



MEDIA PLANNER 2024

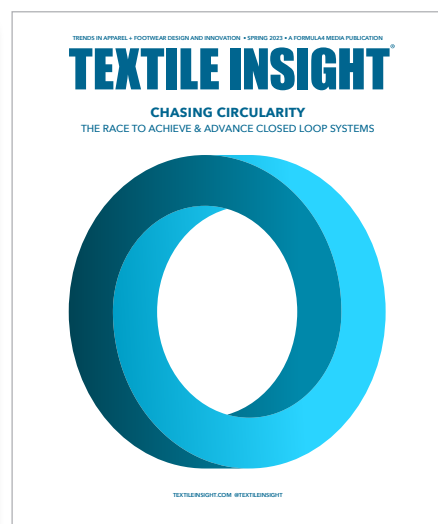
TEXTILE INSIGHT[®]

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.



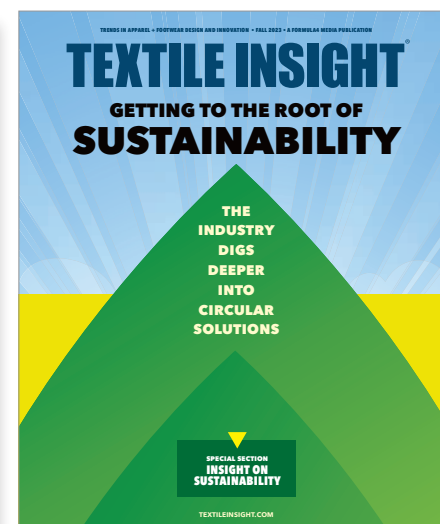
WINTER



SPRING



SUMMER



FALL

EDITORIAL FEATURES

IN THE MARKET: 2022 TRENDS
Read about Designers, Press, Eco-Friendly & Color Change By Emily Meier

Hot Topics

Demand for Designers
Demand for designers is on the rise, with many companies looking for designers to help them create a strong brand identity. Designers are also in demand for their ability to create unique and memorable logos and branding materials.

Color Change
Color change is a popular trend in the textile industry, with many companies looking for ways to change the color of their products. This can be done through a variety of methods, including dyeing and printing.

Press
Press is a popular method for creating unique and memorable logos and branding materials. It is also a popular method for creating custom clothing and accessories.

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TECHNOLOGY: COLOR CHANGE
Read about Designers, Press, Eco-Friendly & Color Change By Emily Meier

Commercialize, Capture & Transform

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IN THE MARKET: VOICES
Read about Designers, Press, Eco-Friendly & Color Change By Emily Meier

Charles Ross Gets to the Core of "CE"

Charles Ross
Charles Ross is a leading expert in the textile industry, with a focus on color change and design. He has worked with many of the top textile companies in the world, and his expertise is highly valued.

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Creating Hybrid Materials

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INDUSTRY BUZZ

TECH

VOICES

EDUCATION

STRATEGIES: INNOVATION
Read about Designers, Press, Eco-Friendly & Color Change By Emily Meier

Cultivating Fresh Ideas

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SUPPLY CHAIN: INNOVATION
Read about Designers, Press, Eco-Friendly & Color Change By Emily Meier

Turning Problems into Possibilities

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MADE IN AMERICA: INNOVATION
Read about Designers, Press, Eco-Friendly & Color Change By Emily Meier

Solutions for Today & Tomorrow

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OUT OF CONTEXT
Read about Designers, Press, Eco-Friendly & Color Change By Emily Meier

Sip and Shop Retail

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STRATEGIES

SUPPLY CHAIN

MADE IN AMERICA

OUT OF CONTEXT

IN THE STUDIO: DESIGN INFLUENCERS

The force behind what's new and exciting in today's marketplace.

IN THE STUDIO | BACKPACKS
Outdoor Brands Showcase Backpacks Materials That Stand Out. By Suzanne Becker

Leading the Pack

When it comes to backpacks, there's one brand that's been leading the way for decades: Osprey. The company's reputation for quality, durability, and innovation has made it a go-to brand for outdoor enthusiasts and professionals alike. In this studio, we explore the materials and design choices that make Osprey backpacks stand out from the rest.

Osprey's Commitment to Quality

Osprey is known for its commitment to quality and durability. The company uses high-quality materials and rigorous testing to ensure that its backpacks can withstand the toughest conditions. This commitment to quality is reflected in the company's reputation for reliability and longevity.

