

# NONWOVENS

INDUSTRY SINCE  
1970

2009 Media Planner

The global nonwovens industry is currently valued at more than \$14 billion at the roll goods level, and many times that in terms of end use markets. Nonwovens markets have enjoyed consistent growth, despite raw materials price shocks, and have continued to outperform related industries such as textiles and paper. Nonwovens' sophisticated technology, coupled with low labor intensity, has produced dramatic global expansion of local product production. Regional growth markets for nonwovens in Asia, South America, Eastern Europe, and the Middle East continue to provide strong investment returns for western-based nonwovens manufacturers, as well as growth opportunities for local competitors enjoying currency, commodity and energy advantages where they exist.

## Global Circulation

NONWOVENS INDUSTRY prides itself on offering advertisers the highest quality circulation in the global nonwovens market. With a total BPA audited circulation of 10,111, 79.7% (8,057) of NONWOVENS INDUSTRY'S BPA audited subscribers are qualified within one year; 20.3% (2,054) are qualified within two years. Additionally, 99.8% of Nonwovens Industry's recipients have qualified for subscriptions by personal direct request. Personal direct request from the recipient, in our view, is the highest form of qualification. It means that the recipient has actually requested to receive the publication and is not merely a name the publisher has taken from an unknown source and added to a mailing list.

Because the industry is global, NONWOVENS INDUSTRY is received throughout the world. With \*3,049 qualified subscribers outside North America, our magazine can give your advertisement coverage on every major continent. Every issue is received by qualified subscribers in more than 80 countries around the globe.

\* June 2007 BPA Statement

### NONWOVENS INDUSTRY Digital Editions



- Now available worldwide
- Paperless
- Immediate
- Searchable
- Archived
- Fully Integrated with [nonwovens-industry.com](http://nonwovens-industry.com)

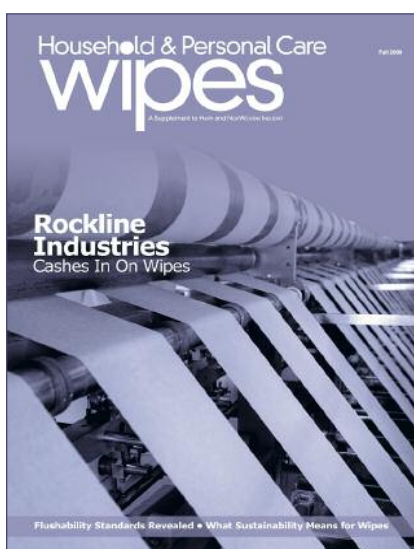
Distribution By Region**	
Africa	135
Asia	931
Asia/Pacific	57
Central America, South America & Caribbean	278
Europe	1,266
Middle East	382
North America	7,062
<b>Total</b>	<b>10,111</b>

\*\*Total Qualified Circulation: 10,111  
Source: BPA International June 2008 Circulation Statement

Our circulation includes the world's leading nonwovens producers and users of nonwovens. Here's a sample:

3M	Foss Manufacturing	Libeltex Group	Saab
Ahlstrom	Freudenberg Group	Little Rapids	Sage
Albaad Mussout yitzak	GAF Building Materials	Lohmann & Rauscher	Saint Gobain
Albany International	Gates Formed-Fibre	Lydall Inc.	Sandler AG
Albis	General Motors	Mabesa	Sara Lee
American Nonwovens	Georgia-Pacific	Medline	SC Johnson
Andrew Industries	GOJO	Miliken	SCA Hygiene
Arquest	Hanes	Milyon	Schroeder Industries
Asahi Kasei	Hayat	Mitsui Chemical	Scotts Liquid Gold
Avgol Nonwovens	Hollingsworth & vose	Molnlycke Healthcare	Shaw Industries
Avon	Honda	Mondanock	Sorbent Products
Beiersdorf	Hospeco	National Nonwovens	Spuntech
BFF Nonwovens	Huish	New Pig	Suominen Nonwovens
Bonlam	Human Care	Nice-Pak Products	Tencate
Buckeye technologies	Hunter Douglas	Ontex	Tietex
Cardinal Health	Irving Personal Care	Owens Corning	Toray Saehan
Clorox	Itochu	Pall	Toyobo Kureha
Colbond Nonwovens	Jacob Holm	Paper-Pak Products	Toyota
Colgate-Palmolive	Japan Vilene	Paragon trade Brands	TWE
Collins & Aikman	Johns Manville	Paul Hartmann	Tyco Healthcare
Companhia Providencia	Johnson & Johnson	Pegas A/S	TZMO
Concert Industries	Kao	PGI Nonwovens	Uni-Charm
Covidien	Kappler Safety Group	Playtex	Unilever
Del Labs	Kimberly-Clark	Precision Custom Coatings	Union Industries
Donaldson	Kleentest	Precision Fabrics	Unitika
DuPont	KNH enterprises	Procter & Gamble	Vateks
Ecolab	Knowlton Nonwovens	Productos Familia	Vita Nonwovens
Elk	Kuraray	Propex	Western Nonwovens
Esperanto	L'Oreal	Reckitt Benckiser	White Knight
Fibertex Nonwovens	Lantor	Reemay	Whitestone
Fiberweb	Lear Corporation	Revlon	WL Gore
First Quality	Legett & Platt	Rockline	

