

INTERNATIONAL
FILTRATION NEWS

MAKING INDUSTRY
CONNECTIONS AROUND
THE GLOBE

2023
MEDIA KIT

OUR TEAM

CONTENT



Caryn Smith

PUBLISHER & CHIEF CONTENT OFFICER
csmith@inda.org
+1 239.225.6137



Ken Norberg

EDITORIAL & PRODUCTION MANAGER
knorberg@inda.media
+1 202.681.2022



Vickie Smead

ADVERTISING ADMIN
vsmead@inda.org
+1 919.459.3715

ADVERTISING



Sabine Dussey

SALES REPRESENTATIVE
Germany, France, Austria,
Switzerland, Scandanavia, BeNeLux
sabine.dussey@dussey.de
+49 2129.5900910



Zhang Xiaohua

SALES REPRESENTATIVE
China
ifj_china@126.com
+86 13522898423



Joan Oakley

SALES REPRESENTATIVE
Buyer's Guide
joakley@inda.media
+1 248.347.3486



Frank Strazzulla

SALES REPRESENTATIVE
North America
fstrazzulla@inda.media
+1 949.375.2902



Ferruccio Silvera & Filippo Silvera

SALES REPRESENTATIVES
Italy & Spain
info@silvera.it
+39 02.284.6716

REACH DECISION MAKERS & THOUGHT LEADERS IN FIBER & FILTRATION

International Fiber Journal and *International Filtration News* each reach a vast network of qualified professionals who employ fibers, filaments and filtration technologies to optimize their applications. With unique readers in markets that have strong crossover, our brands offer you print and digital opportunities to maximize your marketing investment with a range of solutions based on true thought-leadership platforms.



EDITORIAL MISSION/VISION

International Fiber Journal covers fiber-related trends and material science developments and how they impact the supply chain from raw material to end use. *IFJ* provides thoughtful insights and perspectives to global producers, users and business leaders who need to know about what's next in fibers, filaments and processing solutions.



EDITORIAL MISSION/VISION

International Filtration News covers the topics and technologies that will shape the future of filtration and separation. Using subject matter experts from all parts of the industry, *IFN* is the leading source for the dialogues, debates and innovations across the full spectrum of filtration and separation applications and processes.

