

# mobileTex

NEWS OF THE GLOBAL TRANSPORT TEXTILES INDUSTRY

— AUTOMOTIVE, AIRCRAFT, RAILCAR, MARINE —



Textiles used in transport account for more than 14% of the total volume of technical textiles produced worldwide. This major sector includes fibres, yarns and fabrics used in automobile, ship and aircraft construction, as well as in all aspects of railway and space travel.

Published by Textile Media Services. **mobileTex** is a monthly printed newsletter featuring news and information on the global transport textiles industry.

The publication is read by top management, chief executives and decision-makers who have an interest in capitalising on this growth sector.

Every month **mobileTex** features the latest technical news and commercial developments relevant to the automotive, aerospace, rail and marine sectors.

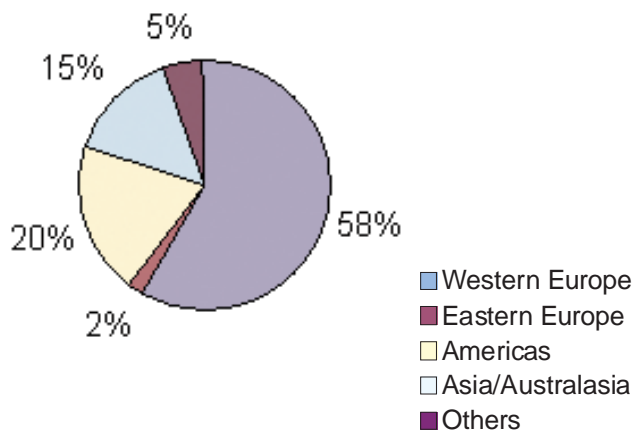
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## ANNUAL SUBSCRIPTION 2012

GBP275

## WORLDWIDE DISTRIBUTION\*



\* Based on January-October 2011 circulation figures

USA	13%
Germany	9%
UK	9%
France	8%
Netherlands	7%
Japan	6%
Italy	6%
Spain	5%
Belgium	5%
All other countries	32%

**DISTRIBUTED  
 MONTHLY TO  
 MORE THAN 25  
 COUNTRIES  
 WORLDWIDE**

## ADVERTISEMENT RATES 2012 (EUROS)

No. of insertions	1	3	6	12
Half page	510	435	390	350
Quarter page	330	295	275	220
Eighth page	175	160	145	130

Payment can also be made in USD or GBP at the current exchange rate

## MECHANICAL DETAILS (depth x width in mm)

Format: A4  
 Half page vertical: 254 mm x 85 mm  
 Half page horizontal: 127 mm x 170 mm  
 Quarter page vertical: 127 mm x 85 mm  
 Quarter page horizontal: 63 mm x 170 mm  
 Eighth page: 63 mm x 85 mm

## PRINTING PROCESS

mobileTex is a four-colour newsletter

## MATERIALS REQUIRED

Materials/copy to publisher

**DIGITAL FORMAT** Ad material must be supplied digitally using the criteria herewith. The production process within Textile Media Services operates on a PC platform, although Mac may be acceptable. All files are output to PDF via QuarkXpress 7.0 so QuarkXpress files (in MS Windows format) would be the most acceptable, with high resolution pictures and logos in TIF format. The inclusion of JPEG images should be avoided. PDFs should contain high resolution images (minimum 300 dpi) in CMYK colour format, have all fonts embedded, be compatible with Adobe Acrobat 4.0 (minimum) and be in a binary data format. Line art should be scanned at 1200 dpi resolution.

If any advertisers have any queries regarding acceptable file extensions, please call for clarification.

## COPY DATES 2012

MONTH	ADVERTISING COPY DATE	PUBLICATION DATE
January	2 December	20 December
February	6 January	24 January
March	17 February	28 February
April	9 March	27 March
May	6 April	24 April
June	11 May	30 May
July	8 June	26 June
August	8 July	26 July
September	10 August	29 August
October	7 September	25 September
November	12 October	30 October
December	9 November	27 November

## ELECTRONIC ADVERTISING 2012

**Monthly e-newsletter: EUR500** Sent by e-mail to more than 4,400 companies worldwide involved in the transport textiles industry. Ask for full details

**Banner (site header) on every page of www.textilemedia.com: EUR400 per month** Size 468 x 60 pixels. Static or animated files (GIF, JPG or PNG) accepted. For other positions, please contact us.

## TERMS AND CONDITIONS

The publisher will not accept responsibility for advertisement mistakes created due to wrong design or incorrect digital technology provided by advertisers.

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