## Household and Personal Care Wipes



The Wipes Explosion: The household & personal care wipes category has recorded explosive growth during the past decade. Manufacturers have listened to consumers' demand for convenience by applying their lotions, cleansers and other solutions to disposable nonwoven wipes. This trend has not only expanded their product ranges, it has also increased profit margins as these products are significantly more expensive per use than alternative products.

*An Exclusive Marketing Opportunity:* After successful publications in 2005-2008, Rodman Publishing will again present HOUSEHOLD & PERSONAL CARE WIPES in the spring and fall of 2009. Combining the strengths of two of Rodman's largest magazines, Happi and NONWOVENS INDUSTRY, Household & Personal Care Wipes represents the wipes market's most important resource.

### **Key Facts – Household & Personal Care Wipes**

**Published:** Two times in 2009: Spring and Fall

**Circulation:** 27,000 (combined Happi and Nonwovens Industry circulation)

**Coverage:** All major wipes topics

**Shows:** All major events in 2009, including ANEX, TechTextil, World of Wipes, HBA Health & Beauty America, and more

**1x Full Page 4C: \$3,750** (Contact your sales or advertising representative for more options.)

## Nonwovens Industry China



Published Quarterly, NONWOVENS INDUSTRY China is a cooperative venture of Rodman Publishing Corp., and Ringier Trade Publishing Ltd. It reaches over 5,000 professionals across Mainland China, Hong Kong and Taiwan. Its principal targets are Executive Managers, Production/Operational Managers, and Researchers/Developers.

### **China: The Place to Be in Nonwovens**

Many millions of dollars of investment have poured into China over the past several years, just as Chinese consumers are demonstrating increasing purchasing power and clear preference for a first-world lifestyle. In 2004, Chinese nonwovens production topped the 1 million ton mark and is expected to surpass 5 million tons by 2009.

With growth like this, there is no doubt that China is a very important part of the global nonwovens future.

### **Key Market Challenges:**

Despite very competitive economy-of-scale advantages, decision makers in the Chinese nonwovens market face big challenges, including low-end market saturation, significant energy and raw material costs and regional competition. To stay on top of these issues, as well as basic concerns for plant, equipment, materials, and markets, they turn to NONWOVENS INDUSTRY and NONWOVENS INDUSTRY China.