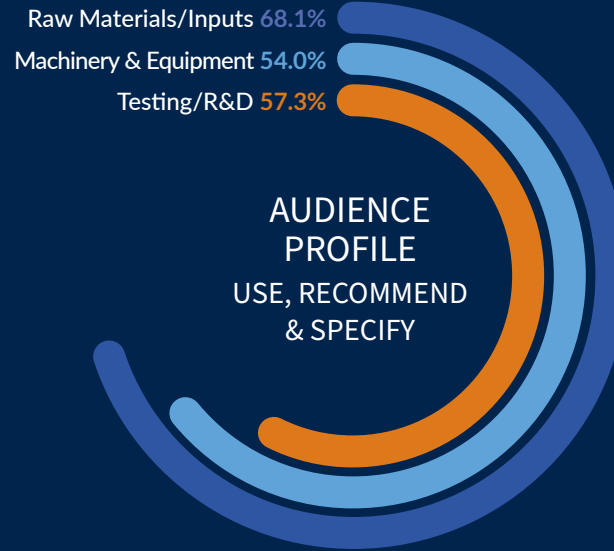


TECHNOLOGY AREAS

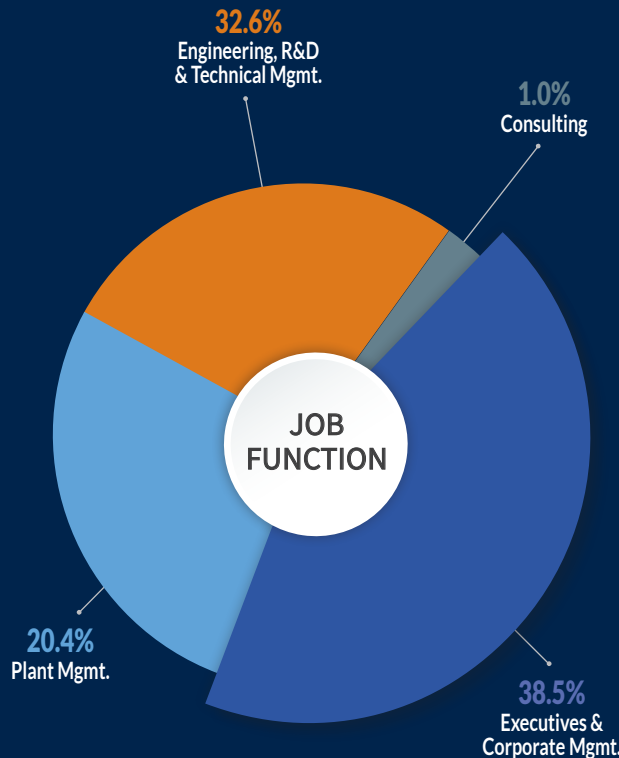
Additives	Films
Adhesives & Binders	Filtration
Automation & Digitalization	Finishing, Dyeing & Printing
Bonding	Godet & Separator Rolls
Braided Materials	Knitted Materials
Chemicals	Nanotechnology
Coatings	Netting & Scrims
Composite Materials	Nonwoven Materials
Converting	Packaging
Cutting & Joining Equipment	Papers
Fiber Intermediates	Polymers/Resins
Fiber Preparation Machinery	Tape, Fastener, Adhesive Applicators
Fibers – Bio-Based	Testing
Fibers – Manmade	Woven Materials
Fibers – Natural	

END-USES

Agriculture & Geosynthetics	Home & Office Furnishings
Apparel	Hygiene
Architecture & Construction	Industrial
Civil & Environmental Engineering	Life Sciences
Consumer	Medical/Surgical
Disposables	Packaging
Durables	Protective Apparel/PPE
Electronics	Transportation
Filtration	Wipes
Floor Coverings	



* Total exceeds 100% as subscribers select "all that apply."



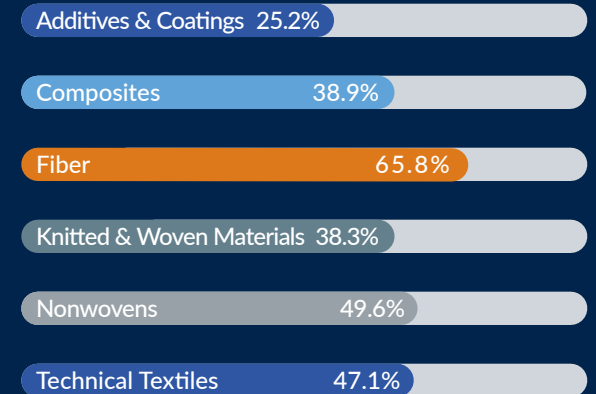
GLOBAL DISTRIBUTION

International Fiber Journal is distributed in print and digital form to 15,920 qualified industry professionals worldwide. Geographic distribution is:


- THE AMERICAS = 64%
- EMEA = 15%
- ASIA = 22%

"Audience data based on metrics as of 1 July 2022."

AUDIENCE PROFILE TECHNOLOGIES & APPLICATIONS

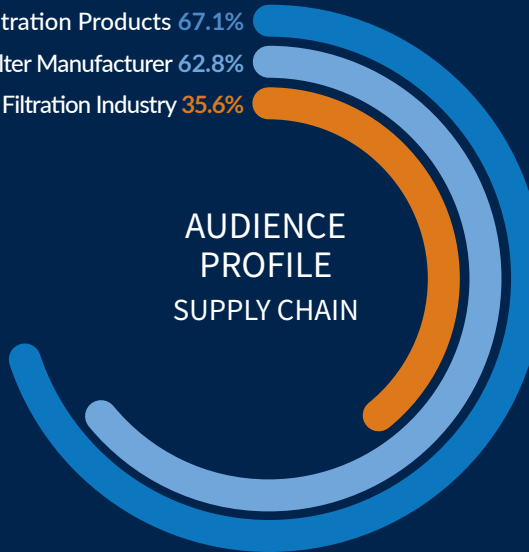


* Total exceeds 100% as subscribers select "all that apply."

