



NONWOVENS

INDUSTRY SINCE 1970

2012 MEDIA
PLANNER

Large capacity increases throughout the world today attest to massive, growing popularity of nonwovens-based hygiene products in developed and developing countries alike. This while the persistent improvement of global living standards secures the role of nonwovens everywhere, even while presenting the industry with supply challenges relating both to raw materials and machinery. The powerful surge this is presenting in disposable waste makes sustainability an essential new ingredient to nonwovens growth, while the growth of small to mid size fabric makers in diverse market cultures promises to extend nonwovens into an ever-wider circle of applications.

Global Circulation

NONWOVENS INDUSTRY offers advertisers the highest quality circulation in the global nonwovens market. With a total BPA audited circulation of 10,203, 82.1% (8,375) of NONWOVENS INDUSTRY'S BPA audited subscribers are qualified within one year; 17.9% (1,829) are qualified within two years. Additionally, 100% of NONWOVENS INDUSTRY'S recipients have qualified for subscriptions by personal direct request. Personal direct request from the recipient, in our view, is the highest form of qualification. It means that the recipient has actually requested to receive the publication and is not merely a name the publisher has taken from an unknown source and added to a mailing list.

Because the industry is global, NONWOVENS INDUSTRY is received throughout the world. With 3,652* qualified subscribers outside North America, our magazine can give your advertisement coverage on every major market worldwide. Every issue is received by qualified subscribers in more than 80 countries around the globe.

Distribution by Region**

Africa	120
Asia/Pacific	1,334
Central America, South America & Caribbean	314
Europe	1,464
Middle East	416
North America	6,555
Total	10,203

**Total Qualified Circulation: 10,203

Source: BPA International June 2011 Circulation Statement

* June 2011 BPA Statement

Our circulation includes the world's leading nonwovens producers and users of nonwovens. Here's a sample:

3M	First Quality	Legett & Platt	Rockline
Ahlstrom	Foss Manufacturing	Libeltex Group	Sage
Albaad Mussout yitzak	Freudenberg Group	Little Rapids	Saint Gobain
Albany International	GAF Building Materials	Lohmann & Rauscher	Sandler AG
Albis	Gates Formed-Fibre	Lydall Inc.	Sara Lee
American Nonwovens	General Motors	Mabesa	SC Johnson
Andrew Industries	Georgia-Pacific	Medline	SCA Hygiene
Arquest	GOJO	Milliken	Schroeder Industries
Asahi Kasei	Hanes	Milyon	Scotts Liquid Gold
Associated Hygiene Products	Hayat	Mitsui Chemical	Shaw Industries
Attends	Hollingsworth & Vose	Molnlycke Healthcare	Sorbent Products
Avgol Nonwovens	Honda	Mondanock	Spuntech
Avon	Hospeco	National Nonwovens	Suominen Nonwovens
Beiersdorf	Huish	New Pig	Tencate
BFF Nonwovens	Human Care	Nice-Pak Products	Texel
Bonlam	Hunter Douglas	Ontex	Tietex
Buckeye Technologies	Irving Personal Care	Owens Corning	Toray Saehan
Cardinal Health	Itochu	Pall	Toyobo Kureha
Clorox	Jacob Holm	Paper-Pak Products	Toyota
Colbond Nonwovens	Japan Vilene	Paragon trade Brands	TWE
Colgate-Palmolive	Johns Manville	Paul Hartmann	Tyco Healthcare
Collins & Aikman	Johnson & Johnson	Pegas A/S	TZMO
Companhia Providencia	Kao	PGI Nonwovens	Uni-Charm
Glatfelter	Kappler Safety Group	Playtex Products/Energizer	Unilever
Covidien	Kimberly-Clark	Precision Custom Coatings	Union Industries
Del Labs	Kleentest	Precision Fabrics	Unitika
Donaldson	KNH Enterprises	Procter & Gamble	Vateks
DuPont	Knowlton Nonwovens	Productos Familia	Vita Nonwovens
Ecolab	Kuraray	Propex	Walmart
Elk	L'Oreal	Reckitt Benckiser	White Knight
Fibertex Nonwovens	Lantor	Reemay	Whitestone
Fiberweb	Lear Corporation	Revlon	WL Gore

Household and Personal Care Wipes

An Exclusive Marketing Opportunity: Successfully published since 2005, HOUSEHOLD & PERSONAL CARE WIPES will continue in the Spring and Fall of 2012. Combining the strengths of two of Rodman's largest and longest running magazine franchises, Happi and NONWOVENS INDUSTRY, Household & Personal Care Wipes represents the wipes market's most important informational resource.

Key Facts – Household & Personal Care Wipes:

Published: Two times in 2012: Spring and Fall

Circulation: 25,000 (combined Happi and Nonwovens Industry circulation)

Coverage: All major wipes topics

Shows: All major events in 2012, including ANEX, World of Wipes,

HBA Health & Beauty America, and more

1x Full Page 4C: \$3,875 (Contact your sales or advertising representative for more options.)



Nonwovens Industry China

Published Quarterly, NONWOVENS INDUSTRY China is a cooperative venture of Rodman Publishing Corp., and Ringier Trade Publishing Ltd. It reaches over 5,000 professionals across mainland China, Hong Kong and Taiwan. Its principal targets are Executive Managers, Production/Operational Managers, and Researchers/Developers.

