

INTERNATIONAL

FILTRATION NEWS

SINCE 1979

2012 MEDIA INFORMATION



*The Global Communicator to the
Filtration & Separations Industry*

Editorial Mission ◆ Circulation Information ◆ Rate Card
Size Specifications ◆ Material Requirements
Editorial Calendar ◆ Worldwide Sales Representatives

2012 PUBLISHING & SUBSCRIPTION DETAILS

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For 31 years *International Filtration News* has been the leading publication reporting on the Filtration & Separation Industry, informing industry leaders, decision-makers and influencers, engineers, chemists and technicians around the world.

The journal is mailed free of charge to those qualified individuals directly engaged in production, research and development, sales, marketing and purchasing in the filtration industry.

The annual subscription rate for non-qualified individuals and/or companies located in the United States, Canada and Mexico is \$65 (subscription agency \$52); for other countries, \$125 (subscription agency \$100).

PRINTING DETAILS (June 2010 - 2011)

Subscriptions are Requested and Mail Certified
Average Press Run: 11,600 Copies

2012 ISSUES

January-February
March-April
May-June
July-August
September-October
November-December

CLOSING DATES

January 2, 2012
March 2, 2012
April 30, 2012
July 2, 2012
August 31, 2012
November 2, 2012

For more subscription information please
contact: Info@filtnews.com

GLOBAL REACH

The Filtration and Separation Industry is global and dynamic, and *International Filtration News* has been a leading reporter on its many new trends and changes for 31 years.

Due to our close relationships with industry leaders all over the world, our subscribers are continually updated with important information needed in today's marketplace.

Our Editorial Advisory Board is made up of respected industry leaders from corporations, governments, trade groups and academia that provide advice and guidance on content and direction for our publication. Spotlighting innovation and market success, our pages continue to be the monitor for global vision and scope.

The editorial calendar covers research, development and commercialization of the latest manufacturing technologies in all facets and relevance to producers and end users.

As a worldwide publication, *International Filtration News* has been a recognized leader and

aims to educate, inform and unite this large global industry.

Published every two months, *International Filtration News* has its largest subscriber base in the United States. However, since the magazine was acquired by International Media Group, Inc., publisher of *International Fiber Journal*, our magazine has been further introduced into Europe and Asia.



In 2011 *International Filtration News* has established a circulation status of 60% in the Americas, 25% in Europe and 15% in Asia.

At this time all members of the major Filtration and Separation Societies in the world have been added to the circulation database, including the China Filtration & Separation Committee. Furthermore, in 2012 the publisher has scheduled thousands of bonus copies to be distributed at upcoming conferences and trade show events.

With alliances in place with the Brazil-based publication *Meio Filtrante* and the Chinese publication of the China Filtration and Separation Committee, *International Filtration News* has positioned itself as a global communicator to the industry.

To reach this worldwide industry, advertise in *International Filtration News*.

Contact your sales representative to learn more about our special 2012 marketing programs.



THE WORLDWIDE INFORMATION
SOURCE TO DECISION-MAKING
PROFESSIONALS IN THE
FILTRATION INDUSTRY

www.filtnews.com

2012 RATE CARD

ADVERTISEMENT RATES IN U.S. DOLLARS

Page Size	6X	3X	1X
4C			
Full	\$3445	\$3645	\$3850
2/3	\$3080	\$3220	\$3345
Isl.	\$2865	\$2975	\$3090
1/2	\$2670	\$2795	\$2925
1/3	\$2375	\$2520	\$2650
1/4	\$2105	\$2185	\$2295
1/6	\$1235	\$1335	\$1385
1/8	\$1175	\$1230	\$1280
B/W			
Full	\$2395	\$2575	\$2805
2/3	\$2035	\$2170	\$2305
Isl.	\$1825	\$1930	\$2045
1/2	\$1625	\$1725	\$1860
1/3	\$1315	\$1455	\$1595
1/4	\$1050	\$1150	\$1245
1/6	\$ 755	\$ 865	\$ 900
1/8	\$ 680	\$ 760	\$ 805

WEB BANNER RATES IN U.S. DOLLARS

www.filtnews.com

Premium Banners

12 months	\$400 mo.
9 months	\$450 mo.
6 months	\$500 mo.
3 months	\$550 mo.