	SHOW DISTRIBUTION	ISSUE FOCUS	TECHNOLOGY SPOTLIGHT	FEATURED TOPICS	MARKETING OPPORTUNITIES <small>See page 8 for details</small>
ISSUE 1 Ad Close: 9 Jan. Materials: 16 Jan. Mail Date: 6 Feb.	19th International Istanbul Yarn Fair 16-18 Feb., Istanbul, Turkey Cellulose Fibres Conference 8-9 Mar., Cologne, Germany	Composites	Filtration	<ul style="list-style-type: none"> • Nonwovens • Natural & Cellulose Fiber Composites • Sustainability • Automotive & Aerospace 	Solution Center: Automotive & Aerospace Showfloor Showcase: 19th International Istanbul Yarn Fair, Cellulose Fibres Conference
ISSUE 2 Ad Close: 3 Mar. Materials: 10 Mar. Mail Date: 3 Apr.	INDEX , 18-21 April, Geneva, Switzerland; JEC World ; 25-27 April, Paris, France; Techtextil North America 2023 , 10-12 May, Atlanta, GA; ITMA Italy 8-14 June, Milan, Italy	Technical Textiles	eTextiles	<ul style="list-style-type: none"> • Finishing Dyeing & Printing • Cutting & Crimping Systems • Spinning & Winding • Synthetic Fiber 	Solution Center: Sustainability Showfloor Showcase: INDEX, JEC World, Techtextil North America 2023, ITMA Italy
ISSUE 3 Ad Close: 1 May Materials: 8 May Mail Date: 5 Jun.	World of Wipes 17-20 July, Atlanta, GA	Performance Fabrics	Architecture	<ul style="list-style-type: none"> • Apparel / Fast Fashion • Recycling • Weaving & Knitting • Automation & Digitalization 	Solution Center: Automation & Digitalization Showfloor Showcase: World of Wipes
Ask Your Sales Representative for an Annual Contract with IFJ to Ensure You Receive Best Placements! Certain Opportunities are Limited!					
ISSUE 4 Ad Close: 30 Jun. Materials: 7 Jul. Mail Date: 31 Jul.	Dornbirn Global Fiber Congress , 13-15 Sept., Dornbirn, Austria RISE 26-27 Sept., Raleigh, NC	Fiber Innovations	Geosynthetics	<ul style="list-style-type: none"> • Fiber Intermediates • Medical & Surgical • Bio-Based Fiber & Yarns • Civil & Environmental Engineering 	Solution Center: Fiber Innovations Dornbirn Global Fiber Congress, RISE
ISSUE 5 Ad Close: 1 Sept. Materials: 8 Sept. Mail Date: 2 Oct.	Advanced Textiles Expo 2023 1-3 Nov., Orlando, FL Hygienix 13-16 Nov., New Orleans, LA	Fiber Machinery & Equipment	Hygiene	<ul style="list-style-type: none"> • Converting • Natural Fiber • Adhesives & Bonding • Bicomponent Fiber 	Solution Center: Fiber Machinery & Equipment Showfloor Showcase: Advanced Textiles Expo 2023, Hygienix
ISSUE 6 Ad Close: 1 Nov. Materials: 8 Nov. Mail Date: 4 Dec.		Sustainability	Biopolymers	<ul style="list-style-type: none"> • Additives • Composites • PPE/Protective Apparel • Nanofiber 	Solution Center: PPE/Protective Apparel Solution Center: Textile/Fibre Recycling Bonus: 2024 Buyer's Guide
Make Sure to be Included in the 2024 Buyer's Guide! It is hosted on FiberJournal.com for One Full Year!					

User of Filtration Products **67.1%**
Filter Manufacturer **62.8%**
Supplier to the Filtration Industry **35.6%**

AUDIENCE PROFILE SUPPLY CHAIN



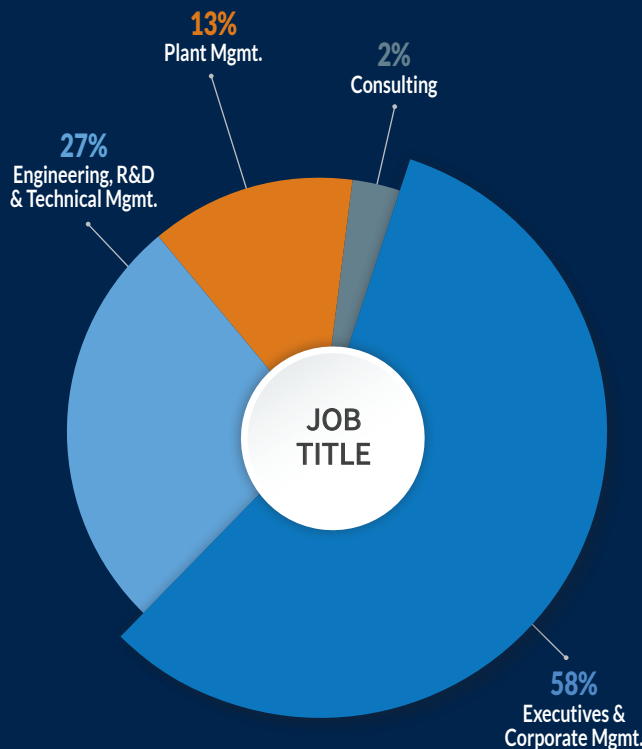
* Total exceeds 100% as subscribers select "all that apply."

