

The image features three large rolls of nonwoven fabric. The top roll is bright yellow, the middle roll is a warm orange, and the bottom roll is a dark brown. The rolls are arranged in a slightly overlapping, diagonal fashion from the top left towards the bottom right. The text is overlaid on the top portion of the yellow roll.

# **NONWOVENS**

**INDUSTRY** SINCE 1970

2011  
Media Planner

The global nonwovens industry is currently valued at more than \$14.5 billion at the roll goods level, and many times that in terms of end use markets. With a consistent growth rate of between 4-5%, nonwovens markets have enjoyed consistent health, despite raw materials price shocks, and have continued to outperform related industries such as textiles and paper. The last 12 months have seen continued global capacity expansion in many different nonwoven process technologies. 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 offers advertisers the highest quality circulation in the global nonwovens market. With a total BPA audited circulation of 10,203, 78.6% (8,017) of NONWOVENS INDUSTRY'S BPA audited subscribers are qualified within one year; 21.4% (2,186) are qualified within two years. Additionally, 100% 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 3,761\* qualified subscribers outside the US, our magazine can give your advertisement coverage on every major market worldwide. Every issue is received by qualified subscribers in more than 80 countries around the globe.

\* June 2009 BPA Statement

### NONWOVENS INDUSTRY Digital Editions



- Now available worldwide
- Paperless
- Immediate
- Searchable
- Archived
- Fully Integrated with nonwovens-industry.com

### Distribution By Region\*\*

Africa	155
Asia/Pacific	1,202
Central America, South America & Caribbean	275
Europe	1,446
Middle East	383
North America	6,742
<b>Total</b>	<b>10,203</b>

\*\*Total Qualified Circulation: 10,203

Source: BPA International June 2010 Circulation Statement

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

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

## Household and Personal Care Wipes

*An Exclusive Marketing Opportunity:* Successfully published since 2005, HOUSEHOLD & PERSONAL CARE WIPES will continue in the Spring and Fall of 2011. Combining the strengths of two of Rodman's largest and longest running magazine franchises, HAPPY and NONWOVENS INDUSTRY, HOUSEHOLD & PERSONAL CARE WIPES represents the wipes market's most important informational resource.

### Key Facts – Household & Personal Care Wipes

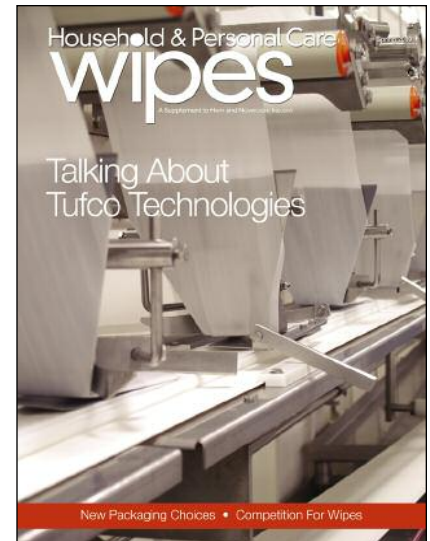
**Published:** Two times in 2011: Spring and Fall

**Circulation:** 25,000 (combined Happi and Nonwovens Industry circulation)

**Coverage:** All major wipes topics

**Shows:** All major events in 2011, including IDEA, World of Wipes, HBA Health & Beauty America, and more

**1x Full Page 4C: \$3,875** (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.

### Key Facts – Nonwovens Industry China

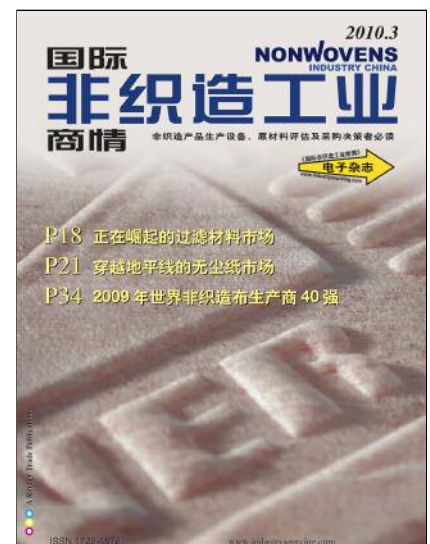
**Published:** Quarterly (March, July, September, December)

**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 2011

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



## INDEX 2011

In 2011, it will be Europe's turn to host the world's largest nonwovens-related trade show. Scheduled for April 2011, INDEX 2011 will be held once again at the PalExpo in Geneva, and NONWOVENS INDUSTRY will offer several promotional opportunities involving the show.

