

# KNITTING INTERNATIONAL

## MEDIA INFORMATION 2009

KNITTING  
INTERNATIONAL - The  
world's premier monthly  
trade publication for the  
global knitting and  
hosiery industries.



# KNITTING INTERNATIONAL IS THE WORLD'S PREMIER MONTHLY TRADE PUBLICATION FOR THE GLOBAL KNITTING AND HOSIERY INDUSTRIES

A unique focus on knitting business and technology developments as well as a knitting angle on major European, US and Asian technology, fabric and garment shows marks Knitting International out as the must have journal for businesses seeking to keep up to date with the latest happenings in the industry.

In the ever more globalised and diversified knitting industry, Knitting International is uniquely placed to give a worldwide perspective to manufacturers and retailers.

Whether it be luxury flat knitted garments, circular knitted fabrics, hosiery, lingerie or knitted technical textiles, readers can rely on up to date coverage of the latest happenings in these areas.

As well as technology shows, traditional key fabric and yarn exhibitions such as Premiere Vision, Expofil and Interfiliera are regularly covered in Knitting International, as are spin-off shows in Asia, which are attracting increasing interest as the economies and consumer spending power in this region grow.

Recognising that advertisers of knitting machinery, technology and yarns are increasingly targeting Asia and in some cases South America, Knitting International has extended its coverage of these areas and will continue to do so in 2009.

Towards the end of this year, Knitting International will be present at IKME in Milan, bringing you the latest developments in knitting technology from the show.

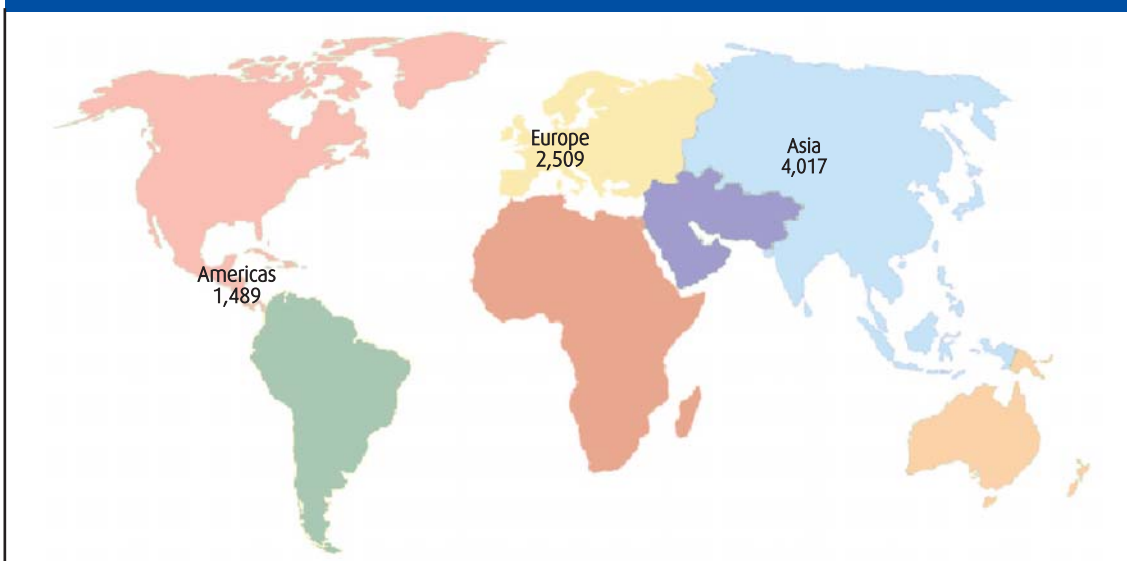
With a growing subscriber base and solid distribution in areas where the knitting industry is seeing the greatest rate of development such as the Indian sub-continent, China and Vietnam, as well as good penetration in the UK, Europe and the US, Knitting International provides an excellent vehicle to reach key decision makers in the knit goods supply chain.

# KNITTING INTERNATIONAL



Knitting International is available in hard copy or e-magazine format.