TECHNOLOGY AREAS

Air Filtration	Filter Netting & Screens
Automation	Hydraulic Filtration
Bonding	Magnetic Filters
Coatings & Treatments	Membrane Filtration
Filter Bags	Pleating Systems & Equipment
Filter Cartridges	Separations
Filter Cores & Supports	Strainers
Filter Elements	Testing
Filter Housings	Water Filtration
Filter Media	

END-USES

Chemical Processing	Microelectronics
Energy & Power	OEM & Component Parts
Food & Beverage	Personal Protective Equipment
HVAC/HEPA/ULPA	Pulp & Paper
Industrial	Transportation (Aerospace, Automotive, Heavy Equipment)
Life Sciences	Water & Wastewater



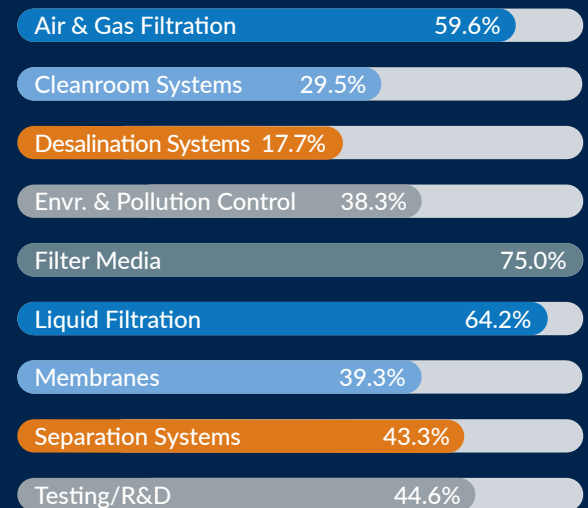
GLOBAL DISTRIBUTION

International Filtration News is distributed in print and digital form to 14,073 qualified industry professionals worldwide. Geographic distribution is:

- THE AMERICAS = 59%
- EMEA = 17%
- ASIA = 24%

"Audience data based on metrics as of 1 July 2022."

AUDIENCE PROFILE TECHNOLOGIES & APPLICATIONS



* Total exceeds 100% as subscribers select "all that apply."

