



2022 Media Planner

Print
Editorial Calendar

Newsletters

Website

Specifications

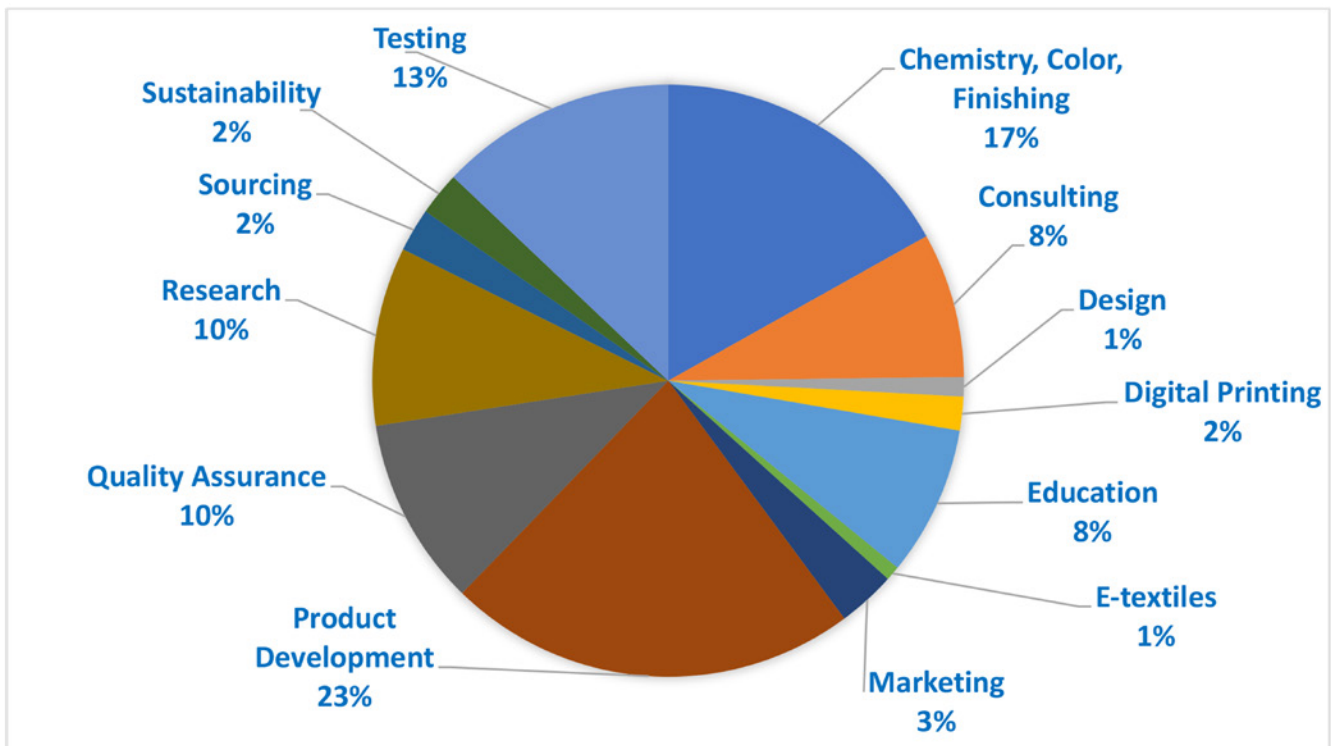
Reach Industry Professionals

AATCC is an international community of textile professionals who come together to learn, to teach, and to make a lasting impact—influencing the future of textiles. Since 1921, AATCC’s community of textile science enthusiasts have been behind the newest performance materials coming to market. With a century of industry leadership behind us, AATCC is a trusted and valued institution that will continue to lead the way forward. AATCC publications are integral to the community, revealing what’s ahead in textile research and development.