## GEOGRAPHIC REACH KNITTING INTERNATIONAL - MONTHLY MAGAZINE AND E-MAGAZINE



Region/Country	Total Reach	Percentage of Total
Americas - Argentina, Brazil, Mexico, USA, Canada	1,489	19
Asia - Bangladesh, China, India, Indonesia, Pakistan, Thailand, Vietnam	4,017	50
Europe - Eastern Europe, Germany, Italy, Spain, Turkey, UK	2,509	31
<b>Total</b>	<b>8,015</b>	<b>100</b>

## DEMOGRAPHIC REACH KNITTING INTERNATIONAL - MONTHLY MAGAZINE AND E-MAGAZINE

Area of Activity	Total Reach	Percentage of Total
Apparel Retailers, Buyers & Merchants	401	5
Knitted Fabric Manufacturers	2,485	31
Knitwear Producers	2,966	37
Sock/Hosiery Manufacturers & Agents	1,683	21
Yarn Spinners, Processors & Agents	480	6
<b>Total</b>	<b>8,015</b>	<b>100</b>

Notes  
 Knitting International is a controlled circulation magazine.  
 Subscribers receive 11 issues per year and have free access to the WTP online textile news service inteletex.  
 Knitting International has an international email database of 13,000 of which periodically receives copies of the e-magazine.  
 Subscribers have the option of receiving the hard copy magazine and/or the e-magazine.  
 Source: WTP Marketing Services.

ISSUE	PUBLICATION*	ADVERTISEMENT DEADLINE	EDITORIAL FEATURES
March	13th February	26th January	<ul style="list-style-type: none"> <li>• Russian special</li> <li>• Complete garment technology update</li> </ul>
April	13th March	23rd February	<ul style="list-style-type: none"> <li>• Interfilere review</li> <li>• Natural fibres update</li> <li>• Pitti Filati review</li> <li>• Outdoor Retailer Winter Market review</li> </ul>
May	10th April	23rd March	<ul style="list-style-type: none"> <li>• Fine gauge knitting technology update</li> <li>• Premiere Vision/Expofil review</li> <li>• ISPO review</li> </ul>
June	8th May	20th April	<ul style="list-style-type: none"> <li>• Bangladesh special</li> <li>• Finishing update</li> </ul>
July	12th June	25th May	<ul style="list-style-type: none"> <li>• Seamless knitting technology update</li> <li>• Brazil special</li> </ul>
August	10th July	22nd June	<ul style="list-style-type: none"> <li>• ITM review</li> <li>• Hosiery knitting technology update</li> </ul>
September	14th August	27th July	<ul style="list-style-type: none"> <li>• Techtexil review</li> <li>• Flat knitting technology update</li> <li>• Synthetic fibres update</li> </ul>
October	11th September	24th August	<ul style="list-style-type: none"> <li>• Dyeing technology update</li> <li>• Training special</li> </ul>
November	9th October	21st September	<ul style="list-style-type: none"> <li>• IKME preview</li> <li>• Interfilere review</li> <li>• Outdoor Retailer Winter Market review</li> </ul>
December	13th November	26th October	<ul style="list-style-type: none"> <li>• Premiere Vision review</li> <li>• Circular knitting technology update</li> <li>• South East Asia special</li> </ul>
January/ February 10	11th December	23th November	<ul style="list-style-type: none"> <li>• Knitting elements update</li> <li>• Warp knitting technology update</li> </ul>

\*Publication date is the date by which the majority of subscribers will have received their copy of the magazine.

## READERSHIP SURVEY 2009

### ACTION TAKEN BY READERS

Action	% of Readers
Contacted an advertiser	16
Purchased machinery/equipment/product/service as a result of an advertisement	5
Purchased machinery/equipment/product/service as a result of an article	10
Recommended an advertised product or service	9
Sought further information on a product or service described in an article	23
Discussed an article with a colleague/client	31
None of the above	2

### READER INFORMATION REQUIRED FOR THEM TO DO THEIR JOB RANKED IN ORDER OF IMPORTANCE

Information Required	Ranking
New Technologies	1
Industry News	2
New Products	3
New Materials	4
New Techniques	5
Product Information	6
Marketing Information	7
Research	8
Global Trends	9
Information of Events	10

### READER LOYALTY

Number of Years People Have Read Knitting International	% of Readers
1-5 Years	16
6-10 Years	22
Less than 1 Year	22
Over 10 Years	39

### VALUE OF CONTENT

Content Satisfaction	% of Readers
Satisfied with content	88
Could be improved	12

# KNITTING INTERNATIONAL MAGAZINE AND E-MAGAZINE

## DISPLAY ADVERTISING RATES AND MATERIAL SPECIFICATIONS

### DISPLAY ADVERTISING - COLOUR

Advertisement	1X	3X	6X	11x
Double Page	£3,647	£3,463	£3,282	£3,099
Full Page	£1,884	£1,788	£1,695	£1,601
Half Page Vertical	£1,157	£1,103	£1,046	£987
Half Page Horizontal	£1,157	£1,103	£1,046	£987

