

Twist

THE NEW WOOL RECORD EST 1909

MEDIA INFORMATION 2008-09

Twist - The International
Magazine for Luxury
Fabrics, Yarns and Fibres



Twist

The New Wool Record
Established 1909

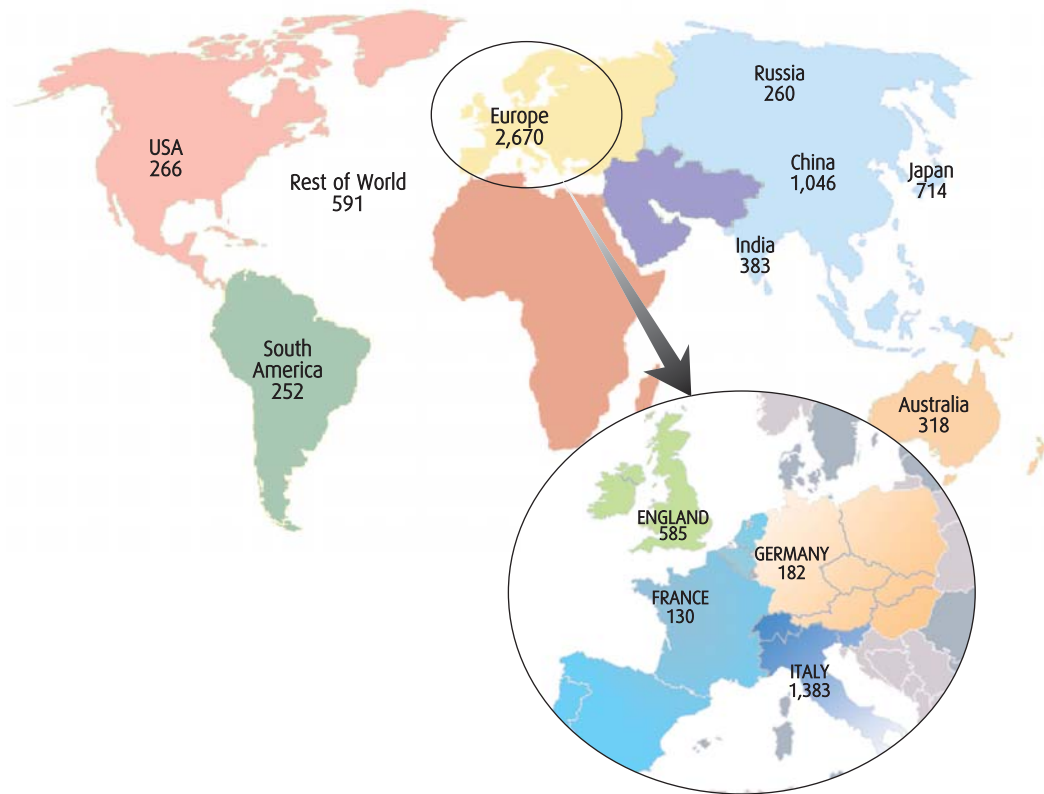
The International Magazine for Luxury
Fabrics, Yarns and Fibres

- Twist is a unique information and advertising tool for companies across the luxury clothing and interiors supply chain.
- Twist provides a regular opportunity for luxury fabric, yarn and fibre companies to promote their products to current and potential new customers, wherever they are in the world.
- Building on the Wool Record's 100-year heritage of reporting to the global wool textile industry, Twist, Launched in September 2008, provides news and features on a wide range of fabric, yarn and fibre companies using wool and other luxury fibres.
- Twist also contains regular reports on consumer demand, retailers and designers, in all the major global markets for luxury clothing and interiors.
- Alongside the Wool Record's experienced correspondents in Australia, New Zealand, South Africa, South America, Italy and the UK, Twist has new correspondents in Tokyo, Shanghai, Mumbai, New York and Moscow.
- Twist has extended the Wool Record's reach to fashion labels, designers, and retailers and manufacturers in both clothing and interiors.