1. Stellar coverage and bonus distribution opportunities for INDEX 2011 in our March and April issues as well as post-show coverage in our June issue.
2. Breaking News @ INDEX 2011: Our daily email news blast sent each day of the show, targeted at registered INDEX attendees and subscribers to NONWOVENS INDUSTRY Breaking News electronic newsletter. A banner advertisement on this email will guarantee exposure and increased traffic to your company's INDEX booth.
3. INDEX TV, real time video interviews straight from newsmaker experts at INDEX 2011. Featuring breaking news and special interest features as well as dynamic new marketing opportunities, INDEX TV will be broadcast over the internet and promoted via email to every subscriber to NONWOVENS INDUSTRY Breaking News at INDEX 2011 daily electronic newsletter (over 10,000 names). Advertisers can sponsor specific events or features with video introductions and closing tags. They can also provide full feature videos that act as commercials to our original video content. NONWOVENS INDUSTRY will be providing video ad development and editing services for the short feature sponsorships, as well as hosting services for supplied, feature length commercial content.



Black & White Ad Rates				
Size	1x	3x	6x	12x
Full Page	\$3,040	\$2,725	\$2,525	\$2,320
Two Thirds	\$2,650	\$2,450	\$2,270	\$2,080
Half Island	\$2,240	\$2,090	\$1,925	\$1,770
Half Page	\$2,010	\$1,850	\$1,675	\$1,530
One Third	\$1,620	\$1,450	\$1,330	\$1,200
One Quarter	\$1,175	\$1,090	\$1,000	\$930

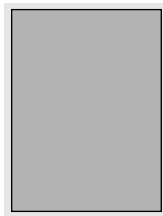
Color Rates		
Color	Page	Spread
standard*	\$650	\$975
matched*	\$900	\$1,200
metallic*	\$1,100	\$1,425
4 color*	\$1,200	\$1,800

♦ standard yellow, green, blue or red  
\* Per page or fraction  
Effective January 1, 2011

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



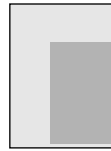
**Full Page (bleed)**  
Trim: 8" x 10.75" (203mm x 273mm)  
Bleed: 8.25" x 11" (209mm x 279mm)  
Live Area: 7" x 10" (178mm x 254mm)

**Full Page (non bleed)**  
7" x 10" (178mm x 254mm)

**Full Page Spread (bleed)**  
Trim: 16" x 10.75" (406mm x 273mm)  
Bleed: 16.25" x 11" (412mm x 279mm)  
Live Area: 14" x 10" (356mm x 254mm)



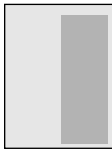
**Two Thirds**  
4.5" x 9.5"  
(114mm x 241mm)



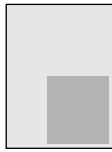
**Half Island**  
4.5" x 7.5"  
(114mm x 190mm)



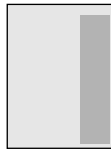
**Half Page Horizontal**  
7" x 4.875"  
(178mm x 124mm)



**Half Page Vertical**  
3.375" x 9.5"  
(85mm x 241mm)



**One Third Square**  
4.5" x 5"  
(114mm x 127mm)



**One Third Vertical**  
2.125" x 9.5"  
(54mm x 241mm)



**One Third Horizontal**  
7" x 3.25"  
(178mm x 84mm)



**One Quarter Horizontal**  
7" x 2.375"  
(178mm x 60mm)



**One Quarter Vertical**  
3.375" x 4.875"  
(85mm x 124mm)

**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.

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## Digital File Specifications

- All material submitted must be in PDF format that meets the *PDF/X1-a* requirements. See the prepress section of our website for more information: [rodmanpublishing.com/prepress](http://rodmanpublishing.com/prepress)
- Files smaller than 10MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.
- **Changes or corrections** to submitted files 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 print materials to:

Cheryl Coviello, Production Manager  
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70 Hilltop Road, 3rd floor  
Ramsey, NJ 07446 USA

E-mail: [cheryl@rodpub.com](mailto:cheryl@rodpub.com)  
Pre-printed inserts, call for instructions:  
201-880-2228

## 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**  
**username: rodman**  
**password: guest**

Refer to our website for more information:  
[rodmanpublishing.com/prepress](http://rodmanpublishing.com/prepress)