### DISPLAY ADVERTISING - BLACK AND WHITE

Full Page	£1,359	£1,290	£1,222	£1,155
Half Page Vertical	£664	£643	£597	£442
Half Page Horizontal	£664	£643	£597	£442
Quarter Page Vertical	£373	£355	£335	£318
Quarter Page Horizontal	£373	£355	£335	£318

### SPECIAL POSITIONS/COLOURS

Front Cover	On Application
Back Cover	Plus 30%
Inside Front Cover	Plus 25%
Right Hand Page	Plus 10%
Facing Matter	Plus 20%
Second Colour (each)	£320
Special Colour (each)	£422

### INSERTS

Bound Insert	£2,647
Per extra page	£1,416
Loose Insert	£1,813
Per extra page	£320

### MATERIAL SPECIFICATIONS

The Design and Production department of World Textile Publications Ltd. operates on a PC platform in Windows XP format. Advertising material should be submitted in digital format utilising the following file formats:

#### FILE FORMATS

PDF	(Portable Document Format)
EPS	(Encapsulated Postscript)
TIFF	(Tagged Image File Format)
JPEG	(Joint Photographic Experts Group)

#### PDF FILES

It is vital that clients supplying files in PDF format ensure that proofs are *thoroughly checked*, all fonts are *embedded*, and that images are at the *correct resolution* prior to conversion.

#### COLOUR SPECIFICATIONS

All advertisement files with four-colour content should be submitted in high-resolution mode (300 dpi) using CMYK (RGB files can be converted).

#### SUBMITTING ADVERTISEMENTS

Files for advertisements can be sent via email attachment (max 5MB) to: [jfaulkner@world-textile.net](mailto:jfaulkner@world-textile.net)  
Files larger than 5MB can be sent by FTP. Please ask for our FTP address and login details on request.

### ADVERTISEMENT DIMENSIONS

Advertisement sizing: Depth x Width (mm).  
Page size 297mm x 210mm



Double Page Advertisement  
297mm x 420mm +3mm bleed

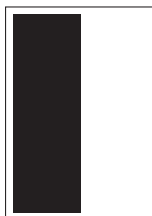


Full Page Inset  
Advertisement  
261mm x 178mm

Full Page Bleed  
Advertisement  
303mm x 216mm

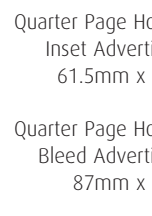
Half Page Horizontal  
Inset Advertisement  
128mm x 177mm

Half Page Horizontal  
Bleed Advertisement  
152mm x 216mm



Half Page Vertical  
Inset Advertisement  
261mm x 86.5mm

Half Page Vertical  
Bleed Advertisement  
303mm x 112mm



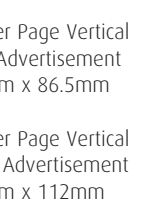
Quarter Page Horizontal  
Inset Advertisement  
61.5mm x 178mm

Quarter Page Horizontal  
Bleed Advertisement  
87mm x 216mm



Quarter Page Vertical  
Inset Advertisement  
123mm x 86.5mm

Quarter Page Vertical  
Bleed Advertisement  
152mm x 112mm



# KNITTING INTERNATIONAL MAGAZINE AND E-MAGAZINE

## CLASSIFIED ADVERTISING RATES

### USED MACHINERY & AUCTIONS ADVERTISING - COLOUR

Advertisement	
Full Page	£2,095
Half Page Vertical	£1,257
Half Page Horizontal	£1,257
Quarter Page Vertical	£753
Quarter Page Horizontal	£753
Eighth Page	£451

### USED MACHINERY & AUCTIONS ADVERTISING - BLACK & WHITE

Full Page	£1,905
Half Page Vertical	£1,143
Half Page Horizontal	£1,143
Quarter Page Vertical	£686
Quarter Page Horizontal	£686
Eighth Page	£410

### RECRUITMENT ADVERTISING - COLOUR

Full Page	£2,304
Half Page Vertical	£1,382
Half Page Horizontal	£1,382
Quarter Page Vertical	£827
Quarter Page Horizontal	£827
Eighth Page	£495

### RECRUITMENT ADVERTISING - BLACK AND WHITE

Full Page	£2,095
Half Page Vertical	£1,257
Half Page Horizontal	£1,257
Quarter Page Vertical	£787
Quarter Page Horizontal	£787
Eighth Page	£451

### SERVICES ADVERTISING - COLOUR

Full Page	£1,629
Half Page Vertical	£977
Half Page Horizontal	£977
Quarter Page Vertical	£586
Quarter Page Horizontal	£586
Eighth Page	£350