Twist

CIRCULATION AND GEOGRAPHICAL ANALYSIS TWIST MAGAZINE AND E-MAGAZINE



Region/Country	Total Reach	Percentage of Total
Italy	1,383	21.2
UK	585	9
France	130	2
Germany	182	2.8
Rest of Europe	390	6
South America	252	3.9
China	1,046	16.1
India	383	5.9
Russia	260	4
Australia	318	4.9
New Zealand	176	2.7
South Africa	130	2
Japan	714	11
USA	266	4.1
Rest of World	285	4.4
Total	6,500	100

Area of Activity	Total Reach	Percentage of Total
Retailers and Fashion Brands	1,755	27
Fabric Manufacturers (woven and knitted)	1,365	21
Fabric buyers, designers and stylists	1,495	23
Garment Manufacturers	845	13
Spinners	520	8
Wool Merchants	325	5
Early stage processors	195	3
Total	6,500	100

2008 EDITORIAL CALENDAR

ISSUE	PUBLICATION*	ADVERTISEMENT DEADLINE	FEATURES
November	27th October	30th September	<ul style="list-style-type: none"> • Chinese translation issue • Fabric collections for autumn/winter 2009/10 • Carpet
December	1st December	4th November	<ul style="list-style-type: none"> • In-depth focus on menswear and womenswear fabrics for autumn/winter 2009/2010 • Yarn collections for spring/summer 2010 at Filo

*Publication date is the date by which the majority of subscribers will have received their copy of the magazine.

2009 EDITORIAL CALENDAR

Publication and advertisement deadline dates to be confirmed

ISSUE	SPECIAL FEATURES
January	<ul style="list-style-type: none"> • Eco luxury fabrics, yarns and fibres • Underwear/lingerie/bodywear <p>Show distribution</p> <ul style="list-style-type: none"> • Pitti Filati
February	<ul style="list-style-type: none"> • Super luxury fabrics, yarns and fibres • Knitwear <p>Show distribution</p> <ul style="list-style-type: none"> • Milano Unica • Première • Vision
March	<ul style="list-style-type: none"> • Yarn collections for spring/summer 2010 at Pitti Filati • Interiors
April	<ul style="list-style-type: none"> • Fabric collections for spring/summer 2010 • Wools for apparel • Chinese translation issue
May	<ul style="list-style-type: none"> • Yarn collections for autumn/winter 2010/11 at Filo • In-depth focus on menswear and womenswear fabrics for spring/summer 2010
June	<ul style="list-style-type: none"> • Kidswear • Accessories <p>Show distribution</p> <ul style="list-style-type: none"> • Pitti Filati • Rare & speciality fibres
July	<ul style="list-style-type: none"> • Knitwear • Accessories
August	<ul style="list-style-type: none"> • Yarn collections for autumn/winter 2010/11 at Pitti Filati • IWTO conference report
September	<ul style="list-style-type: none"> • Eco luxury fabrics, yarns and fibres • Wools for interiors <p>Show distribution</p> <ul style="list-style-type: none"> • Milano Unica • Première Vision • National Floor Show
October	<ul style="list-style-type: none"> • Super luxury fabrics, yarns and fibres Rare & speciality fibres
November	<ul style="list-style-type: none"> • Fabric collections for autumn/winter 2010/11 • Carpet • Chinese translation issue
December	<ul style="list-style-type: none"> • In-depth focus on menswear and womenswear fabrics for autumn/winter 2010/11 • Yarn collections for spring/summer 2010 at Filo

DISPLAY ADVERTISING RATES

DISPLAY ADVERTISING - COLOUR

Advertisement	1X	3X	6X	11x
Double Page	£3,483	£3,222	£2,890	£2,476
Full Page	£1,930	£1,785	£1,651	£1,302
Half Page Vertical	£1,272	£1,191	£1,114	£1,039
Half Page Horizontal	£1,272	£1,191	£1,114	£1,039
Quarter Page Vertical	£954	£893	£835	£779
Quarter Page Horizontal	£954	£893	£835	£779

DISPLAY ADVERTISING - BLACK AND WHITE

Full Page	£1,448	£1,339	£1,238	£1,114
Half Page Vertical	£954	£893	£836	£779
Half Page Horizontal	£954	£893	£836	£779
Quarter Page Vertical	£716	£670	£626	£584
Quarter Page Horizontal	£716	£670	£626	£584

SPECIAL POSITION REQUESTS

Back Cover	Plus 30%
Inside Front Cover	Plus 25%
Right Hand Page	Plus 10%
Facing Matter	Plus 20%
Second Colour (each)	£307
Special Colour (each)	£405

Advertorials:	
1 Page	£1,995
2 Pages	£3,699
4 Pages	£7,820

- Reprints available on request
- Special feature sponsorship packages available

INSERTS

Bound Insert	£2,040
Per extra page	£1,300
Loose Insert	£1,300
per extra page	£291

MATERIAL SPECIFICATIONS

The Design and Production department of World Textile Publications Ltd. operates on a PC platform in Windows XP format. Advertising material should be submitted in digital format utilising the following file formats:

FILE FORMATS

PDF	(Portable Document Format)
EPS	(Encapsulated Postscript)
TIFF	(Tagged Image File Format)
JPEG	(Joint Photographic Experts Group)

PDF FILES

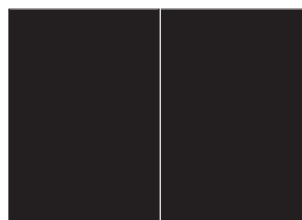
It is vital that clients supplying files in PDF format ensure that proofs are *thoroughly checked*, all fonts are *embedded*, and that images are at the *correct resolution* prior to conversion.