Osprey's Design Philosophy

Osprey's design philosophy is centered around functionality and innovation. The company's backpacks are designed to be versatile, durable, and easy to use. This philosophy is reflected in the company's use of high-quality materials and innovative design choices.

Osprey's Materials

Osprey uses a variety of materials in its backpacks, including high-quality fabrics, leather, and synthetic materials. The company's use of these materials is designed to ensure that its backpacks are durable, lightweight, and easy to use.

Osprey's Innovation

Osprey is known for its innovation in backpack design. The company's backpacks are designed to be versatile, durable, and easy to use. This innovation is reflected in the company's use of high-quality materials and innovative design choices.

Osprey's Reputation

Osprey has a long and storied reputation in the outdoor industry. The company's backpacks are known for their quality, durability, and innovation. This reputation is reflected in the company's use of high-quality materials and innovative design choices.

IN THE STUDIO | UP AND COMING
Entrepreneurs Arrive with Exciting Ideas at an Opportunity Hour. By Suzanne Becker

Incubator Innovators

Entrepreneurs are always looking for ways to grow their businesses and reach new markets. One way to do this is by attending an opportunity hour, where entrepreneurs can meet with potential investors and partners. In this studio, we explore the challenges and opportunities of attending an opportunity hour.

The Opportunity Hour

An opportunity hour is a time when entrepreneurs can meet with potential investors and partners. This is a great way to get feedback on your business plan and to find potential investors and partners. However, attending an opportunity hour can be a challenge, as it can be difficult to find the right people to meet with.

Challenges of Attending an Opportunity Hour

One of the challenges of attending an opportunity hour is finding the right people to meet with. There are many people at these events, but not all of them are interested in your business. It can be difficult to find the right people to meet with, especially if you are not sure what you are looking for.

Opportunities of Attending an Opportunity Hour

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DESIGN / SUSTAINABILITY
Accessories Take Center Stage with Innovative Sustainable Materials. By Suzanne Becker

GEAR GETS GREEN

When it comes to accessories, there's one brand that's been leading the way for decades: Patagonia. The company's reputation for quality, durability, and innovation has made it a go-to brand for outdoor enthusiasts and professionals alike. In this studio, we explore the materials and design choices that make Patagonia accessories stand out from the rest.

Patagonia's Commitment to Quality

Patagonia is known for its commitment to quality and durability. The company uses high-quality materials and rigorous testing to ensure that its accessories can withstand the toughest conditions. This commitment to quality is reflected in the company's reputation for reliability and longevity.

Patagonia's Design Philosophy

Patagonia's design philosophy is centered around functionality and innovation. The company's accessories are designed to be versatile, durable, and easy to use. This philosophy is reflected in the company's use of high-quality materials and innovative design choices.

Patagonia's Materials

Patagonia uses a variety of materials in its accessories, including high-quality fabrics, leather, and synthetic materials. The company's use of these materials is designed to ensure that its accessories are durable, lightweight, and easy to use.

Patagonia's Innovation

Patagonia is known for its innovation in accessory design. The company's accessories are designed to be versatile, durable, and easy to use. This innovation is reflected in the company's use of high-quality materials and innovative design choices.

Patagonia's Reputation

Patagonia has a long and storied reputation in the outdoor industry. The company's accessories are known for their quality, durability, and innovation. This reputation is reflected in the company's use of high-quality materials and innovative design choices.

IN THE STUDIO | CROSS-FUNCTIONAL FABRICS
How Brands are Combining Climate Utility with Style Solutions. By Suzanne Becker

Weather Report

When it comes to weather, there's one brand that's been leading the way for decades: The North Face. The company's reputation for quality, durability, and innovation has made it a go-to brand for outdoor enthusiasts and professionals alike. In this studio, we explore the materials and design choices that make The North Face weather-resistant clothing stand out from the rest.

The North Face's Commitment to Quality

The North Face is known for its commitment to quality and durability. The company uses high-quality materials and rigorous testing to ensure that its weather-resistant clothing can withstand the toughest conditions. This commitment to quality is reflected in the company's reputation for reliability and longevity.

The North Face's Design Philosophy

The North Face's design philosophy is centered around functionality and innovation. The company's weather-resistant clothing is designed to be versatile, durable, and easy to use. This philosophy is reflected in the company's use of high-quality materials and innovative design choices.