### SERVICES ADVERTISING - BLACK AND WHITE

Full Page	£1,359
Half Page Vertical	£815
Half Page Horizontal	£815
Quarter Page Vertical	£488
Quarter Page Horizontal	£488
Eighth Page	£293

### ADVERTISEMENT DIMENSIONS

Advertisement sizing: Depth x Width (mm).  
Page size 297mm x 210mm



Full Page  
Advertisement  
250mm x 180mm



Half Page Horizontal  
Advertisement  
123mm x 180mm



Half Page Vertical  
Advertisement  
250mm x 88mm



Quarter Page Horizontal  
Advertisement  
60mm x 180mm



Quarter Page Vertical  
Advertisement  
123mm x 88mm



Eighth Page Horizontal  
Advertisement  
60mm x 88mm



## KEY CONTACTS

### WORLD TEXTILE PUBLICATIONS

**Editor: Marianne Curtis**  
**Tel:** +44 1274 378831  
**Email:** mcurtis@world-textile.net

**Display Sales: Ross Barker**  
**Tel:** +44 1274 378837  
**Email:** rbarker@world-textile.net

**Classified Sales: Jon Bloom**  
**Tel:** +44 1274 378824  
**Email:** jbloom@world-textile.net

**Subscriptions: Sue Pritchard**  
**Tel:** +44 1274 378801  
**Email:** spritchard@world-textile.net

**Design & Production: Gavin Gibson**  
**Tel:** +44 1274 378842  
**Email:** ggibson@world-textile.net

### OVERSEAS DISPLAY SALES

#### AUSTRIA, GERMANY, SWITZERLAND

**IFF Media,**  
**Hans Rauber, Bruno Fisch**  
Emmersbergstrasse 1 - 8200  
Schaffhausen, Switzerland  
**Tel:** + 41 526330888  
**Fax:** + 41 526330899  
**Email:** iff@iff-media.ch

#### USA

**Ramco**  
**Bob Moore**  
Cave Creek, Arizona, USA  
**Tel:** +1 480 5950494  
**Fax:** +1 480 5951749  
**Email:** ramco@qwest.net

#### INDIA

**Bridge Media**  
**Yogesh Jog**  
D-2/M-4, Amikrupa Housing Complex,  
B/h Sweet Home Society, Near Shreyas Foundation,  
Ambawadi, Ahmedabad – 15, Gujarat, India  
**Tel:** +91 79 26762628  
**Fax:** +91 79 26762628  
**Email:** media.bridge@gmail.com

#### JAPAN

**Ace Media**  
**Katsuhiro Ishii**  
4-12-6, Chome, Nishiiko,  
Adachi-ku, Tokyo 121-0824 Japan  
**Tel:** + 81 3 56913335  
**Fax:** + 81 3 56913336  
**Email:** amskatsu@dream.com

#### KOREA

**Jes Media Inc.**  
**Young-Seoh Chinn**  
2nd FL., ANA Bldg.

257-1 Myungil-Dong, Kangdong-Gu,  
Seoul 134-070, Korea  
**Tel:** +82 2 481 3411/3  
**Fax:** +82 2 481 3414  
**Email:** jesmedia@unitel.co.kr

#### TAIWAN

**Buildwell International**  
**Kenly Chan**  
No 120 Huludun 2nd Streets  
Fongyuan, Taichung Hsein 42086, Taiwan  
**Tel:** + 886 425123015  
**Fax:** + 886 425122372  
**Email:** Buildwell@Ms23.hinet.net

#### POLAND & EASTERN EUROPE

**Press Media**  
**Irina Pucis**  
Ulanow Krechowickich  
04-667 Warsaw, Poland  
**Tel:** + 48 22 6131098  
**Fax:** + 48 228127617  
**Email:** jovanka@pressmedia.it.pl

#### CHINA

**Interface Global**  
**John Ng**  
67, Binjiang Dong Road  
Rm 42A/B, Huijing Pavillion,  
Harbour View Square,  
Guangzhou, 510260, China  
**Tel:** + 86 20 34259699  
**Email:** john@ig-cn.com

#### TURKEY

**Titajans Dis Tanitim Ltd.**  
P.O. Box 152  
80622 Levent, Istanbul, Turkey  
**Tel:** +90 212 2577666  
**Fax:** +90 212 2870099  
**Email:** titajans@titajans.com



### World Textile Publications Ltd.

Perkin House • 1 Longlands Street • Bradford • West Yorkshire • BD1 2TP • ENGLAND  
**Tel:** +44 (0)1274 378800 • **Fax:** +44 (0)1274 378811 • **E-mail:** info@world-textile.net

**www.inteletex.com • www.textilebookstore.com**