INTERNATIONAL FILTRATION NEWS	SHOW DISTRIBUTION	ISSUE FOCUS	TECHNOLOGY SPOTLIGHT	FEATURED TOPICS	MARKETING OPPORTUNITIES <small>See page 8 for details</small>
ISSUE 1 Ad Close: 16 Dec. Materials: 30 Dec. Mail Date: 23 Jan.	AHR Expo 6-8 Feb., Atlanta, GA FILTECH 14-16 Feb., Cologne, Germany	Indoor Air Quality	Liquid Filtration	<ul style="list-style-type: none"> • Transportation (Automotive, Aerospace, Heavy Equipment) • HVAC/HEPA/UPLA • Nonwovens • Personal Protective Equipment 	Solution Center: Personal Protective Equipment Showfloor Showcase: AHR Expo, FILTECH
ISSUE 2 Ad Close: 17 Feb. Materials: 24 Feb. Mail Date: 20 Mar.	Interphex 25-27 April, Javis Center, NY AFS FiltCon 1-3 May, Louisville, KY	Filter Media	Pleating Systems & Equipment	<ul style="list-style-type: none"> • Food & Beverage • Hydraulic Filtration • Separations • Filter Bags, Cartridges & Housings 	Solution Center: Filter Media Showfloor Showcase: Interphex, AFS FiltCon
ISSUE 3 Ad Close: 14 Apr. Materials: 21 Apr. Mail Date: 15 May	World of Wipes 17-20 July, Atlanta, GA	Membrane Filtration	Stormwater	<ul style="list-style-type: none"> • Water & Wastewater • Adhesives, Ultrasonics & Bonding Technology • Industrial Filtration • Indoor Air Quality 	Solution Center: Membrane Filtration Solution Center: Indoor Air Quality Showfloor Showcase: World of Wipes
Ask Your Sales Representative for an Annual Contract with IFN to Ensure You Receive Best Placements! Certain Opportunities are Limited!					
ISSUE 4 Ad Close: 16 Jun. Materials: 23 Jun. Mail Date: 17 Jul.	WEFTEC 30 Sept.-4 Oct., Chicago, IL	Air & Gas Filtration	Nonwovens	<ul style="list-style-type: none"> • Liquid Filtration • HVAC/HEPA/ULPA • Standards & Testing • Filtration Innovations 	Solution Center: Filtration Innovations Solution Center: Environmental & Pollution Control Showfloor Showcase: WEFTEC Bonus: 2024 Buyer's Guide
ISSUE 5 Ad Close: 18 Aug. Materials: 25 Aug. Mail Date: 18 Sept.	FiltXPO 10-12 Oct., Chicago, IL	Water & Wastewater	Desalination	<ul style="list-style-type: none"> • Filter Cores & Supports • Industrial Filtration • Oil & Gas • Life Sciences 	Solution Center: Liquid Filtration Solution Center: Hydraulic Filtration Showfloor Showcase: FiltXPO
ISSUE 6 Ad Close: 20 Oct. Materials: 27 Oct. Mail Date: 20 Nov.		Filtration Innovations – A Year in Review	HVAC/HEPA/ULPA	<ul style="list-style-type: none"> • Transportation (Automotive, Aerospace, Heavy Equipment) • Chemical Processing • Automation & Digitalization • Separations 	Solution Center: Air Filtration Solution Center: Standards & Testing
Make Sure to be Included in the 2024 Buyer's Guide! It is hosted on FiltNews.com for One Full Year!					

4-COLOR DISPLAY AD RATES (NET)

Page Size	1x	3x	6x
Full Page	\$3,850	\$3,645	\$3,445
2/3 Page	\$3,345	\$3,220	\$3,080
1/2 Page	\$2,925	\$2,795	\$2,670
1/3 Page	\$2,650	\$2,520	\$2,375
1/4 Page	\$2,295	\$2,185	\$2,105
2-Page Spread	\$5,900	\$5,645	\$5,445
Classified	\$950	\$800	\$650

CUSTOM HIGH-IMPACT PRINT UNITS:

- Single-Leaf Insert
- Cover Gatefolds
- Belly Bands
- Bind-In Cards

Additional customizations available. All pricing upon request.

GET DOUBLE EXPOSURE IN THE PRINT & DIGITAL GUIDE!

Choose from over 70 specialties in these categories:

- RAW MATERIALS/MATERIALS/MATERIAL SUPPLIERS
- EQUIPMENT & MACHINERY
- END USES
- SERVICE PROVIDERS

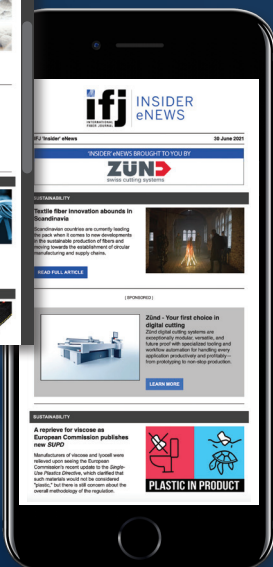
IFN Buyer's Guide for *International Filtration Journal* is printed in the July/August issue (Vol. 4). The listing (with logo) also runs for an entire year on www.filtnews.com.

IFJ Buyer's Guide for *International Fiber Journal* is printed in the November/December issue (Vol. 6). The listing (with logo) also runs for an entire year on www.fiberjournal.com.