The North Face's Materials

The North Face uses a variety of materials in its weather-resistant clothing, including high-quality fabrics, leather, and synthetic materials. The company's use of these materials is designed to ensure that its weather-resistant clothing is durable, lightweight, and easy to use.

The North Face's Innovation

The North Face is known for its innovation in weather-resistant clothing design. The company's weather-resistant clothing is designed to be versatile, durable, and easy to use. This innovation is reflected in the company's use of high-quality materials and innovative design choices.

The North Face's Reputation

The North Face has a long and storied reputation in the outdoor industry. The company's weather-resistant clothing is known for their quality, durability, and innovation. This reputation is reflected in the company's use of high-quality materials and innovative design choices.

SUSTAINABILITY

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

SPONSORED CONTENT

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. **Fall Issue.**

INSIGHT ON SUSTAINABILITY

A New Dimension In Drying Technology

Who We Are
NeoTex Innovations Inc. is a technology company focused on pioneering development of advanced textiles. We create new fabric solutions that meet the performance, comfort and environmental responsibility demands of today's active consumers.

We see opportunity in a dynamic marketplace driven by connectivity, shifting and evolving needs, trends and technologies. We thrive on the unexpected and the unimagined. Our collaborative approach enables us to accelerate the textile development process – from concept to commercialization – for top brands as well as manufacturers.

We endeavor to create solutions that mimic nature and reduce our impact on this Earth. Our products and processes help users enjoy the planet as much as we do. We're active consumers. We put our gear through the ringer in pursuit of our passions. We enjoy life and we don't have time for limitations or constraints. Our passion defines us.

Learn More
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TurboDry® is an innovative fabric technology that utilizes biomimicry to move moisture in one direction, away from the skin, to keep active users drier and more comfortable than regular wicking materials.

Consumers search for the word "wicking" on almost all performance apparel but despite how ubiquitous this term is, few understand what it actually means. In fact, most moisture management and design are sometimes guilty of "wicking around" wicking as a catch all description for moisture movement.

In the below article, we explain what "wicking" is, what it is not, and where how TurboDry® is elevating moisture management by providing a new dimension in drying technology.

Unique Performance – The New Dimension
A widely cited idiom to the back or chest poses wicking and quick dry properties, but the perspiration remains trapped against the skin and must evaporate to free the body of waste. Despite the speed of moisture across the fabric (known as "wicking" and measures the speed in distance), the end is often equally wet on the inside and outside. Wicking performance fails to emphasize the importance of dryness against skin and does not measure the speed of moisture through a fabric, only across it.

With TurboDry®, however, the fabric construction acts like the tree roots by absorbing the moisture into the fabric and pulling it to the outside, where it will then wick (spread across the surface) and dry. Described as "one-way moisture transport", this process, perfected in TurboDry® fabrics, leaves users feeling drier and more comfortable. Once moisture is on the outside of the fabric, it exhibits superior wicking and faster drying rates than similar fiber construction fabrics.

TurboDry® is a patent pending fabric development technique that utilizes proprietary particle selection, fabric construction, and processing techniques that lead to permanent performance not reliant on the use of wicking chemicals.

Durability
Developing materials is not regardless of weight, fiber content, and market applications, a core of TurboDry's major sustainability initiatives. Durability is core to TurboDry® as it is a permanent

technology that does not wash out and lasts the duration of the garment. Extensive testing shows that many TurboDry® fabrics improve in moisture management performance after wear. This holds true for wicking, dry time, and one-way moisture transport. Our material development team is continually pushing for better standards for pilling, snagging, recovery, and abrasion resistance – which require no longer testing garments. First, we formed a team of world class athletes and also runners who've been using testing garments made with our TurboDry® fabrics. Their feedback has been instrumental in our improving upon TurboDry® durability and performance.

Responsibility
While developing durable, performance fabrics without the reliance on added chemicals is the backbone of our environmental responsibility, we understand that our materials must have compatibility with sustainable fibers and carry certain industry certifications.

We continually seek our sustainability goals there and many of our TurboDry® fabrics are made with recycled materials. In addition, TurboDry® is manufactured in a ISO 9001 and ISO 14001 certified mills.

Adaptability
We have the fortunate and unique ability to add a variety of functionality to our TurboDry® fabrics to anticipate and meet consumer needs. We like to think of TurboDry® as the Swiss Army knife in your moisture management toolkit.

