

INTERNATIONAL

# FILTRATION NEWS

SINCE 1979

*The Global Communicator*  
to the Filtration &  
Separations Industry

## 2016 MEDIA INFORMATION



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# 2016 PUBLISHING & SUBSCRIPTION DETAILS

## PUBLISHING & SUBSCRIPTION DETAILS

For 36 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 2014 - 2015)

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

## 2016 ISSUES

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

## CLOSING DATES

January 1, 2016  
February 26, 2016  
May 2, 2016  
July 1, 2016  
August 26, 2016  
October 28, 2016

For more subscription information please  
contact: [Info@filtnews.com](mailto: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 36 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.

Our 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 2015 *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 2016 the publisher has scheduled thousands of bonus copies to be distributed at upcoming conferences and trade show events.

With alliances in place all over the world *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 2016 marketing programs.



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

[www.filtnews.com](http://www.filtnews.com)

# 2016 EDITORIAL CALENDAR

## January - February 2016

Advertising Deadline: January 1, 2016

- ◆ Equipment / Systems ◆ Cartridge Filtration
- ◆ Industry Status Report

## March - April 2016

Advertising Deadline: February 26, 2016

- ❖ **SPECIAL FEATURE ISSUE:**
- ◆ Filtration Products and Services in the Oil and Gas Industry

## May - June 2016

Advertising Deadline: May 2, 2016

- ◆ HVAC & HEPA Air ◆ Transportation Filters
- ◆ Testing & Instrumentation ◆ Adhesives & Potting Compounds

## July - August 2016

Advertising Deadline: July 1, 2016

- ❖ **SPECIAL FEATURE ISSUE:**
- ◆ Filtration Products and Services in the Water and Air Filtration Industry
- ◆ Membrane Technology (MF/UF and RO)

## September - October 2016

Advertising Deadline: August 26, 2016

- ◆ Nonwoven Fabrics and Coalescing & Separation Processes

## November - December 2016

Advertising Deadline: October 28, 2016

- ◆ Metal Filters ◆ Trade Show & Conference Reports
- ◆ Buyers' Guide 2016

## 2016 EVENT COVERAGES AND DISTRIBUTION:

- ◆ 12th World Filtration Congress in Taipei, Taiwan, April 11-15, 2016
- ◆ American Filtration and Separation Society (AFS) Spring and Fall Conferences
- ◆ Filtration Society Conferences in Europe and Asia
- ◆ FILTECH 2016, Germany ◆ FILTRATION 2016 (INDA)

*Find all details such as dates, venues and show information on our website: [www.filtnews.com/events](http://www.filtnews.com/events)  
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 2016 Editorial Calendar.

Please email your suggestions to our Editor,  
Ken Norberg: [Ken@filtnews.com](mailto:Ken@filtnews.com)





# 2016 PRINT RATE CARD

## ADVERTISEMENT RATES IN U.S. DOLLARS

Page Size	6X	3X	1X
<b>4C</b>			
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>B/W</b>			
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

12000+ COPIES,  
Six ISSUES EACH YEAR!



### Special Positions

Cover Position: plus 20%.  
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

## COMBINATION RATES FILTRATION NEWS & FIBER JOURNAL

### Spread Rates (Facing Pages)

Black & White (Spread) \$4900  
2nd Color Process (Spread) \$5350  
Four Color Process (Spread) \$5900

### Inserts (single sheet)

\$4000

### Cover Gatefold (Includes Color)

\$6500

### Editorial Front Cover (Includes Color)

\$5900

### Classifieds

1/2 \$ 1500  
1/3 \$ 900  
1/4 \$ 700  
Business Card \$ 400

(Classifieds Black & White only)

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

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

# WWW.FILTNEWS.COM - 2016 ONLINE RATE CARD

INTERNATIONAL  
**FILTRATION  
NEWS**  
SINCE 1979



**12th WORLD  
FILTRATION CONGRESS**  
APRIL 11-15, 2016 • Taipei, Taiwan



Home Issues Subscription Advertise Events Buyer's Guide News Contact

INTERNATIONAL  
**FILTRATION  
NEWS**

*The Global Communicator  
to the Filtration & Separations Industry*

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

Contact our sales representatives to learn more about  
our special 2015 marketing programs.



JCEM driven by Innovation  
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Featured Articles Industry News Events

## International Filtration News' Annual Buyers' Guide

Posted on July 24, 2015

July/August 2015 | Volume 34 No. 4 The 2016 edition of International Filtration News' Buyers' Guide has been published in the July/August 2015 issue. Over 100 company listings are in this years' edition, covering every sector of the filtration industry. ...[Continue Reading »](#)

LEARN MORE

Master  
Catalog 6.



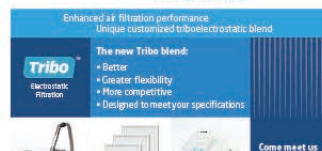
ROSEDALE  
PRODUCTS INC.



**YOUR BLUEPRINT  
for Membrane Filtration**



**Texel**  
FILTRATION



## ONLINE ADVERTISING ON WWW.FILTNEWS.COM

*Enjoy the benefits from thousands of online readers  
of Filtration News, available on all mobile devices.*

### WEBSITE BANNER RATES

**Leaderboard Banners**  
**728 x 90 pixels**

**Standard Banners**  
**300 x 250 pixels**

12 months	\$8000	12 months	\$6000
6 months	\$4500	6 months	\$3500
3 months	\$2400	3 months	\$2000
1 month	\$1000	1 month	\$ 800

### FILTRATION NEWS NEWSLETTER

Close to 10,000 recipients will receive our digital  
Filtration News Newsletter six times per year in  
between our printed editions.  
Banner advertising only available for display advertisers.  
Banner size 728 x 90 pixels.

