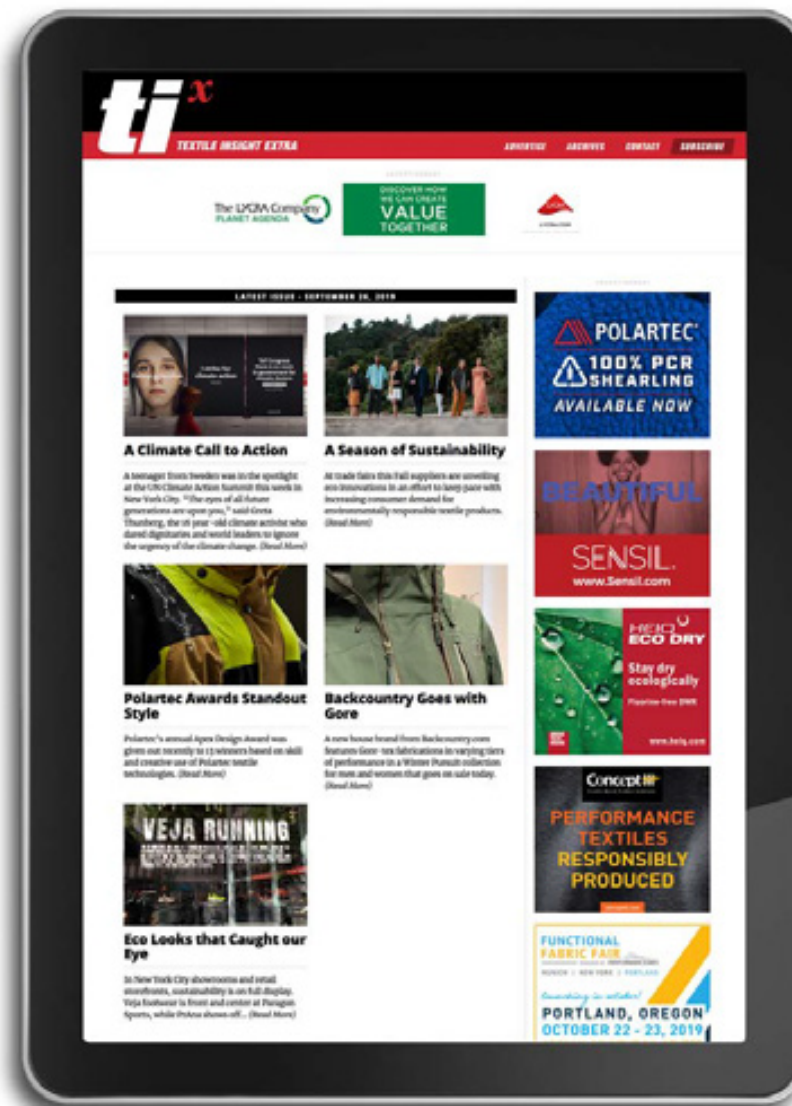
Ad Size	1x	3x	6x
Full Page	\$4,950	\$4,500	\$3,995
1/2 Page	\$3,460	\$3,150	\$2,850
1/3 Page	\$2,675	\$2,435	\$2,195
1/4 Page	\$2,335	\$2,125	\$1,925

Sep/Oct Special Advertising Section: Insight On Sustainability

Participating companies will be featured in two-page advertorial spreads that will be edited with you, detailing your company's new products, key partnerships, and eco marketing strategies. Advertisers will have final approval on advertorial spread. Rate includes all copy, layout and space. Any corporate graphics, logos or pictures need to be supplied. **Advertorial Spread: \$6,750 net**



News, analysis, opinion. Published monthly.



12X

PUBLISHED
EACH YEAR

3,879+

DIGITAL
DISTRIBUTION

25%

OPEN RATE

9,205+

PAGE VIEWS

Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$2,500	\$2,000
6 Months	\$4,000	\$3,200
12 Months	\$7,000	\$5,600

Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500

Statistics source: Google Analytics October, 2018 - October, 2019

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15,546+
PAGE VIEWS

Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$1,500	\$1,000
6 Months	\$2,750	\$2,000
12 Months	\$5,000	\$4,000

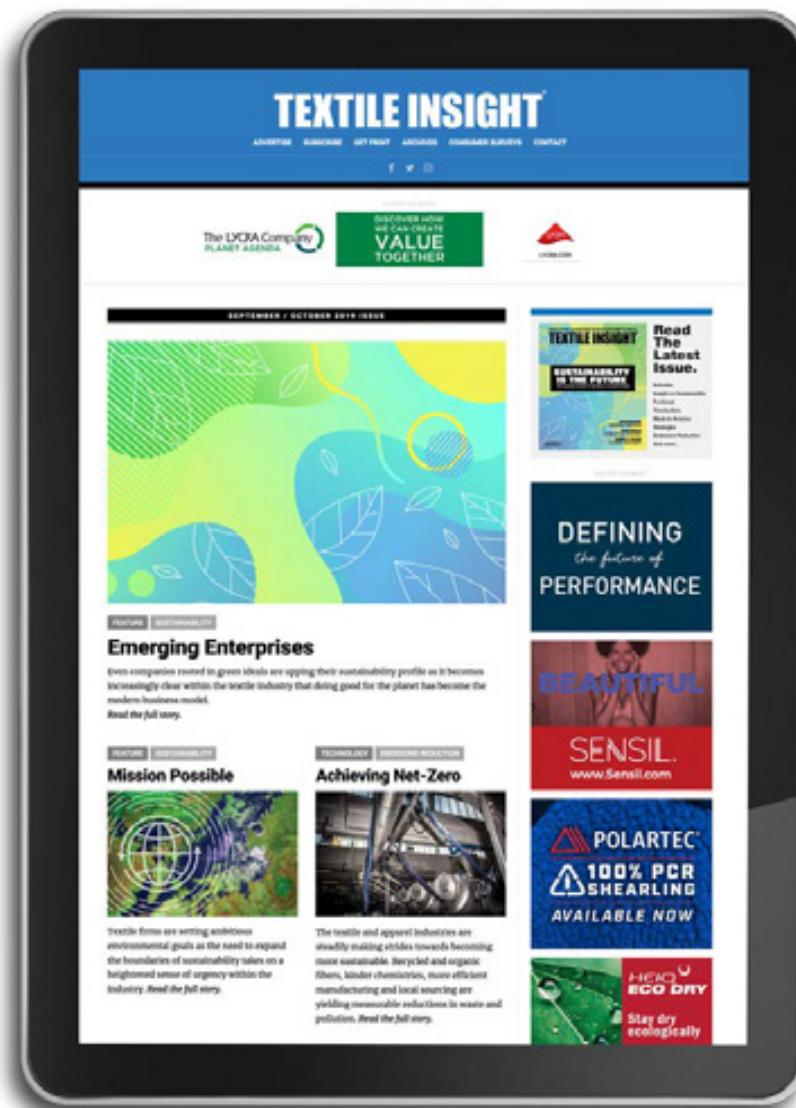
Issue Delivery Email Blast Rates (6x per year)

Ad Size	Per Issue
Side Box	\$350
Banner	\$500

Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web	\$2,500

Statistics source: Google Analytics October, 2018 - October, 2019



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