Issue/Month	Editorial Features	Bonus Distribution Ad Opportunities
<b>JANUARY</b> Ad Close Date December 10, 2010	<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>	<b>Vision 2011</b> San Diego, CA • January 10-12, 2011
<b>FEBRUARY</b> Ad Close Date January 7, 2011	<ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Spunbond/Meltblown Nonwovens</li> <li>• Food Packaging</li> <li>• Protective Apparel</li> </ul>	<div style="background-color: #c0504d; color: white; padding: 5px; text-align: center;"><i>Literature Showcase</i></div>
<b>MARCH</b> Ad Close Date February 11, 2011	<ul style="list-style-type: none"> <li>• <b>INDEX 2011 Pre-Show Issue</b></li> <li>• Techtextil North America Show Preview</li> <li>• Adult Incontinence</li> <li>• Spunlace</li> <li>• Nonwovens In the Home</li> </ul>	<b>Techtextil North America,</b> Las Vegas, NV • March 15-17, 2011  <div style="background-color: #c0504d; color: white; padding: 5px; text-align: center;"><i>Home Page Showcase</i></div>
<b>APRIL</b> Ad Close Date March 11, 2011	<ul style="list-style-type: none"> <li>• <b>INDEX 2011 Show Issue</b></li> <li>• Acoustical Nonwovens</li> <li>• Nonwovens in Agriculture</li> <li>• New Applications for Nonwovens</li> </ul>	<b>INDEX 2011</b> Geneva, Switzerland • April 12-15, 2011  <div style="background-color: #c0504d; color: white; padding: 5px; text-align: center;"><i>Supplier Gallery</i></div>
<b>MAY</b> Ad Close Date April 8, 2011	<ul style="list-style-type: none"> <li>• <b>Corporate Capabilities</b></li> <li>• Techtextil Preview</li> </ul>	<b>Techtextil</b> Frankfurt, Germany • May 24-26, 2011
<b>JUNE</b> Ad Close Date May 13, 2011	<ul style="list-style-type: none"> <li>• <b>INDEX 2011 Post Show Issue</b></li> <li>• Fibers in Nonwovens</li> <li>• Consumer Wipes</li> <li>• Stretchable Nonwovens</li> </ul>	<b>World of Wipes Conference</b> Atlanta, GA • June 14-16, 2011
<b>JULY</b> Ad Close Date June 8, 2011	<ul style="list-style-type: none"> <li>• <b>40th Annual International Buyers' Guide</b></li> </ul>	
<b>AUGUST</b> Ad Close Date July 8, 2011	<ul style="list-style-type: none"> <li>• Machinery &amp; Equipment Review</li> <li>• Medical Market</li> <li>• Needlepunch</li> <li>• Hygiene Packaging</li> </ul>	<b>Outlook 2011, TBA</b>  <div style="background-color: #c0504d; color: white; padding: 5px; text-align: center;"><i>Literature Showcase</i></div>
<b>SEPTEMBER</b> Ad Close Date August 12, 2011	<ul style="list-style-type: none"> <li>• <b>Annual International Top 40</b></li> </ul>	
<b>OCTOBER</b> Ad Close Date September 9, 2011	<ul style="list-style-type: none"> <li>• Industrial Nonwovens</li> <li>• Airlaid Nonwovens</li> <li>• Converters Round-Up</li> </ul>	<div style="background-color: #c0504d; color: white; padding: 5px; text-align: center;"><i>Home Page Showcase</i></div>
<b>NOVEMBER</b> Ad Close Date October 7, 2011	<ul style="list-style-type: none"> <li>• Feminine Hygiene Market</li> <li>• Feminine Hygiene Directory</li> <li>• Filtration</li> <li>• Nanotechnology</li> </ul>	<b>Filtration 2011</b> Chicago, IL Date TBA
<b>DECEMBER</b> Ad Close Date November 11, 2011	<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>	<div style="background-color: #c0504d; color: white; padding: 5px; text-align: center;"><i>Supplier Gallery</i></div>

## 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.

## www.nonwovens-industry.com

Every minute of every day nonwovens professionals throughout the world are coming to **www.nonwovens-industry.com**. Every week, thousands of visitors produce tens of thousands of page views in an aggressive search for information on this website. Be sure your advertising is here to impact their thinking and draw their response. Advertising opportunities include home page, content and online buyers' guide sponsorships. Also available are sponsorships for breaking news, our weekly push email sent to more than 9000 subscribers every Thursday.

**Contact your sales representative for more info.**