COLOUR SPECIFICATIONS

All digital files with four-colour content should be submitted in high-resolution mode (300 dpi) using CMYK (RGB files can be converted).

ADVERTISEMENT DIMENSIONS

Advertisement sizing: Depth x Width (mm).
Page size 297mm x 210mm



Double Page Advertisement
297mm x 420mm +3mm bleed



Full Page Inset
Advertisement
251mm x 179mm

Full Page Bleed
Advertisement
303mm x 216mm

Half Page Horizontal
Inset Advertisement
124mm x 179mm

Half Page Horizontal
Bleed Advertisement
152mm x 216mm



Half Page Vertical
Inset Advertisement
251mm x 87mm

Half Page Vertical
Bleed Advertisement
303mm x 112mm



Quarter Page Horizontal
Inset Advertisement
60mm x 179mm

Quarter Page Horizontal
Bleed Advertisement
87mm x 216mm



Quarter Page Vertical
Inset Advertisement
124mm x 87mm

Quarter Page Vertical
Bleed Advertisement
152mm x 112mm



CLASSIFIED ADVERTISING RATES

SERVICES - COLOUR

Services: Classified advertising for your services or products

Advertisement	
Full Page	£1,117
Half Page Vertical	£631
Half Page Horizontal	£631
Quarter Page Vertical	£416
Quarter Page Horizontal	£416
Eighth Page	£284
Directory*	£180

SERVICES - BLACK & WHITE

Services: Classified advertising for your services or products

Full Page	£931
Half Page Vertical	£526
Half Page Horizontal	£526
Quarter Page Vertical	£347
Quarter Page Horizontal	£347
Eighth Page	£237]
Directory*	£150

USED MACHINERY/AUCTIONS & RECRUITMENT ADVERTISING - COLOUR

Used Machinery/Auctions/Recruitment: These advertisements can also include not less than 30 days online advertising.

Full Page	£1,676
Half Page Vertical	£947
Half Page Horizontal	£947
Quarter Page Vertical	£625
Quarter Page Horizontal	£625
Eighth Page	£427

USED MACHINERY/AUCTIONS & RECRUITMENT ADVERTISING - BLACK AND WHITE

Used Machinery/Auctions/Recruitment: These advertisements can also include not less than 30 days online advertising.

Full Page	£1,397
Half Page Vertical	£789
Half Page Horizontal	£789
Quarter Page Vertical	£521
Quarter Page Horizontal	£521
Eighth Page	£356

*Directory: Be part of our services directory.
Discounts available for multiple bookings

Banners:
Please ask about banner advertising for any of the above

ADVERTISEMENT DIMENSIONS

Advertisement sizing: Depth x Width (mm).
Page size 297mm x 210mm



Full Page
Advertisement
261mm x 178mm



Half Page Horizontal
Advertisement
125mm x 184mm



Half Page Vertical
Advertisement
254mm x 90mm



Quarter Page Horizontal
Advertisement
60mm x 184mm



Quarter Page Vertical
Advertisement
125mm x 90mm



Eighth Page Horizontal
Advertisement
60mm x 90mm



Directory Listing
Advertisement
30mm x 50mm

KEY CONTACTS

WORLD TEXTILE PUBLICATIONS

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Email: spritchard@world-textile.net

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Fax: + 81 3 56913336

Email: amskatsu@dream.com

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257-1 Myungil-Dong,

Kangdong-Gu, Seoul 134-070

Korea

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Fax: +82 2 481 3414

Email: jesmedia@unitel.co.kr

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Schaffhausen, Switzerland

Tel: + 41 526330888

Fax: + 41 526330899

Email: iff@iff-media.ch

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Buildwell International

Kenly Chan

No 120 Huldun 2nd streets

Fongyuan, Taichung Hsein 42086,

Taiwan

Tel: + 886 425123015

Fax: + 886 425122372

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USA

Ramco

Bob Moore

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Arizona, USA

Tel: +1 480 5950494

Fax: +1 480 5951749

Email: ramco@qwest.net

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Yogesh Jog

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