Standard Banners

12 months	\$250 mo.
9 months	\$275 mo.
6 months	\$300 mo.
3 months	\$350 mo.

**Banner ads will rotate with
no more than five other ads**

Banners come in 2 sizes:

Premium: 468 by 60 pixels
Standard: 150 by 100 pixels

Special Positions

Cover Position: plus 20% of earned black & white rate.
Requested positions: plus 10%.

Terms and Conditions

Net 30 days. Advertiser and advertising agency are jointly and severally liable for payment. Contracts, insertion orders, purchase orders, etc., containing sequential liability clauses will not be accepted. 15% agency commission applies on all display advertising, provided the account is paid in full within 30 days of invoice date.

Foreign Payments

Please contact International Filtration News or wire payment details. Payment by Visa/MasterCard American Express also accepted. Wire transfer fees and other bank charges are the responsibility of the advertiser or its agency and cannot be deducted from the net invoice amount.

Advertising Make Up & Design

In-house creative services billed at cost.

Corrections/Changes to Advertisements

The Publisher and its Advertising Sales Representatives make every effort to ensure that changes to existing ads are made exactly as the customer requests. However, the publisher cannot be held liable for inaccuracies contained on materials supplied by the advertiser or its agency. It is the sole responsibility of the advertiser or its agency to supply a new ad whenever errors are discovered or changes are needed. Production charges for changes requested of the publisher or its printer will be billed to the advertiser or its agency at cost. Front and back of insert should be noted on a sample.

Material Requirements

Preferred format for all advertising material is Adobe PDF file (Distiller for Print). Native files, with the exception of image files made in Adobe Photoshop are discouraged. All material must be made using CMYK color, and black text should be made by using black only. Never make black text using CMYK. All art must have a resolution of 300 dpi or greater, and line art should be scanned at 1200 dpi.

Bleed Requirements:

When submitting an advertisement with bleed, the bleed must be extended by 1/4 of an inch beyond the trim size and any copy/art inside the trim should be kept minimum 1/4 of an inch away from the trim size. This is very important in order to prevent that it is too close to the trim line and will be cut off.

SEND EMAIL FILES TO:

Ken@filtnews.com

**PUBLICATION
TRIM SIZE:**
8 x 10.75
(20.32 x 27.30cm)

**SAFETY
MARGINS:**
1/4" (.96cm)
from Trim Size

Contact your Sales
Representative to discuss
your best
COMBINATION RATE
**FILTRATION NEWS &
FIBER JOURNAL**



Spread Rates (Facing Pages)

Black & White (Spread)	\$4,900
2nd Color Process (Spread)	\$5,350
Four Color Process (Spread)	\$5,900

Inserts (single sheet) \$4,000

Cover Gatefold (Includes Color) \$6,500

Editorial Front Cover (Includes Color) \$5,900

Classifieds

1/2	\$1,500
1/3	\$ 900
1/4	\$ 700
Business Card	\$ 400

(Classifieds Black & White only)

Non-Bleed Size	Width	Height
Full Page	7" (17.78 cm)	10" (25.40 cm)
1/2 Page Horizontal	7" (17.78 cm)	4.875" (12.38 cm)
1/2 Page Vertical	3.5" (8.89 cm)	10" (25.40 cm)
1/2 Page Island	4.625" (11.75 cm)	7.5" (19.05 cm)
1/3 Page Horizontal	4.625" (11.75 cm)	4.875" (12.38 cm)
1/3 Page Vertical	2.1875" (5.55 cm)	10" (25.40 cm)
2/3 Page	4.625" (11.75 cm)	10" (25.40 cm)
1/4 Page Horizontal	7" (17.78 cm)	2.375" (5.96 cm)
1/4 Page Vertical	3.5" (8.89 cm)	4.875" (12.38 cm)
1/6 Page Vertical	2.1875" (5.55 cm)	4.875" (12.38 cm)
1/8 Page	3.5" (8.89 cm)	2.375" (5.96 cm)