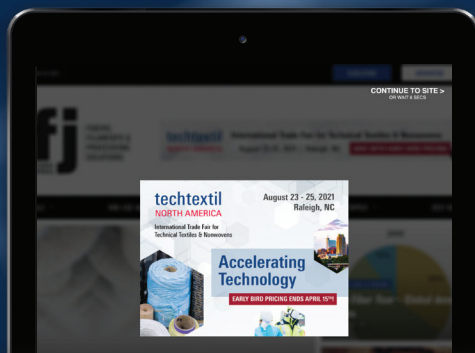
Take advantage of this incredible way to be found among the best of the industry!
Email Joan Oakley at joakley@inda.media or call +1 248.347.3486.



Sponsors receive all three 'Insider' eNews ad units, as shown here

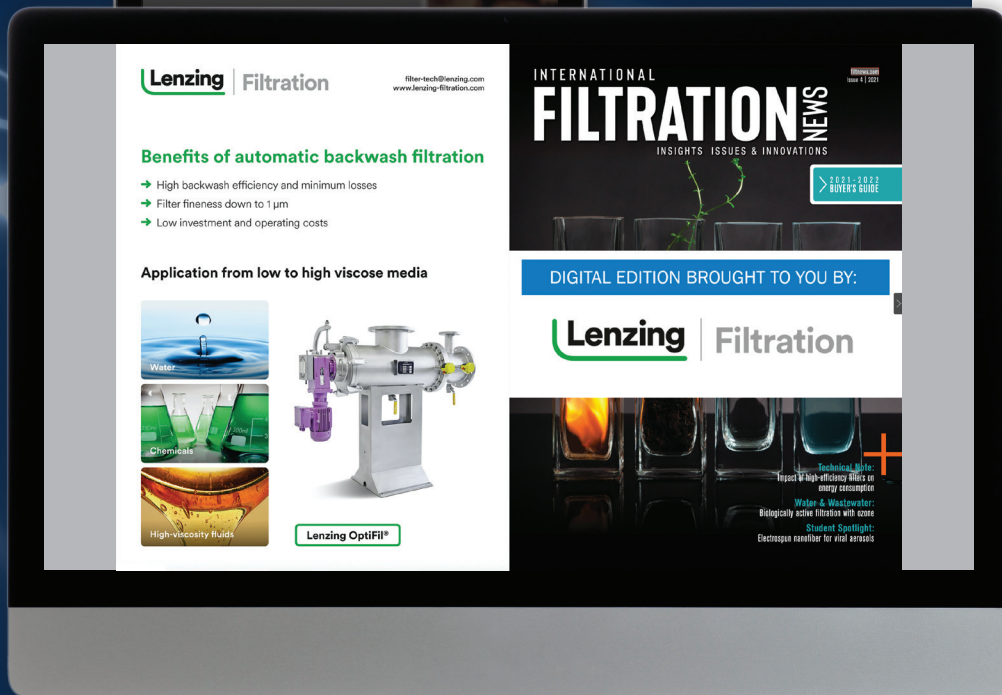


INTERSTITIAL ▼



▲ 'INSIDER' ENEWS TAKEOVER

DIGITAL ISSUE TAKEOVER ▼



WEBSITE ADVERTISING

WEBSITE DISPLAY AD RATES (NET)

Size	2 mo.	4 mo.	6 mo.	12 mo.
728x90 – Leaderboard	\$2,000	\$3,400	\$4,500	\$8,000
300x250 – Medium Rectangle	\$1,600	\$2,800	\$3,500	\$6,000
300x600 – Half Page (inside pages only)	\$1,550	\$2,650	\$3,350	\$5,000
970x90 – Super Leaderboard (home page only)	\$1,500	\$2,500	\$3,200	\$4,500

CUSTOM HIGH-IMPACT DIGITAL UNITS:

- Interstitial Ad
- Brandscape
- Adhesion

Additional customizations available.
All pricing upon request.

EMAIL MARKETING & SPONSORED CONTENT

ENEWSLETTER AD RATES (NET)

Size	Rate
728x90 – Leaderboard	\$600
300x250 – Medium Rectangle	\$500
Native Ad – Custom	\$1,250
eNews Takeover – 728x90, 300x250, Native Ad	\$2,200

SPONSORED CONTENT (NET) See Page 8 for Details!