A few of these added performance functions include warming, cooling, UV protection and durability that save lighter weight to heavier weight fabric constructions to accommodate diverse applications and weather conditions. The beauty of TurboDry® is that it can be applied to practically any fiber construction – natural, synthetic, recycled, bio-based and blends – thus meeting many diverse sustainable needs. We can also utilize our technologies to brand specifications.

INSIGHT ON SUSTAINABILITY

Getting to the Heart of the Problem

Tackling the Textile Industry's Environmental Impact at the Source

The textile industry has received a resounding call to action – one that cannot be ignored. Recent reports, including The Green Deal Making Machine, present a stark picture of the industry's contribution to emissions and environmental damage. Several industry leaders have committed to halving their emissions by 2030, while brands of all sizes are feeling consumer pressure to step up their eco-credentials.

Swedish technology brand Polyprene® is offering the textile industry practical ways to reduce its environmental footprint. Tackling a decades' historic problem, Polyprene has moved to the heart of the issue, using their natural fabric treatments to offer both brands and consumers a forward-thinking solution. Embracing technologies that keep fabrics smelling fresher for longer, Polyprene is looking to revolutionize the way we view clothes, from consumers to brands.

Championing Mindful Living®
Polyprene wants to make durable garments of all material types readily accessible to consumers. Consumers are empowered to embrace this mindful approach, buying fewer clothes because their existing garments last longer. The textile industry can reduce its production pace and lessen its environmental impact.

"...consumers would need to purchase just three garments a year if the textile industry is to halve its emissions. Polyprene offers the industry an effective strategy to encourage this." *The Future of Urban Consumption in a 1.5° World report*

The Story of a T-Shirt
Polyprene commissioned a lifecycle assessment (LCA), studying the environmental impact of a T-shirt across its lifespan. This evaluation compared a T-shirt treated with Polyprene's StayFresh™ technology, an untreated one, and a T-shirt with Polyprene's StayFresh™ technology that is washed only every other time.

The assessment illustrates that by halving the number of washes a T-shirt with Polyprene StayFresh™ requires, across its lifetime, its environmental footprint is reduced by an impressive 34%.

What also shows that the production is the most damaging stage of a T-shirt's cycle, representing up to 65% of its environmental impact. The question is how to minimize the Polyprene is keen to work with textile brands to produce garments that consumers can wash less frequently. Clothes washed less often retain their quality for longer, reducing the need for replacements. Fewer garments equals less production, tackling the issue at the source.

Who We Are
With everything we do, we promise to create, inspire, and connect people to live a more mindful life. We encourage the extended and shared use of products and spaces, as well as reduced and responsible consumption and product development to the benefit of our future generations.

Learn More
info@polyprene.com
www.polyprene.com
Polyprene-natural-care
Polyprenestorehouse

MONTANE

customer is more likely to change their washing habits – especially if they are presented with the appropriate environmental education.

"Our technologies allow brands to create garments not only with longer lifespans, but with enhancements that add value for the consumer."

Montane is a brand synonymous with light-weight and breathable clothing and equipment. Founded in 2002, the updated Dett range, which is 100% recycled polyester. The collection, that incorporates

Building Relationships
Polyprene has collaborated with premium global brands, broadening their garments' availability and the sports and outdoor segments are key targets. The brand that Polyprene will continue to develop. StayFresh™ is just through its pipes, and is its sweat than other garments. Many consumers benefit from each use, so the adoption of Polyprene's technologies offer consumers the ability to reduce the number of washes between wears. Polyprene's Mindful Living® ethos empowers brands and consumers working in synergy, environmental and climate goals. Brands produce garments that tell smart from after one or even

A Special Advertising Section

INSIGHT ON SUSTAINABILITY

The complete guide to the future of sustainable fashion. This special section is a must-read for anyone interested in the future of the fashion industry. It covers everything from the latest trends in sustainable fashion to the challenges of implementing sustainable practices. It's a comprehensive guide to the future of sustainable fashion.

