mobileTex

NEWS OF THE GLOBAL TRANSPORT TEXTILES INDUSTRY
— AUTOMOTIVE, AIRCRAFT, RAILCAR, MARINE —

Textiles used in transport account for more than 14% of the total volume of technical textiles produced worldwide. This major sector includes fibres, yarns and fabrics used in automobile, ship and aircraft construction, as well as in all aspects of railway and space travel

Published by Textile Media Services, **MobileTex** is a monthly electronic newsletter featuring news and information on the global transport textiles industry

The publication is read by top management, chief executives and decision-makers who have an interest in capitalising on this growth sector

Every month **MobileTex** features the latest technical news and commercial developments relevant to the automotive, aerospace, rail and marine sectors
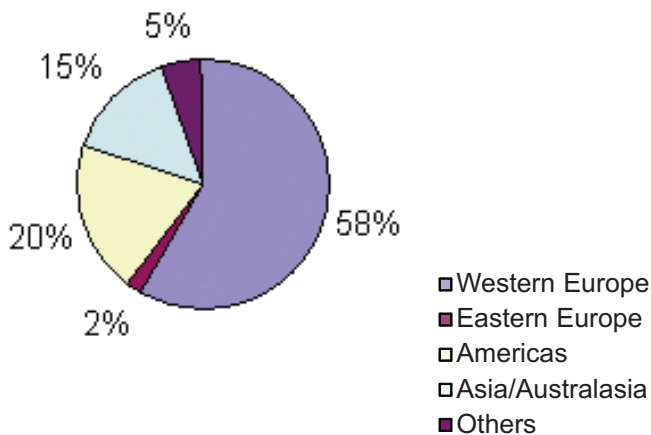
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ANNUAL SUBSCRIPTION 2016

GBP275

WORLDWIDE DISTRIBUTION*

- 58% Western Europe
- 2% Eastern Europe
- 20% Americas
- 15% Asia/Australasia
- 5% Others

Western Europe 58%, Eastern Europe 2%, Americas 20%, Asia/Australasia 15%, Others 5%

 * Based on January-October 2015 circulation figures

Country	%
USA	13%
Germany	9%
UK	9%
France	8%
Netherlands	7%
Japan	6%
Italy	6%
Spain	5%
Belgium	5%
All other countries	32%

DISTRIBUTED MONTHLY TO MORE THAN 25 COUNTRIES WORLDWIDE

ADVERTISEMENT RATES 2016 (EUROS)

No. of insertions	1	3	6	12
Full page	800	720	650	585
Half page	510	435	390	350
Quarter page	330	295	275	220
Eighth page	175	160	145	130

Payment can also be made in GBP at the current exchange rate

MECHANICAL DETAILS (width x depth in mm)
Format: A4
Full page: 170 mm x 254 mm
Half page: 170 mm x 127 mm
Quarter page: 170 mm x 63 mm
Eighth page: 170 mm x 32 mm

PRINTING PROCESS MobileTex is a four-colour PDF newsletter

MATERIALS REQUIRED Materials/copy to publisher

DIGITAL FORMAT Ad material must be supplied digitally using the criteria herewith.The production process within Textile Media Services operates on a PC platform, although Mac may be acceptable. All files are output to PDF via QuarkXpress 10 so QuarkXpress files (in MS Windows format) would be the most acceptable, with high resolution pictures and logos in TIF format.The inclusion of JPEG images should be avoided. PDFs should contain high resolution images (minimum 300 dpi) in CMYK colour format, have all fonts embedded, be compatible with Adobe Acrobat 9 (minimum) and be in a binary data format. Line art should be scanned at 1200 dpi resolution

If any advertisers have any queries regarding acceptable file extensions, please call for clarification

COPY DATES 2016

MONTH	ADVERTISING COPY DATE	PUBLICATION DATE
January 2016	22 December 2015	4 January 2016
February 2016	22 January 2016	1 February 2016
March 2016	22 February 2016	1 March 2016
April 2016	24 March 2016	1 April 2016
May 2016	25 April 2016	3 May 2016
June 2016	24 May 2016	1 June 2016
July 2016	23 June 2016	1 July 2016
August 2016	22 July 2016	1 August 2016
September 2016	24 August 2016	1 September 2016
October 2016	23 September 2016	3 October 2016
November 2016	24 October 2016	1 November 2016
December 2016	23 November 2016	1 December 2016

ELECTRONIC ADVERTISING 2016

Advertisement in our monthly e-newsletter: EUR500 per month Plain text advertisement, 50 words maximum. Sent by email to more than 2,500 companies worldwide (at 15 November 2015) involved in the transport textiles industry. Please contact us for full details

Website banner on www.textilemedia.com: EUR400 per month
468 x 60 pixels site header banner on every page. Static or animated files (GIF, JPG or PNG) accepted. For other positions, please contact us

TERMS AND CONDITIONS
The publisher will not accept responsibility for advertisement mistakes created due to wrong design or incorrect digital technology provided by advertisers

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