INTERNATIONAL

FILTRATION NEWS

SINCE 1979

2013 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**

2013 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 2011 - 2012)

Subscriptions are Requested and Mail Certified
Average Press Run: 12,000 Copies

2013 ISSUES	CLOSING DATES
January-February	January 1, 2013
March-April	March 1, 2013
May-June	April 26, 2013
July-August	June 28, 2013
September-October	August 30, 2013
November-December	November 1, 2013

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 2012 *International Filtration News* has established a circulation and distribution 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 2013 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 2013 marketing programs.

INTERNATIONAL
FILTRATION
NEWS

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

www.filtnews.com

2013 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 severably 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

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)

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

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

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)

2013 EDITORIAL CALENDAR

January - February 2013
Advertising Deadline: January 1, 2013

Equipment / Systems ◆ Water Filtration ◆ Oil & Gas Filtration

March - April 2013
Advertising Deadline: March 1, 2013

HVAC & High Volume Air ◆ Baghouse & Dust Collection ◆ Chemical Filtration

May - June 2013
Advertising Deadline: April 26, 2013

Mining & Mineral Filtration ◆ Transportation Filters ◆ Testing & Instrumentation

July - August 2013
Advertising Deadline: July 1, 2013

Buyers' Guide 2013 ◆ Absorbents / Adsorbents ◆ Adhesives & Potting Compounds ◆ Cartridge Filtration

September - October 2013
Advertising Deadline: August 30, 2013

Strainers & Sieves ◆ Coolant Filtration ◆ Mist Elimination ◆ Coalescing & Separation Processes

November - December 2013
Advertising Deadline: November 1, 2013

New Membrane Concepts (MF/UF and RO) ◆ Polymer Filtration & Cleaning

2013 EVENT COVERAGES:

- American Filtration and Separation Society (AFS) Spring and Fall Conference
- FILTECH, Wiesbaden, Germany, October 22 - 24, 2013
- Filtration Society Conferences in Europe and Asia
- FILTRATION 2013 (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 2013 Editorial Calendar.

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

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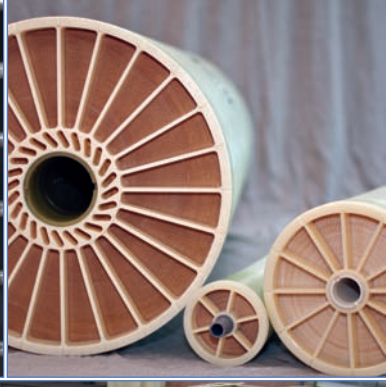
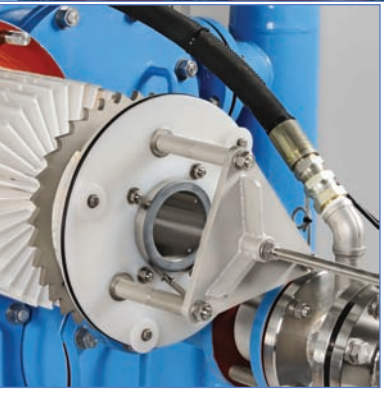
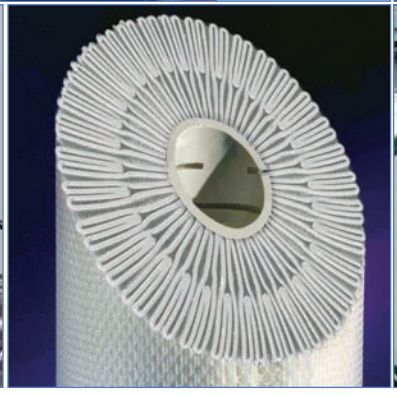

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