Learn More
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www.formula4media.com

TREND INSIGHT

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



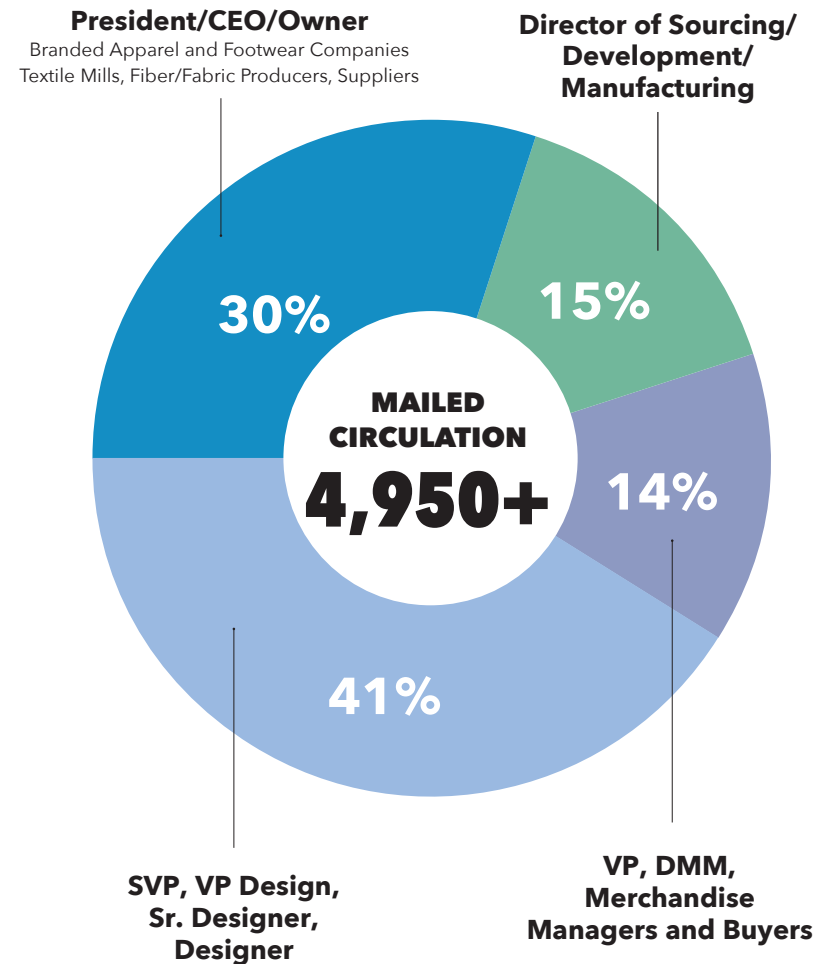
➤ **SEIZE THE TREND!**



2024 EDITORIAL CALENDAR

ISSUE	FEATURES	SHOWS	
WINTER 2024	NEW YEAR, NEW OUTLOOK Advancing Performance Technologies How high-tech functionality combined with emerging eco trends are defining the next era of textile innovation.	Performance Days - Munich OR Summer	Ad Close 01/29/24 Mat Due 02/05/24
SPRING 2024	CIRCULAR SOLUTIONS The State of Textile Recycling The season ushers in cutting edgmaterial and manufacturing developments with an eye on reducing textile waste.	Functional Fabric Fair Portland <i>Powered by Performance Days</i> OR Summer	Ad Close 03/15/24 Mat Due 03/22/24
SUMMER 2024	SPORT & STYLE Modern Lifestyle Performance A continued focus on comfort and the influence of street fashion are key drivers determining the future of active lifestyle.	Functional Fabric Fair New York <i>Powered by Performance Days</i> techtextil, NA	Ad Close 06/21/24 Mat Due 06/28/24
FALL 2024	THE ENVIRONMENT Achieving a Lighter Footprint Suppliers seek ways to scale sustainable materials and streamline processes in a quest to reduce carbon emissions within textiles. SECTION II: INSIGHT ON SUSTAINABILITY	Functional Fabric Fair Portland <i>Powered by Performance Days</i> OR Winter	Ad Close 10/11/24 Mat Due 10/18/24