100% Requested Readership from AATCC Members

AATCC includes many major brands selling to markets around the world. See a list of AATCC Corporate members here: www.aatcc.org/corporate-list

AATCC Members are making decisions in every stage of the supply chain





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AATCC Review

AATCC Review is the official magazine of AATCC, bringing to light innovative research on all facets of fibers, textiles, and apparel, six times a year. Feature articles unravel challenges in sustainability, durability, and performance, earning attention from renowned global competitions including the Tabbies (Trade, Association and Business Publications International) and the APEX Awards (Communication Concepts).


"AATCC Review keeps me updated with the latest in research, standards and product development in my field of work."



Print Ad Rates

Four Color	1x	3x	6x
1 Page	\$4,600	\$4,495	\$4,295
½ Page	\$3,240	\$3,190	\$3,085
¼ Page	\$2,525	\$2,500	\$2,445

All Rates in US Dollars.

View the
AATCC Review
Editorial
Calendar 



Award-winning editorial content and design.

AATCC Review is a winner of 9 Apex for publication excellence.

AATCC Review is one of the "Top 25" B-2-B publications in English.



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AATCC News

AATCC's primary newsletter continues to serve as a trusted source of what's ahead in textile evaluation and product development. Readers value their subscriptions and keep addresses updated.

Digital Rates

Ad Space	Cost/Ad
Newsletter Banner Ad 1	\$750/issue
Newsletter Banner Ad 2	\$500/issue

All Rates in US Dollars.

AATCC News Editorial Calendar

Issue	Cover Story
January Ad Due: 12/07/21	Textiles Go Vegan: The rise of vegan fashion and faux leather.
February Ad Due: 1/18/22	Talent Recruitment Conundrum: many businesses have difficulty recruiting new talent, including the textile/sewn products/fashion industry. How are employers addressing "the Great Resignation"? What are the initiatives to attract new talent to the industry and train them?
March Ad Due: 2/15/22	The Impact of Artificial Intelligence on the industry, through virtual wardrobe and fit apps, trend trackers in real-time, and other technologies.
April Ad Due: 3/15/22	Growing Textiles—Fungi & Algae-based Fabrics: Fungi, algae, and seaweed are trending as the latest way to make textiles. From non-woven compostable packaging to the latest in new yarns. How does it work, and is it sustainable?
May Ad Due: 4/12/22	Graphene, the Miracle Material: A roundup of the latest graphene developments as they affect the textiles & apparel industry. How is graphene being used to strengthen fabrics and make them conductive and smart—including the impact on graphene developments on e-textiles and performance fabrics.
June Ad Due: 5/17/22	Sustainability in the Carpet Industry: The legacy of Ray Anderson's approach to sustainability in the carpet industry and the impact of this approach on the industry's manufacturing and recycling practices. Projections of the future of sustainability in the carpet industry.
July Ad Due: 6/14/22	Veterinary Textiles: a look at textiles used with animals, such as smart textiles used in equine research and textiles used with dogs who have shoulder injuries.
August Ad Due: 7/12/22	Diversity & Inclusion in the Textile/Apparel/Fashion Industry: How does the industry fare with hiring and including various communities, including ethnic & racial minorities, the disabled, women, and the LGBTQ community?
September Ad Due: 8/16/22	3D and the Digital Showroom: What are the successes with 3D "digital twin" technology? What were the barriers to success? And what about the digitalization of raw materials?
October Ad Due: 9/13/22	The Story of Lace: The story of lace, from the past to the present, including how the fabric is now being used orthopedically in shoes and even how a technique inspired by lace making could someday be used to weave structures in space.
November Ad Due: 10/18/22	Comfort & Moisture Management in Sportswear: New product developments and innovations contributing to greater comfort in sportswear and activewear.
December Ad Due: 11/15/22	Sleeping Soundly: Textiles that aid sleep. Innovations in sleepwear and bedding that improve comfort and temperature management. What fibers and fabrics are better for a good nights' rest?