Size	Rate
Showfloor Showcase (Trade Show Exhibitor Profile w/ eMedia, Print, Web Promotion)	\$1,250
Solution Center (Topical Company/Technology Profile w/ eMedia, Print, Web Promotion)	\$1,250
Sponsored Content w/ eMedia Promotion	\$2,250
Digital Issue Takeover	\$2,500
Webinar	\$10,500

NEW! VIDEO MARKETING (VIMEO / YOU TUBE LINK REQUIRED)

Limited Quantities. Add Video to Your Email or Website Marketing (30 seconds)

Sponsored Video Email Content - Video EBlast with Native Ad (1 placement) Ask us about placements!	\$2,150
Sponsored Video Website Content in Special Homepage Section (2 months) Mentioned in Enewsletter!	\$2,500
Sponsored Video Embedded in Magazine Ad in Flipbook (1 month) Mentioned in Enewsletter!	\$1,500

SHOWFLOOR SHOWCASE

Highlight your company's presence at the industry's most **important trade shows and conferences** in conjunction with editorial show preview.

Our "Showfloor Showcase" program is an integrated marketing opportunity designed to maximize your company's visibility and traffic to your exhibit during specific industry events. This multi-platform campaign includes exposure:

- **IN PRINT:** Full-page Exhibitor Profile (500-600 words with supporting visuals) within pre-show editorial coverage
- **ONLINE:** Exhibitor Profile on *IFJ.com* or *FiltNews.com* with 12-month featured promotion
- **EMEDIA:** Exhibitor Profile featured in show-specific "Showcase" eMedia campaign

PRICE: \$1,250 net (Only available to companies who run a companion brand ad in the same edition.)

SOLUTION CENTER

Highlight your company's solutions alongside **topic-specific editorial coverage** with an integrated print, online & eMedia marketing campaign.

Our "Solution Center" program is an integrated marketing opportunity that focuses on a specific editorial topic that aligns with your company's messaging, products and services. This multi-platform campaign includes exposure:

- **IN PRINT:** Full-page Company Profile (500-600 words with supporting visuals) within topic-specific editorial coverage
- **ONLINE:** Company Profile on *IFJ.com* or *FiltNews.com* with 12-month featured promotion
- **EMEDIA:** Company Profile featured in topic-specific "Solution Center" eMedia campaign.

PRICE: \$1,250 net Only available to companies who run a companion brand ad in the same edition.

DIGITAL ISSUE TAKEOVER

Package includes:

- "Brought to You By" eMedia branding unit
- Full-page digital ad placement opposite the digital edition cover
- Your company logo positioned on the digital issue cover
- All branding elements include live links to your website

PRICE: \$2,500 net Only available to companies who run a companion brand ad in the same edition.

SPONSORED CONTENT W/ EMEDIA PROMOTION

Package includes:

- Work with our Editorial team to develop custom "thought leadership" content focused on the issues and challenges your products and services are designed to solve
- Promote your content with a dedicated eMail to our qualified digital subscriber database
- Maximize your reach and investment with featured placement of your content on our website for 12 months

PRICE: \$2,250 net

WEBINAR

Package includes:

- Webinar registration landing page with company logo, speaker bio(s), headshot(s) and full program description
- Targeted social media advertising campaign
- Full-page print advertisement promoting your webinar
- 300x250 and 728x90 display ads on our website
- 3x eMail promotions to our qualified digital subscriber database
- Pre-webinar teaser Q&A with presenter(s)
- Reminder and follow-up eMails
- On-demand availability for one year following webinar broadcast
- Full summary reports, including attendance stats and contact details for webinar registrants

PRICE: \$10,500 net

IFJ & IFN PRINT ADVERTISING SPECS



2-PAGE SPREAD
Bleed: 16.25 x 11"
Trim: 16 x 10.75"
Live: 15 x 9.75"

Bleed: 412.75 x 279.4mm
Trim: 406.4 x 273.05mm
Live: 381 x 247.65mm



FULL PAGE
Bleed: 8.25 x 11"
Trim: 8 x 10.75"
Live: 7 x 9.75"

Bleed: 209.55 x 279.4mm Trim:
203.2 x 273.05mm
Live: 177.8 x 247.65mm



1/2PAGE SPREAD
Bleed: 16.25 x 5.5"
Trim: 16 x 5.375"
Live: 15 x 4.375"

Bleed: 412.75 x 279.4mm
Trim: 406.4 x 273.05mm
Live: 381 x 247.65mm



2/3 VERTICAL
Non-Bleed:
4.625 x 9.5"