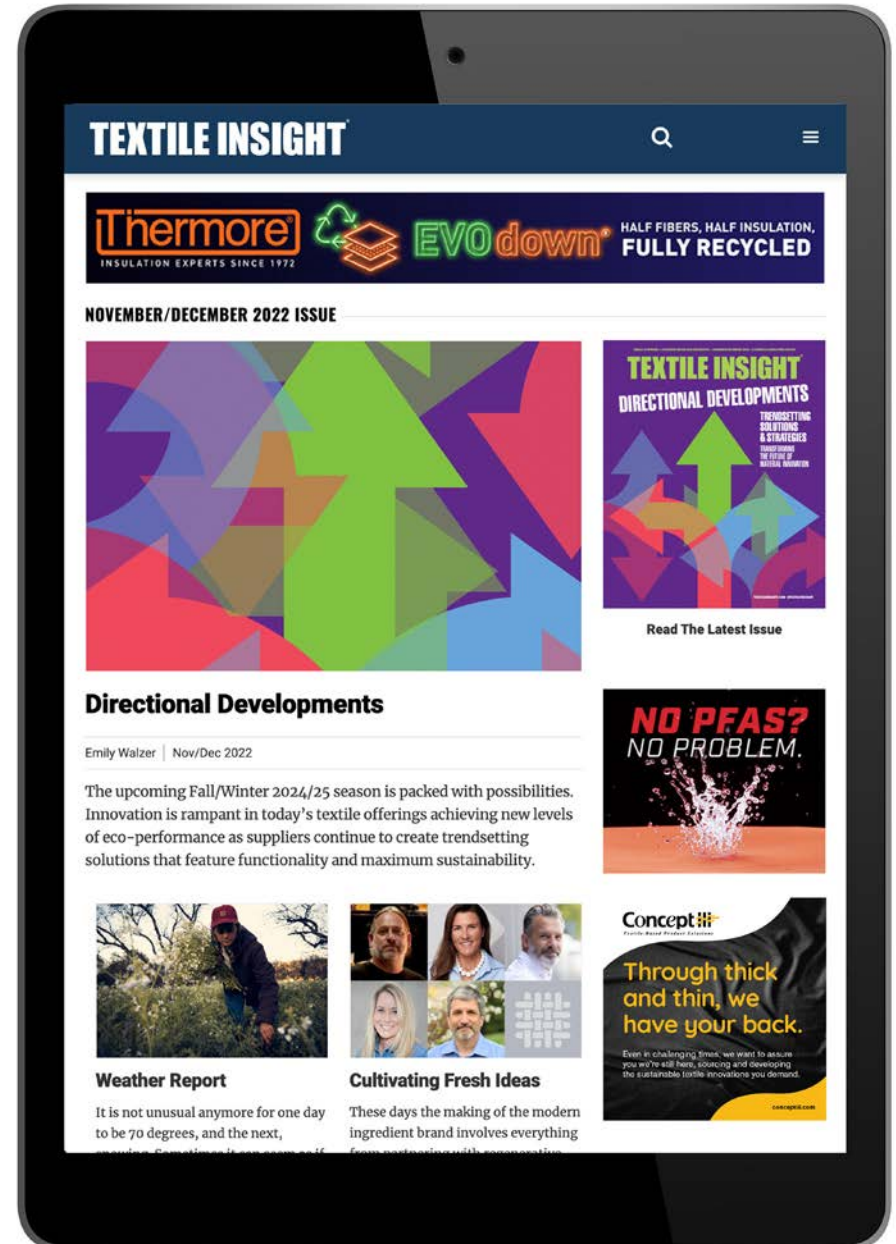
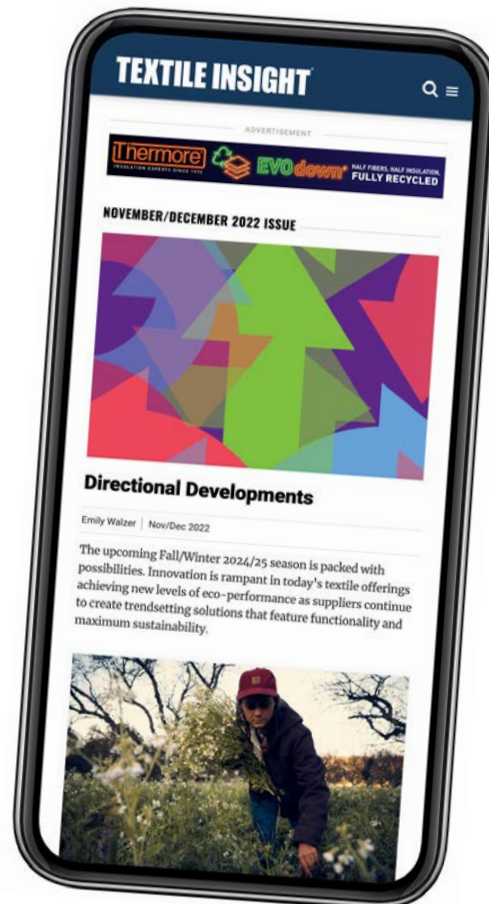
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