



# 2022 Media Planner

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## Newsletters

### 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
<i>All Rates in US Dollars.</i>	

## AATCC News Editorial Calendar

Issue	Cover Story
<b>January</b> Ad Due: 12/07/21	<b>Textiles Go Vegan:</b> The rise of vegan fashion and faux leather.
<b>February</b> Ad Due: 1/18/22	<b>Talent Recruitment Conundrum:</b> 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?
<b>March</b> Ad Due: 2/15/22	<b>The Impact of Artificial Intelligence</b> on the industry, through virtual wardrobe and fit apps, trend trackers in real-time, and other technologies.
<b>April</b> Ad Due: 3/15/22	<b>Growing Textiles—Fungi &amp; Algae-based Fabrics:</b> 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?
<b>May</b> Ad Due: 4/12/22	<b>Graphene, the Miracle Material:</b> 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.
<b>June</b> Ad Due: 5/17/22	<b>Sustainability in the Carpet Industry:</b> 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.
<b>July</b> Ad Due: 6/14/22	<b>Veterinary Textiles:</b> a look at textiles used with animals, such as smart textiles used in equine research and textiles used with dogs who have shoulder injuries.
<b>August</b> Ad Due: 7/12/22	<b>Diversity &amp; Inclusion in the Textile/Apparel/Fashion Industry:</b> How does the industry fare with hiring and including various communities, including ethnic & racial minorities, the disabled, women, and the LGBTQ community?
<b>September</b> Ad Due: 8/16/22	<b>3D and the Digital Showroom:</b> What are the successes with 3D "digital twin" technology? What were the barriers to success? And what about the digitalization of raw materials?
<b>October</b> Ad Due: 9/13/22	<b>The Story of Lace:</b> 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.
<b>November</b> Ad Due: 10/18/22	<b>Comfort &amp; Moisture Management in Sportswear:</b> New product developments and innovations contributing to greater comfort in sportswear and activewear.
<b>December</b> Ad Due: 11/15/22	<b>Sleeping Soundly:</b> 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?