### **Key Facts – Nonwovens Industry China**

**Published:** Quarterly (March, July, September, December)

**Circulation:** 5,020 readers at 4,200 companies (China, Hong Kong, Taiwan)

**Coverage:** All major nonwoven topics

**Shows:** Covering all major trade events in China in 2009

**1x 4C Full Page: \$1,850** (Contact your representative for more options)

Issue/Month	Editorial Features	Bonus Distribution Ad Opportunities
<b>JANUARY</b> Ad Close Date December 10, 2008	<ul style="list-style-type: none"> <li>• Baby Diaper Market Overview/Manufacturers' Directory</li> <li>• Who's Who In Baby Diaper Machinery</li> <li>• Hygiene Machinery</li> <li>• PLMA Show Review</li> </ul>	<p align="center"><b>Vision 2009</b> New Orleans, LA, January 26-29, 2009</p>
<b>FEBRUARY</b> Ad Close Date January 9, 2009	<ul style="list-style-type: none"> <li>• Household Wipes</li> <li>• Spunbond/Meltblown Nonwovens</li> <li>• Quality Control, Testing and Inspection Equipment</li> <li>• Green Nonwovens</li> </ul>	<p align="center"><i>Literature Showcase</i></p>
<b>MARCH</b> Ad Close Date February 11, 2009	<ul style="list-style-type: none"> <li>• <b>ANEX 2009 Pre-Show Issue</b></li> <li>• Techtextil North America Show Preview</li> <li>• Adult Incontinence</li> <li>• Needlepunch Nonwovens</li> <li>• Nonwovens In the Home</li> </ul>	<p align="center"><b>Needlepunch</b> Myrtle Beach, SC, March 24-26, 2009</p> <p align="center"><b>Techtextil North America,</b> Las Vegas, NV April 21-23, 2009</p> <p align="center"><i>Home Page Showcase</i></p>
<b>APRIL</b> Ad Close Date March 6, 2009	<ul style="list-style-type: none"> <li>• <b>ANEX 2009 Show Issue</b></li> <li>• Acoustical Nonwovens</li> <li>• Nonwoven Enhancements</li> <li>• Nonwovens In The Home</li> <li>• Regional Spotlight: Asia</li> </ul>	<p align="center"><b>ANEX 2009</b> Shanghai, China, May 20-22, 2009</p> <p align="center"><i>Supplier Gallery</i></p>
<b>MAY</b> Ad Close Date April 10, 2009	<ul style="list-style-type: none"> <li>• <b>Company Capabilities</b></li> </ul>	
<b>JUNE</b> Ad Close Date May 8, 2009	<ul style="list-style-type: none"> <li>• Fibers in Nonwovens</li> <li>• Antimicrobials</li> <li>• Personal Care Wipes</li> <li>• Techtextil Frankfurt Preview</li> </ul>	<p align="center"><b>Techtextil Frankfurt,</b> Frankfurt, Germany June 16-18, 2009</p> <p align="center"><b>World of Wipes Conference</b> Atlanta, GA June 22-24, 2009</p>
<b>JULY</b> Ad Close Date June 10, 2009	<ul style="list-style-type: none"> <li>• <b>39th Annual International Buyers' Guide</b></li> </ul>	
<b>AUGUST</b> Ad Close Date July 10, 2009	<ul style="list-style-type: none"> <li>• <b>ANEX 2009 Post Show Issue</b></li> <li>• Machinery &amp; Equipment Review</li> <li>• Spunlace Nonwovens</li> <li>• Medical Market</li> </ul>	<p align="center"><b>Outlook 2009, TBA</b> <b>INTC Denver, CO</b> September 21-24, 2009</p> <p align="center"><i>Literature Showcase</i></p>
<b>SEPTEMBER</b> Ad Close Date August 10, 2009	<ul style="list-style-type: none"> <li>• <b>Annual International Top 40</b></li> </ul>	
<b>OCTOBER</b> Ad Close Date September 10, 2009	<ul style="list-style-type: none"> <li>• Industrial Wipes</li> <li>• Airlaid Nonwovens</li> <li>• Converters Round-Up</li> </ul>	<p align="center"><i>Home Page Showcase</i></p>
<b>NOVEMBER</b> Ad Close Date October 9, 2009	<ul style="list-style-type: none"> <li>• Feminine Hygiene Market</li> <li>• Feminine Hygiene Directory</li> <li>• Filtration</li> <li>• Nanotechnology</li> </ul>	<p align="center"><b>Filtration 2009,</b> Chicago, IL November 17-19, 2009</p>
<b>DECEMBER</b> Ad Close Date November 10, 2009	<ul style="list-style-type: none"> <li>• Hygiene Components</li> <li>• Nonwovens in Apparel</li> <li>• Automotives</li> <li>• The Year In Review</li> </ul>	<p align="center"><i>Supplier Gallery</i></p>

## Black & White Ad Rates

Size	1x	3x	6x	12x
Full Page	\$2,830	\$2,625	\$2,425	\$2,225
Two Thirds	\$2,550	\$2,360	\$2,175	\$1,990
Half Island	\$2,150	\$2,000	\$1,840	\$1,685
Half Page	\$1,860	\$1,725	\$1,590	\$1,450
One Third	\$1,540	\$1,425	\$1,130	\$1,200
One Quarter	\$1,100	\$1,020	\$930	\$860

## Color Ad Rates

Color	Page	Spread
standard*	\$650	\$975
matched*	\$900	\$1200
metallic*	\$1100	\$1425
4 color*	\$1200	\$1800

❖ standard yellow, green, blue or red  
\* Per page or fraction

Effective January 1, 2009

## Classified Advertising Rates\*\*

Per Column inch	\$100
Per Column inch 6x	\$95
Per Column inch 12x	\$90
2 color	add \$65/inch
4 color	add \$120/inch

\*\* classified rates are non-commissionable

## Ad Sizes



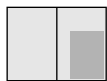
**Spread**  
16.5" x 11"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



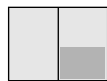
**Full Page**  
7" x 10"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



**Two Thirds**  
4.5" x 9.5"  
Trim: 114mm x 241mm



**Half Island**  
4.5" x 7.5"  
Trim: 114mm x 190mm



**Half Page Horizontal**  
7" x 4.875"  
Trim: 178mm x 253mm



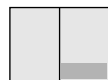
**Half Page Vertical**  
3.375" x 9.5"  
Trim: 85mm x 241mm



