

Household & Personal Care wipes

A joint publication of HAPPI and NONWOVENS INDUSTRY

2010
Media Planner

Two Times In 2010—All the news that's fit to print in the global wipes industry.



The household and personal care wipes category has recorded explosive growth during the past five years. Manufacturers have listened to consumers' demand for convenience by applying their lotions, cleansers and other solutions to disposable nonwoven wipes. The 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 cleaning methods.

Five years ago, HAPPI and NONWOVENS INDUSTRY—recognizing the potential of this market—teamed up to deliver to their readers the market's first publication dedicated solely to wipes. Since

then, **Household & Personal Care Wipes** has been read year after year by members of the nonwovens industry as well as key stakeholders in the household and personal care markets.

In 2010, our readers can look forward to two editions of **Household & Personal Care Wipes**, combining NONWOVENS INDUSTRY's proven record of excellence in nonwoven substrate technology with HAPPI's in-depth knowledge of the household and personal products markets. **Household & Personal Care Wipes** will be an important resource for anyone doing business in the disposable wipes market, which is expected to grow 6.1% to reach \$7.8 billion in 2011, according to industry tracker The Freedonia Group.

With one issue published in the spring and another in the fall, **Household & Personal Care Wipes** is well poised to provide comprehensive coverage of the global wipes market including new products, new markets, new technologies and key issues facing wipes producers as the first decade of the 21st century comes to an end.

The combined global circulation of HAPPI and NONWOVENS INDUSTRY exceeds

RATES

Ad Size	
Full-page	\$3825
Half-page	\$3200
Half-page standard	\$2925

*four color

28,000 and includes all of the major wipes producers as well as the various players in the wipes supply chain. From large, multi-national household cleaning and personal care companies such as SC Johnson, Procter & Gamble, Clorox and Unilever to private label and contract manufacturer wipes producers such as Rockline Industries and NicePak to nonwovens makers, raw material providers and machinery and equipment suppliers, everyone involved with wipes will have access to these two issues.

In addition to our regular circulation of more than 28,000 readers, issues of **Household & Personal Care Wipes** will be distributed at a number of industry events including this year's IDEA 2009 Exposition, Outlook, INTC, HBA, SCC events and the CSPA meetings.

Contact your HAPPI or NONWOVENS INDUSTRY sales representative to reserve space in **Household & Personal Care Wipes**, the only publication exclusively covering the wipes market that is backed by more than 60 years of combined editorial excellence—HAPPI and NONWOVENS INDUSTRY.

Digital File Specifications

Full page bleed	8.25" X 11"
Full page	7" X 10"
Trim size is	8" X 10.75"
Half island	4.5" X 7.5"
Half horizontal	7" X 4.875"
Half vertical	3.375" X 9.5"

Digital files must be a minimum of 300 dpi at 100% repro size. All files must be in CMYK format unless PMS spot color is used.

Acceptable file formats are PDFX1A, .eps., .tif, .psd or .jpg. Supported applications are QuarkXpress, Adobe Photoshop & Illustrator. Mac-based files are preferred including all Mac fonts.

See www.rodmanpublishing.com/prepress (tech zone) for complete file specs. A contract proof must accompany your file.

Send all materials to:

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Bonus Distribution

Spring Issue

In Cosmetics
NYSCC Suppliers Day
SCC Scientific Seminar
CSPA Mid Year Meeting
Techtextil North America
IDEA
World of Wipes

Fall Issue

HBA Health & Beauty America
IFSCC Congress
CSPA Annual Meeting
SCC Annual Meeting
INTC
Outlook
Vision

CLOSING DATES: SPRING, MARCH 2; FALL, AUGUST 3

Between us, NONWOVENS INDUSTRY and HAPPI have more than 80 years of experience. We want to share this knowledge with you.



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