Bleed Size	Trim Size		Bleed Size	
	Width	Height	Width	Height
Full Page Spread	16" (40.64 cm)	10.75" (27.30 cm)	16.25" (41.27 cm)	11" (27.95 cm)
Single Page Insert	8" (20.32 cm)	10.75" (27.30 cm)	8.125" (20.65 cm)	11" (27.95 cm)
Full Page	8" (20.32 cm)	10.75" (27.30 cm)	8.25" (20.96 cm)	11" (27.95 cm)
1/2 Page Spread	16" (40.64 cm)	5.375" (13.65 cm)	16.25" (41.27 cm)	5.5" (13.98 cm)
1/2 Page Horizontal	8" (20.32 cm)	5.5" (13.97 cm)	8.25" (20.96 cm)	5.75" (14.60 cm)
1/2 Page Vertical	3.75" (9.53 cm)	10.75" (27.30 cm)	4.25" (10.16 cm)	11" (27.94 cm)

2012 EDITORIAL CALENDAR

January - February 2012

Advertising Deadline: January 2, 2012

Equipment / Systems ♦ Fluid Power / Hydraulics ♦ Oil & Gas Filtration

March - April 2012

Advertising Deadline: March 2, 2012

Baghouse & Dust Collection ♦ Housings ♦ Transportation Filters

May - June 2012

Advertising Deadline: April 30, 2012

Pleating Technology ♦ Metal Filters ♦ Testing & Instrumentation

July - August 2012

Advertising Deadline: July 2, 2012

Buyers' Guide 2011 ♦ Absorbents / Adsorbents ♦ Filter Aids
♦ Nonwoven Fabric / Wetlaid Media

September - October 2012

Advertising Deadline: August 31, 2012

Component Materials / Trends ♦ HEPA / ULPA Air Filtration
♦ Microfiltration Trends ♦ New & Emerging Technologies

November - December 2012

Advertising Deadline: November 2, 2012

HVAC & High Volume Air ♦ Membranes; Process Industry
♦ Water Filtration (RO / UF)

2012 EVENT COVERAGES:

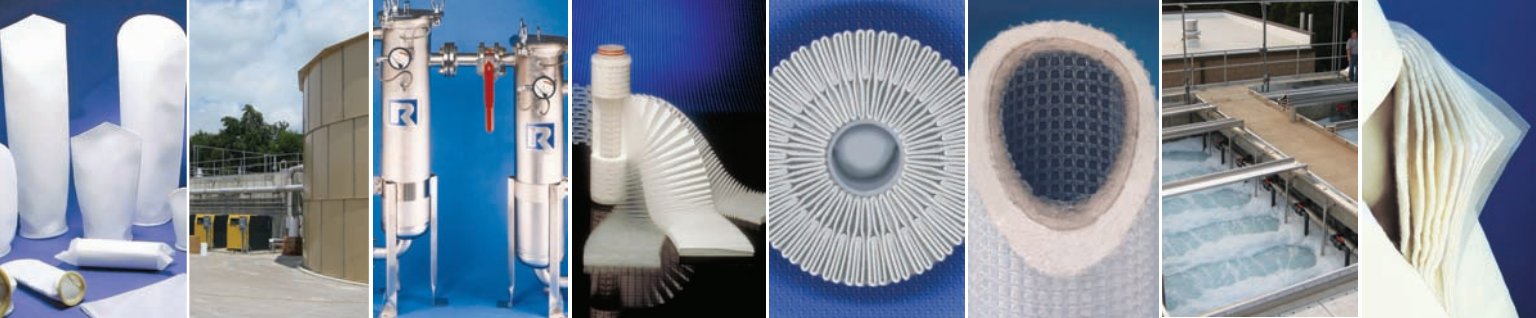
- ♦ American Filtration and Separation Society (AFS) Spring and Fall Conference
- ♦ Filtration Society Conferences in Europe and Asia
- ♦ FILTRATION 2012 (INDA)

Additional Events in The Americas, Europe and Asia will be added as dates become available.

Please contact us if your company is introducing new technologies or can provide an editorial contribution on any of the topics in our 2012 Editorial Calendar.

Please email your suggestions to our Editor,
Ken Norberg: Ken@filtnews.com

INTERNATIONAL
FILTRATION
NEWS



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