

2018

MEDIA INFORMATION



SINCE 1979

The Global Communicator to the Filtration & Separations Industry

2018 PUBLISHING & SUBSCRIPTION DETAILS

2018 Circulation

Bi-Monthly:	
Print:	10,000
Digital:	6,000
America's	65%
Europe, Asia	35%
Average Bonus	
Distribution:	2,000

INTERNATIONAL
**FILTRATION
NEWS**

www.filtnews.com

GLOBAL REACH

The Filtration and Separations Industry is global and dynamic, and *International Filtration News* has been a leading reporter on its many new trends and changes for 38 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 in print and digital format, *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.

MAIL CERTIFIED SUBSCRIBERS INCLUDE:

	Average Percentage
• CEO'S, EXECUTIVES AND CORPORATE MANAGEMENT PROFESSIONALS	60%
• ENGINEERS AND RESEARCH & DEVELOPMENT PROFESSIONALS	20%
• PURCHASING DEPARTMENTS	5%
• SUPPLIERS TO THE INDUSTRY	10%
• OTHERS	5%



Since 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 Separations Societies in the world have been added to the circulation database, including the China Filtration & Separations Committee.

Furthermore, in 2018 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 2018 marketing programs.

www.filtnews.com

PUBLISHING & SUBSCRIPTION DETAILS

For almost 40 years *International Filtration News* has been the leading publication reporting on the Filtration & Separations 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 is \$125 for six issues per year (subscription agency, \$100).

PRINTING DETAILS (June 2016 - 2017)

Subscriptions are Requested and Mail Certified.
Average Rint run: 10,000 - Digital: 6,000

2018 ISSUES

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

CLOSING DATES

January 8, 2018
February 23, 2018
May 1, 2018
July 2, 2018
August 27, 2018
October 26, 2018



2018 EDITORIAL CALENDAR

January - February 2018

Advertising Deadline: January 2, 2018

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

*** **BONUS DISTRIBUTION** ***
FILTECH, Germany

March - April 2018

Advertising Deadline: February 23, 2018

- ◆ Adhesives & Potting Compounds
- ◆ Membrane Technology (MF/UF and RO)

*** **BONUS DISTRIBUTION** ***
AFS Spring Conference

May - June 2018

Advertising Deadline: May 1, 2018

- ◆ HVAC & HEPA Air ◆ Testing & Instrumentation
- ◆ Water Filtration

July - August 2018

Advertising Deadline: July 2, 2018

- ◆ Cartridge Filtration
- ◆ Metal Filters ◆ Buyers' Guide 2018

*** **BONUS DISTRIBUTION** ***
AFS Fall Conference
FILTRATION 2018

September - October 2018

Advertising Deadline: August 27, 2018

- ◆ Nonwoven Fabrics and Coalescing & Separation Processes
- ◆ Filtration in Power Generation

*** **BONUS DISTRIBUTION** ***
FILTRATION 2018
CHINA FILTRATION 2018

November - December 2018

Advertising Deadline: October 26, 2018

- ◆ Membrane Technology (MF/UF and RO)
- ◆ Trade Show & Conference Reports

2018 EVENT COVERAGES AND DISTRIBUTION:

- ◆ American Filtration and Separations Society (AFS) Spring and Fall Conferences
- ◆ FILTrex 2018, FILTECH 2018 - China Filtration 2018
- ◆ FILTRATION 2018 - Philadelphia (INDA)

Find all details such as dates, venues and show information on our website: 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 2018 Editorial Calendar.

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

INTERNATIONAL
**FILTRATION
NEWS**

2018 PRINT RATE CARD

INTERNATIONAL FILTRATION NEWS

Your Global Source

15000+ PRINT + DIGITAL COPIES,
SIX ISSUES EACH YEAR!

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

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

2-page Spread Rate	\$5900
Inserts (single sheet)	\$4000
Cover Gatefold	\$7500
Editorial Front Cover package	\$6900

Classifieds

1/2	\$ 1500
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)

WWW.FILTNEWS.COM - 2018 ONLINE RATE CARD

ONLINE ADVERTISING ON 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

12 months	\$8,000
6 months	\$4,500
3 months	\$2,400
1 month	\$1,000

Standard Banners 300 x 250 pixels

12 months	\$6,000
6 months	\$3,500
3 months	\$2,000
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 \$1,700	6x \$3,000	12x \$4,800
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WWW.FILTNEWS.COM BUYERS' GUIDE COMPANY LISTING

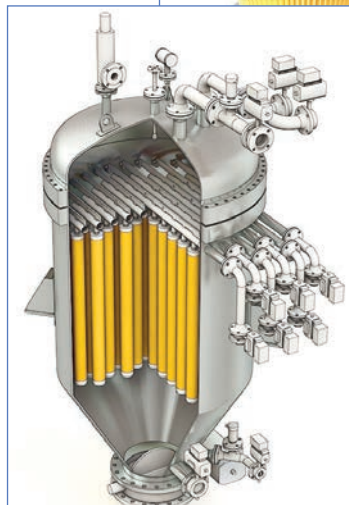
12 months - \$1,200

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	\$1,500
3 Months	\$4,000
6 Months	\$6,000
12 Months	\$9,600



GLOBAL SALES REPRESENTATIVES

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INTERNATIONAL

FILTRATION NEWS

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