

TEXTILE INSIGHT™

Trends and Analysis on Textile Design and Innovation FORMULA4 MEDIA, LLC

efficient. effective. focused.

TEXTILE INSIGHT
The Global Textile Market With An American Point Of View • July/August 2009 • Vol. 4, No. 3 • A Formula4 Media Publication

PAVING AISLES GREEN
THE WAL-MART EFFECT AND WHAT IT MEANS FOR TEXTILES

At a time when Wal-Mart was faced with a changing consumer, a corporate image battered on multiple fronts, and a challenge to continue expanding as the world's largest retailer, the folks in Bentonville recognized the concept of sustainability as the gateway to its future. It was slightly more than two years ago that Wal-Mart went green in a big way. Certainly, Wal-Mart's reasons for "going green" are profit driven. But the oft-maligned retailer has received kudos for taking a leadership role on the issue of sustainability, with textiles a focus of its efforts. And to paraphrase an old favorite commercial, when Wal-Mart speaks, people listen. *Story on Page 28.*

Hot Wired Apparel / Super-Successful Niche Strategies / Shoe Tech from the Inside Out

Decoding Trends: Experts Reveal Trend-Tracking Tricks of the Trade

TEXTILE INSIGHT
The Global Textile Market With An American Point Of View • July/August 2009 • Vol. 4, No. 3 • A Formula4 Media Publication

The Two Sides to Textiles Today

Merging Performance Synthetics with Eco Fabrics

Intimate Details / Green Gender Differences / New Balance Steps In / China's Recycling Plans

The business magazine providing trends, insight and analysis on textile design, innovations and its exciting product applications.

- Emily Walzer: Managing Editor
- Karla Magruder: Contributing Editor
- S. Gray Maycumber: Contributing Editor
- Cara Griffin: Contributing Editor
- Lousia Smith: Contributing Editor - Europe

>> PLUS **TEXTILE INSIGHT** DIGITAL MAGAZINE

on the web www.textileinsight.com

TEXTILE INSIGHT
The Global Textile Market With An American Point Of View • September 2009 • Vol. 4, No. 3 • A Formula4 Media Publication

ECO CHIC NOW

Trendsetters & Showstoppers • Rising India Favorites • Denim's Flipside: Runway Designers Advocate Women's Movement • The Greening Supply Chain



- Editorial Contacts**
- Mark Sullivan, Editor-in-Chief: 646-319-7878
 - Emily Walzer, Managing Editor: 203-458-0034
- Advertising Contacts**
- Jeff Nott, Publisher: 516-305-4711
 - Troy Leonard: 352-624-1561
 - Jeff Gruenhut: 404-467-9980
 - Beth Gordon: 949-293-1378

TEXTILE INSIGHT 2009

Textile Insight is edited exclusively for performance apparel, lifestyle apparel, intimate apparel, swimwear, and footwear manufacturers, as well as retailers focused on the design and development of their private label collections.

Textile Insight maximizes your impact to our focused group of readers, in a beautiful tabloid-style publication.

Editorial features in every issue include trend analysis, technology insights, designer interviews, sourcing and much more.

Textile Insight. Focused on the world of textile design, innovation and its exciting product applications.

Editorial Features each month:

In The Markets: Major trends in market

In The Studio: Designer interviews on product applications

Insights: Profiles of leading personalities in the business

Strategies: Profiles of leading companies in the business

Sourcing: Country profiles



2009 Calendar

Issue	Show Distribution	Ad Close	Materials Due
JAN/FEB	OR, WSA, Texworld, MAGIC	12/22/08	12/29/08
MAR/APR	Material World-Miami, techtextil NA	2/23/09	3/02/09
MAY/JUN		4/24/09	5/01/09
JUL/AUG	OR, WSA, MAGIC	6/22/09	6/29/09
SEP/OCT	Material World-LA, The Green Event	8/18/09	8/25/09
NOV/DEC		10/23/09	10/30/09

CIRCULATION: 6,000

- Designers
- Manufacturing Development and Sourcing Executives
- Retail sourcing Executives
- Presidents of branded apparel and footwear companies
- Textile mills
- Fiber/Fabric Producers
- Suppliers

Textile Insight Digital Magazine

Delivered to subscriber's mailbox.
Feb 23 • Apr 27 • Jun 22 • Aug 24 • Oct 26 • Dec 21
ad close: 10 days prior to publication

Digital Ad Specs:

- Supplied ads must be hi resolution pdf
- Art must be flat - no layers
- Dimensions: 2.25" wide x 3.5" deep (no bleed)
- Maximum memory: 300kb
- 12 pt minimum font to insure clarity
- Ads are linked to website if url is included.

Call for ad rates

TextileInsight.com

Website Ad Rates & Digital Specs:

- Top Banner:** 728w x 90h
\$500 per month, 3 month minimum
- Side Box:** 300w x 250h
\$350 per month, 3 month minimum
- 72 DPI, optimized for web.
- JPG files with working URL

<p>Full Page</p>	<p>1/2 Vertical</p>	<p>1/4 Vertical</p>	<p>Full Page (bleed) 10-3/8" x 13-1/4" Trim 10-1/8" x 13" Full Page (no bleed) 9" x 12" 1/2 Page Horizontal 9" x 5-7/8" 1/2 Page Vertical 4-3/8" x 12" 1/3 Square 5-5/8" x 5-7/8" 1/3 Vertical 2-3/4" x 12" 1/4 Page Square 4-3/8" x 5-7/8" 1/4 Page Horizontal 9" x 2-7/8" Spread (bleed) 20-3/4" x 13-1/4" Spread (no bleed) 19" x 12" Keep live matter 1/4" from head, foot and face trim. Allow 1/8" safety in gutter for spread ads.</p>
<p>1/3 Vertical</p>	<p>1/2 Horizontal</p>	<p>1/4 Square</p>	

2009 RATE CARD (net rates)

Ad Size	1x	3x	6x
Full Page	\$4,175	\$3,965	\$3,750
1/2 Page	\$3,065	\$2,915	\$2,760
1/3 Page	\$2,380	\$2,260	\$2,140
1/4 Page	\$2,085	\$1,985	\$1,875

Black & White: 20% discount
Back Cover: 25% premium
All others 10%



Publisher: Jeff Nott, Tel (516) 305-4711 • Fax (516) 305-4712 • jnott@formula4media.com
PO Box 23-1318, Great Neck, NY 11023

Production: Mike Jacobsen, Tel (201) 612-6601 • Fax (201) 612-6677 • mjacobsen@formula4media.com
Jacor Building, 22 Patterson Ave, Midland Park, NJ 07432