

ADVERTISING MEDIA KIT



Welcome to *Connections*, the trade magazine designed to inform, educate and improve the businesses and day-to-day practices of those working within the specialised textiles industry.

Connections focus on reporting the latest news and developments in the industry, while showcasing product launches and profiles of industry leaders and innovators.

Reader profile: Fabricators, installers, suppliers, manufacturers, wholesalers and retailers of: shade sails and structures, blinds and awnings, marine and motor trimming, print media, flags, banners, custom products, caravan, camping and goods, furnishing and upholstery, tarpaulins, pool liners and covers.

Issue One The design and innovation issue. Spotlight on shade sails, print media and tents/marquees.

Issue Two The automation and technology issue. Spotlight on the equipment/machinery/ components, motor trim/transport/tarps, agriculture and furnishing/upholstery industries. This issue will also be packed with 2017 Queenstown Conference information.

Issue Three The sustainability and environment issue. Spotlight on the geosynthetics, caravan/camping and tension structures industries. This is also the post-conference issue, which will feature the winners from the Awards for Recognition program announced at the Queenstown Conference.

Issue Four The sailmaking, marine and window furnishings issue.



CIRCULATION

2300 RECIPIENTS / 10,000 READERSHIP

DEADLINES

| | BOOKING DEADLINE | MATERIAL DEADLINE | PUBLISHED |
|-------------|------------------|-------------------|-------------|
| ISSUE ONE | 6 FEBRUARY 17 | 20 FEBRUARY 17 | MARCH 17 |
| ISSUE TWO | 29 MARCH 17 | 10 APRIL 17 | MAY 17 |
| ISSUE THREE | 13 JULY 17 | 28 JULY 17 | AUGUST 17 |
| ISSUE FOUR | 13 OCTOBER 17 | 27 OCTOBER 17 | NOVEMBER 17 |

Connections is the voice of the Specialised Textiles Association (STA), the body representing the industry at a national level.



Connections magazine is produced by Niche Digital on behalf of the Specialised Textiles Association

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ADVERTISING RATES

| | 1 X ISSUE* | 2 X ISSUE* | 4 X ISSUE |
|-------------|------------|------------|-----------|
| Double page | \$3500 | \$3350 | \$3150* |
| Full page | \$2000 | \$1900 | \$1800 |
| Half page | \$1550 | \$1500 | \$1400 |
| Third page | \$1300 | \$1200 | \$1150 |

All rates exclude GST and are applicable to members of the STA

* A 25% surcharge applies to advertising rates for all non-members

LOADINGS FOR SPECIAL POSITIONS

- Inside front cover spread 25%
- Outside back cover 20%
- Inside back cover 10%
- Opposite contents 15%
- Guaranteed position 10%

COST OF INSERTS

1 single A4 sheet Insert – \$700.
(Multiple sheets, A3 folded to A4 and A5 DL size by quotation)

PARTNER PACKAGE

A great opportunity for one advertiser to gain premium exposure.

Package includes:

- Strip advertisement on bottom of front cover with message - *Supporting Partner - Winter Issue (client logo)*
- Strip advertisement repeated on contents page
- Full page editorial inside the issue
- Full page advertisement inside the issue
- Enewsletter amplification

Price on application



ADVERTISING SPECIFICATIONS

DOUBLE PAGE SPREAD

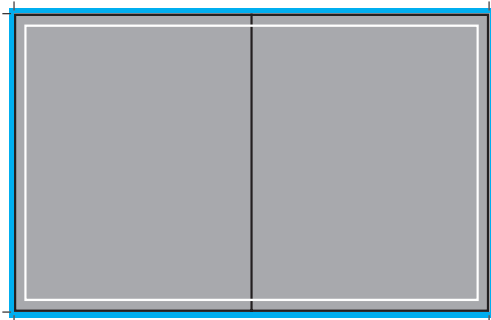


image area / 400w x 277h
trim / 420w x 297h
bleed / 430w x 307h
gutter / 10mm

HALF PAGE VERTICAL

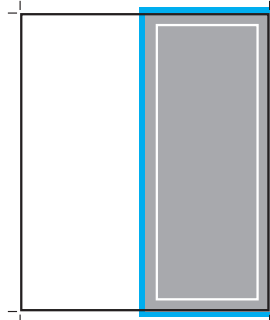


image area / 85w x 277h
trim / 105w x 297h
bleed / 115w x 307h

THIRD PAGE VERTICAL

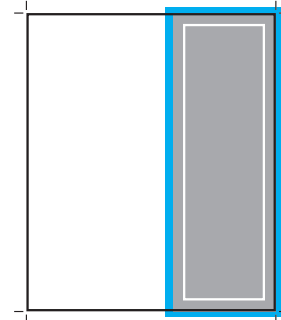


image area / 55w x 277h
trim / 70w x 297h
bleed / 90w x 307h

FULL PAGE

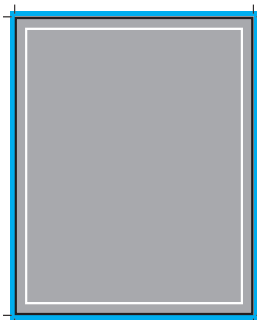


image area / 190w x 277h
trim / 210w x 297h
bleed / 220w x 307h

HALF PAGE HORIZONTAL

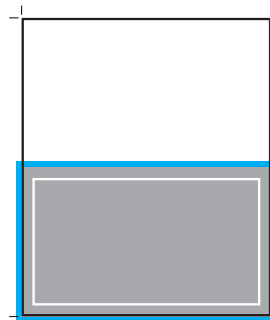


image area / 190w x 128.5h
trim / 210w x 148.5h
bleed / 220w x 158.5h

THIRD PAGE HORIZONTAL

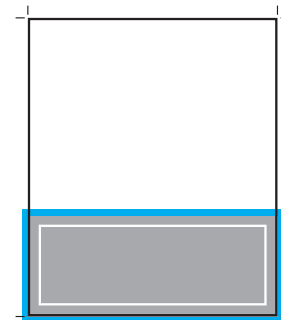


image area / 190w x 78h
trim / 210w x 95h
bleed / 220w x 105h

COMPLETE ELECTRONIC ART:

We will only accept artwork in the following formats in versions equal to or below: Adobe InDesign CS5, Adobe Illustrator CS5, Adobe Photoshop CS5, Adobe Acrobat PDF version 6.0 or 7.0 composite files. CMYK colour must be used throughout. **No spot colours permitted.** All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department. Select the Adobe PDF or Distiller preset: PDF/X-1a:2001 when creating high resolution PDFs. Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

ADVERTORIAL AND ADVERTISING

PAGE DESIGN MATERIAL:

Charges apply for design services. Please supply text (copy) in Microsoft Word format. Digital images can be submitted provided they are to our specifications. Suggested layouts may be provided, but final design is at the discretion of the art director. All advertorials will be clearly identified as "client sponsored". Logos can be included.

FOR FURTHER INFORMATION:

Contact our production department on TEL: (03) 9948 4900.