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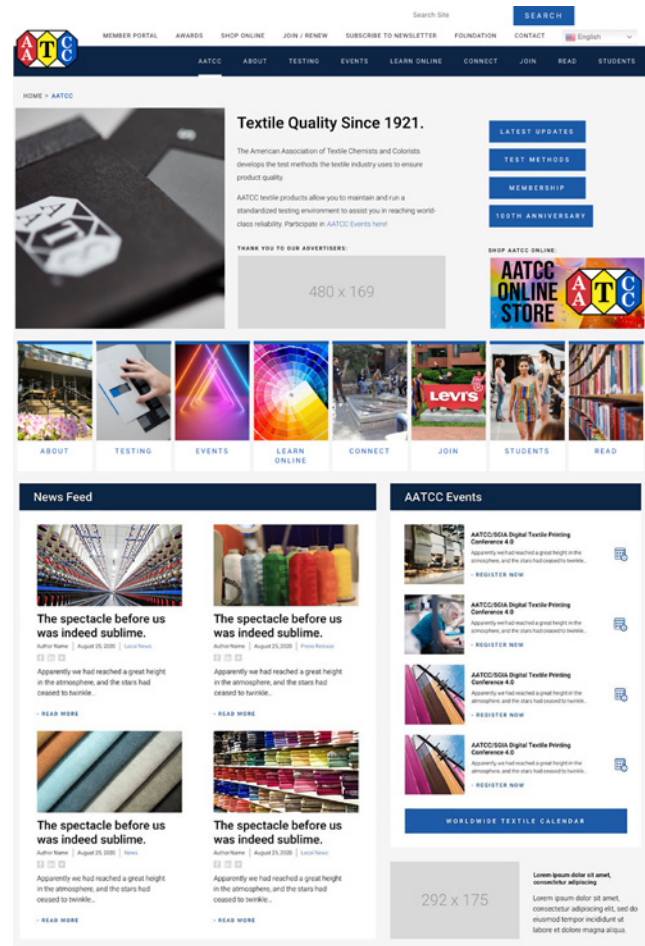
The Portal to All Things AATCC!

The AATCC website was redesigned in 2021 to enhance the user experience. The website averages 61,000 total pageviews each month and 36,000 unique pageviews each month.

- **Rotating Banner Ad on Website**
- **Focus Ad Sponsored Content Ad on Website Homepage**
Image or video plus link to advertorial content or video
- **White Paper on AATCC Resource Center Webpage**
Advertorial white papers about your products or services
The PDF can include links to your website. The PDF downloads free to visitors in exchange for their contact information.

Digital Rates

Ad Space	Cost/Ad
Run of Site Website Banner Ad	\$750/month
Focus Ad Sponsored Content	\$500/month
White Paper	\$500/year
<i>All Rates in US Dollars.</i>	



Website Banner

Focus Ad

Prepaid Bundles

Save 25% with prepaid bundles. Prepaid bundles must be paid in advance of the first ad placement.

Print and Digital Bundle

Additional discounts for AATCC Corporate Members:
Silver 5%, Gold 7.5%, Platinum 10%, and Diamond 12.5%

- **AATCC Review**—Two full page ads for the price of one in every bimonthly issue (6)
- **AATCC News e-newsletter**—Lead banner in 2 issues
- **AATCC Website**—Rotating banner for full year

Digital Bundle

- **AATCC News e-newsletter**—Lead banner in two issues
- **AATCC Website**—Lead Banner Ad (Run of Site) for 12 months
- **AATCC Website**—Focus Ad (Homepage) for one month



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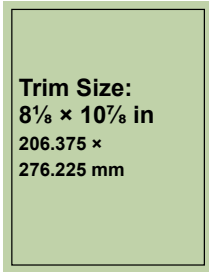
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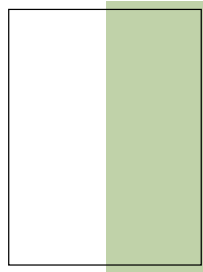
Print

Ad Specifications

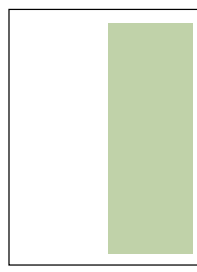


Trim Size:
8 1/8 x 10 7/8 in
206.375 x
276.225 mm

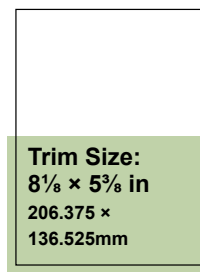
Full Page with Bleed
8 3/8 x 11 1/8 in
212.725 x 282.575 mm