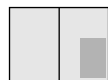
**One Third Horizontal**  
4.5" x 5"  
Trim: 114mm x 127mm



**One Third Vertical**  
2.125" x 9.5"  
Trim: 54mm x 241mm



**One Quarter Horizontal**  
7" x 2.375"  
Trim: 178mm x 60mm



**One Quarter Vertical**  
3.375" x 4.875"  
Trim: 85mm x 123mm



**One Sixth**  
2.125" x 4.875"  
Trim: 54mm x 123mm

**Covers and Special Positions:** No cancellations. Special position premium 10%.

**Bleed:** No charge.

**Insert Rates:** Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600. Non-commissionable.

**Closing Dates:** See editorial calendar.

**Cancellation:** Cancellations must be made in writing by the 8th of the month prior to ad placement.

**Payment Terms and Methods:** Payment is accepted by wire transfer and by check or draft via U.S. bank payable in \$U.S. Payment option instructions will be included with all billing.

### Publisher's Policy

1. Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
2. Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
3. In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/ or legal fees incurred.

## Digital File Specifications

- NONWOVENS INDUSTRY uses the industry standard PDF/X1-a workflow. All material submitted must meet the X1-a requirements. See the prepress section of our website for more information:  
[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress).

- All artwork must be 300 dpi at 100% repro size except for vector art saved in EPS format.

- All ads must be saved in CMYK format.

- Acceptable file formats: .pdf, .tif, .eps, .jpg or .psd.

- **Acceptable application files include:** QuarkXpress, Adobe InDesign, Photoshop & Illustrator. Mac-based files are required. Please include all Mac fonts as well as all embedded and linked images.

- **SWOP-compliant contract proofs are required for all color ads.**

- Files smaller than 6MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.

- **Changes or corrections** to the file will result in additional charges to the advertiser.

- **Trim size:** 8" x 10.75" (203 mm x 273 mm). Keep live matter at least .5" (12.7 mm) from trim edges. Bleed page and **insert** page size: 8.25" x 11" (209 mm x 279 mm); max weight of insert stock: 100 lb. cover.

### Send all materials to:

Cheryl Coviello,  
Production Manager  
NONWOVENS INDUSTRY  
70 Hilltop Road, 3rd floor  
Ramsey, NJ 07446 USA  
E-mail: [cheryl@rodpub.com](mailto:cheryl@rodpub.com)  
Pre-printed inserts, call for instructions:  
(201) 880-2230

### FTP INFORMATION:

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTEftp, etc.) Web browser access is *not* permitted.

[ftp.rodmanpublishing.com](http://ftp.rodmanpublishing.com)  
username: **rodman**  
password: **guest**

Refer to our website  
for more information:

[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress)

## Literature Showcase (February & August)

The **Literature Showcase** section, published in the February and August issues, guarantees critical exposure for your new products and brochures in an attractive four-color format and 50 words of descriptive text. In addition, Literature Showcase advertisers will have their literature showcase placed on the NONWOVENS INDUSTRY website with a live link to their home page for six months.

**Rates: 1 unit: \$775.00; Both issues: \$700.00 per. Unit Size: 1/8 page**



## Homepage Showcase (March & October)

Our **Homepage Showcase** appears in the March and October issues and is a convenient guide of industry leading websites. In addition, Homepage Showcase advertisers will have their web showcase placed on the NONWOVENS INDUSTRY website with a live link to their home page for six months.

**Rates: 1 unit: \$850.00; Both issues: \$775.00 per unit/issue. Unit Size: 1/6 page**



## Supplier Gallery (April & December)

**Supplier Gallery** is a special presentation of new and important products featured in a bold format, handsomely presented to highlight nonwovens producers and suppliers. Each quarter-page box features a product description, color photo and pertinent company details. This special section will appear in the April and December issues. In addition, Supplier Gallery advertisers will have their web showcase placed on the NONWOVENS INDUSTRY website with a live link to their home page for six months.

**Rates: 1 unit: \$1000.00; Both issues: \$900.00 per unit/issue. Unit Size: 1/4 page**



## Additional Marketing Opportunities

**REPRINTS:** Custom advertising and editorial reprints provide you with a simple, yet professional and cost-effective means of spreading your marketing message. Whether you seek to inform, introduce, influence or instruct, reprints complement a variety of educational, promotional, public relations or marketing programs. Custom components such as your company logo, address, highlighted text, magazine issue covers and more can be added to make reprints more targeted and effective.

**CLASSIFIED ADVERTISING** is an inexpensive way to promote products and services or deliver special announcements to thousands of decision-makers. Flexible display options provide a choice of ad sizes to fit any message and budget, making it easy for readers to locate your message and act upon it quickly. Direct mail services are available upon request.

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