1x \$800	3x \$1700	6X \$3000	12x \$4800
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## FILTNEWS.COM BUYERS' GUIDE COMPANY LISTING

12 months - \$1200

### Online Virtual Trade Show

Participate by posting slide  
shows of your marketing  
brochures, catalogues,  
videos or webinars  
on our

### Virtual Trade Show Website

1 Month	\$1500
3 Months	\$4000
6 Months	\$6000
12 Months	\$9600

## INTRODUCING: FILTRATION NEWS - CHINA EDITION

### FILTRATION NEWS LAUNCHES INTO CHINA

**Every two months 10,000+ distribution to key China-based Industry Professionals and End-Users**

Because of the enormous Filtration & Separation needs in China and the many services and solutions our customers can provide in China's marketplace, we were prompted to start the research and launch of our publishing interest into China.

Because of China's present government rules and regulations, Western media companies are not publishing into China. However, because of our many years as a global publisher of industry journals, and our already available China-based team, we have now completed our distribution systems and will be publishing our first issue, in Chinese, in December 2015.

Going forward, we will publish every two months a Chinese written issue directly after *International Filtration News*' global issue is mailed and online.

#### CIRCULATION DETAILS

##### Print - Mail Distribution

Between 1,500 - 2,000 print issue to subscribers

##### Wechat

**10,000+ Active Recipients of *Filtration News* - China Edition**

Wechat is the mobile communication tool that combines the advantages of Facebook, WhatsApp, etc. By the first quarter of 2015, there are 549 million active Wechat users in China. About half of China's population who are above 15 years old use Wechat everyday.

*Filtration News* has developed a platform on Wechat that is exclusively communicating to Filtration & Separation professionals and end user industries. Value-added functions such as texts, pictures, video, membership system, forums, surveys and online stores are included.

Users can read articles, watch videos and webinars, subscribe to printed or electronic magazines, communicate with editors, submit articles, attend surveys, connect with other users, and purchase related products using mobile devices.

**For more details contact:**  
**National Sales Manager, Frank Strazzulla**  
**Tel: (949) 459-1767 - Email: Frank@filtnews.com**



##### Youku

##### The Chinese Version of Youtube

Currently Youku has 140 million active users a month. *Filtration News* has developed a separate marketing stream to Filtration & Separation professionals and end-users.

##### China-based Filtration & Separation Associations:

- China Association of Environmental Protection Industry (CAEPI)
- China Nonwovens & Industrial Textiles Association (CNITA)
- China General Machinery Industry Association (CGMA)
- Chemical Industry and Engineering Society of China (CIESC)
- Xinxiang City Filter Association (XCFA)
- China Filtration Industry Association (CFIA)

##### Subscribers include:

- Professionals from companies in the Filtration & Separation industry and Petrochemical, Oil, Gas, Power Generation Industries, Universities and Research Institutions
- Members from the above mentioned associations

#### PRINT ADVERTISEMENT RATES

PAGE SIZE	1X	3X	6X
Full	\$2700	\$2400	\$2000
2/3	\$2200	\$1900	\$1600
1/2	\$1600	\$1400	\$1100

#### WECHAT & YOUKU ADVERTISEMENT RATES

Participate by posting slide shows of your marketing brochures, catalogues, videos or webinars on our [Virtual Trade Show Website](#)

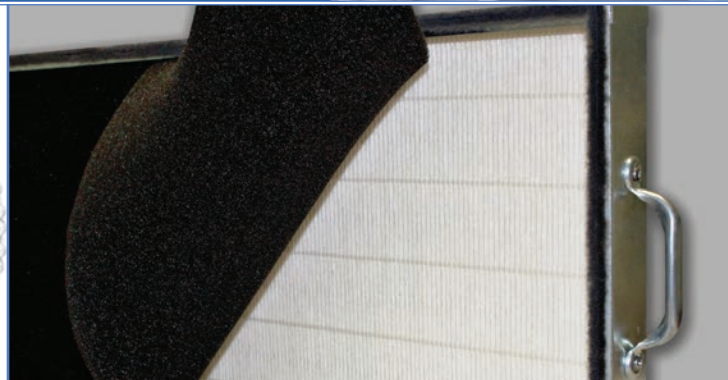
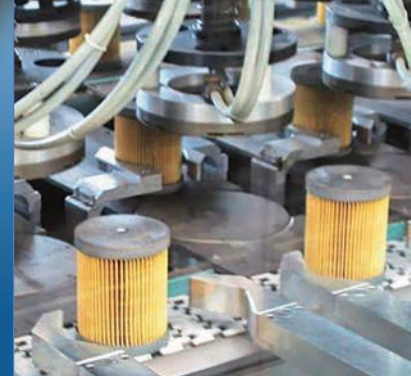
1 Month	\$1000	3 Months	\$2000
6 Months	\$4000	12 Months	\$6000
1/2-hr. Webinar: \$2500 - 1-hr. Webinar: \$4500			

**ORDER PRINT GLOBAL + CHINA: MINUS 40%**  
**ORDER PRINT + DIGITAL: MINUS 25%**

##### Special Positions

Cover Position: plus 30% Requested positions: plus 20%





## GLOBAL SALES REPRESENTATIVES

### ALL OF EUROPE

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