Non-Bleed:
117.475 x 241.3mm



1/2 HORIZONTAL
Non-bleed: 7 x 4.875"
Bleed: 8.25 x 5.5"
Trim: 8 x 5.375"
Live: 7 x 4.875"

Non-Bleed: 177.8 x 123.825mm
Bleed: 209.55 x 139.7mm
Trim: 203.2 x 136.525mm
Live: 177.8 x 123.825mm



1/2 VERTICAL
Non-bleed: 3.375 x 9.5"
Bleed: 4 x 11"
Trim: 3.875 x 10.75"
Live: 3.375 x 9.75"

Non-Bleed: 85.725 x 241.3mm
Bleed: 101.6 x 279.4mm
Trim: 98.425 x 273.05mm
Live: 85.725 x 247.65mm



1/2 ISLAND
Non-bleed: 4.625 x 7.25"
Bleed: 5.25 x 7.875"
Trim: 5.125 x 7.75"
Live: 4.625 x 7.25"

Non-Bleed: 117.475 x 184.15mm
Bleed: 133.35 x 200.025mm
Trim: 130.175 x 196.85mm
Live: 117.475 x 184.15mm



1/3 VERTICAL
Non-bleed: 2.1875 x 9.5"
Bleed: 2.8103 x 11"
Trim: 2.6853 x 10.75"
Live: 2.1875 x 9.5"

Non-Bleed: 55.5625 x 241.3mm
Bleed: 71.381 x 279.4mm
Trim: 68.206 x 273.05mm
Live: 55.5625 x 241.3mm



1/3 HORIZONTAL
Non-bleed: 7 x 3.375"
Bleed: 8.25 x 4"
Trim: 8 x 3.875"
Live: 7 x 3.375"

Non-Bleed: 177.8 x 85.725mm
Bleed: 209.55 x 101.6mm
Trim: 68.206 x 273.05mm
Live: 177.8 x 85.725mm



1/3 SQUARE
Non-bleed:
4.625 x 4.875"

Non-Bleed:
117.475 x 123.825mm



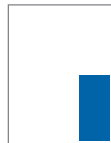
1/4 HORIZONTAL
Non-bleed:
7 x 2.375"

Non-Bleed:
177.8 x 60.325mm



1/4 VERTICAL
Non-bleed:
3.4375 x 4.875"

Non-Bleed:
87.3125 x 123.825mm



1/6 VERTICAL
Non-bleed:
2.25 x 4.57"

Non-Bleed:
57.15 x 116.078mm

SIZE

Your sales representative should supply you with your ad size. All ad sizes in inches.

COLOR

All ads should be supplied in either CMYK (Cyan, Magenta, Yellow & Black) or Grayscale (Black & White) color mode. RGB and PMS spot colors should not be used. Any elements not set as CMYK or Grayscale will be automatically converted to the appropriate color mode in our ad processing system. This may cause a change in the appearance of the images.

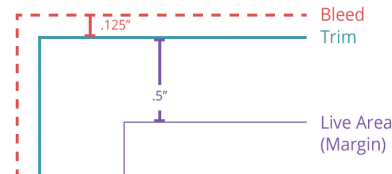
ARTWORK RESOLUTION

Recommended resolution is 300 dpi at final crop dimensions for images. Images taken from websites often use a much lower resolution (72 dpi) and do not print clearly. Numerically enhancing resolution in Adobe Photoshop® or other software will not improve the clarity of the images.

FILE TYPE

A high-resolution, print-ready PDF is required. Production charges may be applied to process other file types received. Production charges are outlined on the Terms & Conditions page (supplied separately upon request).

Upper left-hand corner of page



BLEED - .125" outside of trim.

Bleed is the printable area outside the trim line that will be cut away during the printing process to ensure a background color or graphic will run off the edge with no visible margin on the outside edge.

TRIM - Document edge.

Trim is the size of the completed document from edge to edge. The trim size is the same as the document size in Adobe InDesign®. All ads that go to the trim edge should include a .125" bleed on all four sides.

LIVE AREA (MARGIN) - .5" from trim.

Non-bleed ads are positioned on the margin line, .5" from the trim. All critical graphics and text should be positioned inside the margin lines.



inda.media | info@inda.media
1100 Crescent Green,
Suite 115, Cary, NC 27518 USA
+1 919.459.3700