1/2 Page Vertical with Bleed
4 1/4 x 11 1/8 in
107.95 x 282.575 mm

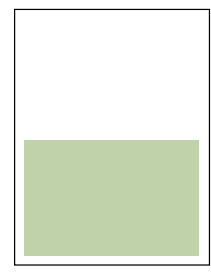


1/2 Page Vertical No Bleed
3 1/3 x 10 1/6 in
84.658 x 258.233 mm



Trim Size:
8 1/8 x 5 3/8 in
206.375 x
136.525mm

1/2 Page Horizontal with Bleed
8 3/8 x 5 5/8 in
212.725 x 142.875 mm



1/2 Page Horizontal No Bleed
7 1/3 x 4 2/3 in
186.258 x 118.516 mm

- Keep live matter 1/4 in. (6.35 mm) from all trim edges
- Do not include crop marks inside trim area
- Submit high resolution, 300 dpi, CMYK or grayscale Adobe Acrobat PDF files
- No RGB, Pantone, or spot colors
- Sending a color match proof is optional. Laser proofs will be used for content, not color accuracy
- Email files to colemanb@aatcc.org
- Call for additional specs for fractional ads

Digital Media

Website Ads

- Banner Ad: 480 x 169 px
- Focus Ad Sponsor Content: Image: 292 x 175 px **Plus:** 25 words (maximum) and link to content; if no words are used, the image can be larger (492 x 164 px)
- Web ad space available on a monthly basis



Newsletter Banner Ads

- Banner Ad 1: 650 x 77 px
- Banner Ad 2: 650 x 77 px
- Sold per issue. Issues are sent bi-weekly



Digital File Requirements

Static Image Files

- 72 dpi resolution
- PNG (24-bit or 8-bit)
- GIF
- JPG (high quality only)
- RGB

Animated Image Files (Web Only)

- 72 dpi resolution
- Animated GIF (max three slides)
- Limited to 200kb
- RGB

Questions?

Maria C. Thiry
Communications &
Membership Director
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+1.919.549.3548



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AATCC Review 2022

Do you know someone at your company who could contribute to a feature topic??

Contact:

Maria C. Thiry

Communications & Membership Director

thiry@m@aatcc.org | +1.919.549.3548



Contact us at least two months prior to ad close date to be considered for an interview.

AATCC Review Editorial Calendar

Issue	Feature Topics
January/February Ad Close: 11/23/21 Art Due: 12/1/21	Sustainability: Rebuilding the Supply Chain for Sustainable Manufacturing Using Smart Tech & Circular Design
March/April Ad Close: 1/24/22 Art Due: 2/1/22	3D CAD: Exploring advancements that have been made in fabric representation and interoperability between software providers to further the potential of a model-based enterprise in the apparel and sewn products industry.
May/June Ad Close: 3/23/22 Art Due: 4/1/22	Color Communication: What have been the challenges associated with designers working from home? How are they handling coordinating color, color libraries, sampling, collaboration, and communication?
July/August Ad Close: 5/23/22 Art Due: 6/1/22	The Fabric of the Internet of Things: The GS1 label standards giving every label a web address, and the newest fashion tech craze, the “NFC tag,” have changed the face of direct-to-consumer brand engagement. Are these connected IOTs opening new levels of transparency and creating new markets for fashion products?
September/October Ad Close: 7/22/22 Art Due: 8/1/22	Saving Lives with Textiles: Biomedical textiles are gaining significant momentum for use in medical devices to facilitate less invasive surgical procedures. These textiles can be strong enough to hold joints and bones together, yet delicate enough to be used in sensitive tissues.
November/December Ad Close: 9/23/22 Art Due: 9/30/22	Just Print It: A look at the latest innovations in printing, including electrically conductive ink on polyester fabric to make an e-textile and 3D printing using cellulose for textile and other applications.