Key Facts – Nonwovens Industry China:

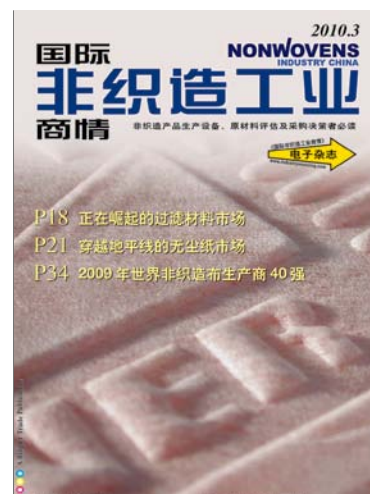
Published: Quarterly (March, July, September, December)

Circulation: 5,020 readers at 4,200 companies (China, Hong Kong, Taiwan)

Coverage: All major nonwoven topics

Shows: Covering all major trade events in China in 2012

1x 4C Full Page: \$1,850 (Contact your representative for more options.)



ANEX 2012

In June 2012 it will be Asia's turn to host the nonwovens industry's major event where ANEX, the region's leading nonwovens exhibition, will debut in Seoul, South Korea. Organized by the Asia Nonwoven Fabrics Association (ANFA), the ANEX event in Asia is part of a three-year cycle of global events in rotation with North America (IDEA by INDA) and Europe (INDEX by EDANA). It will showcase the robust growth for the nonwovens market throughout Asia.

1. Stellar coverage and bonus distribution opportunities for ANEX 2012 in our May and June issues.
2. Breaking News @ ANEX 2012: Our daily email news blast sent each day of the show, targeted at registered ANEX attendees and subscribers to NONWOVENS INDUSTRY Breaking News electronic newsletter. A banner advertisement on this email will guarantee exposure and increased traffic to your company's ANEX booth.
3. ANEX TV, real time video interviews straight from newsmaker experts at ANEX 2012. Featuring breaking news and special interest features as well as dynamic new marketing opportunities, ANEX TV will be broadcast over the internet and promoted via email to every subscriber to NONWOVENS INDUSTRY Breaking News at ANEX 2012 daily electronic newsletter (over 10,000 names). Advertisers can sponsor specific events or features with video introductions and closing tags. They can also provide full feature videos that act as commercials to our original video content. NONWOVENS INDUSTRY will be providing video ad development and editing services for the short feature sponsorships, as well as hosting services for supplied, feature length commercial content.



2012 Editorial Calendar

Issue Date	Ad Close	Editorial Coverage	Bonus Distribution	Special
January	12/9/11	<ul style="list-style-type: none"> • Baby Diapers Market Overview • Baby Diaper Manufacturers Directory • Who's Who in Baby Diaper Machinery • PLMA Show Review 	Vision, New Orleans, Jan 24-26	
February	1/13/12	<ul style="list-style-type: none"> • Spunbond/Meltblown • Battery Separators • Inspection/QC • SPECIAL MARKET REPORT: MIDDLE EAST/AFRICA 	Middle East/N. African Nonwoven Symposium, Dubai, Feb 14-15	
March	2/10/12	<ul style="list-style-type: none"> • Spunlace • Adult Incontinence • AI Manufacturers Directory • Techtextil North America Preview • Flame Retardants 	Techtextil North America, Atlanta, April 24-26	
April	3/9/12	<ul style="list-style-type: none"> • ANEX Pre Show • Roofing & Construction • New Applications • Converting Round Up • SPECIAL MARKET REPORT: LATIN AMERICA 	Bonding & Converting Applications Conference, Greenville, April 18-19	<i>Household & Personal Care Wipes Spring</i>
May	4/13/12	<ul style="list-style-type: none"> • Corporate Capabilities 	World of Wipes, Chicago, June 5-7	
June	5/11/12	<ul style="list-style-type: none"> • ANEX Show Issue • Fibers In Nonwovens • Sustainability • Consumer Wipes • SPECIAL MARKET REPORT: PACIFIC RIM 	ANEX, Seoul, June 13-15	
July	6/10/12	International Buyers Guide		
August	7/12/12	<ul style="list-style-type: none"> • Machinery & Equipment Review • Medical Nonwovens • Nanotechnology • SPECIAL MARKET REPORT: INDIA 	Outlook (TBD), Nanofibers for the Third Millennium, Raleigh, (Date TBD)	
September	8/12/12	Top 40 Roll Goods Producers Report		<i>Household & Personal Care Wipes Fall</i>
October	9/9/12	<ul style="list-style-type: none"> • Industrial Nonwovens • Airlaid • Flame Retardants • SPECIAL MARKET REPORT: CHINA 	Rise Conference, Baltimore, October 22-25	
November	10/11/12	<ul style="list-style-type: none"> • Feminine Hygiene • Feminine Hygiene Manufacturers Directory • Who's Who in San Pro Equipment • Filtration 	Filtration, Philadelphia, November 13-15	
December	11/11/12	<ul style="list-style-type: none"> • Apparel • Automotives • Hygiene Components/Films • Year in Review • SPECIAL MARKET REPORT: RUSSIA/EASTERN EUROPE 		

Black & White Ad Rates					Color Rates			Classified Advertising Rates*	
Size	1x	3x	6x	12x	Color	Page	Spread	Per Column inch	\$100
Full Page	\$3,100	\$2,780	\$2,525	\$2,365	standard*	\$650	\$975	Per Column inch 6x	\$95
Two Thirds	\$2,700	\$2,500	\$2,270	\$2,120	matched*	\$900	\$1,200	Per Column inch 12x	\$90
Half Island	\$2,285	\$2,130	\$1,925	\$1,805	metallic*	\$1,100	\$1,425	2 color	add \$65/inch
Half Page	\$2,050	\$1,890	\$1,675	\$1,560	4 color*	\$1,200	\$1,800	4 color	add \$120/inch
One Third	\$1,650	\$1,480	\$1,330	\$1,225	* standard yellow, green, blue or red * Per page or fraction Effective January 1, 2012			* classified rates are non-commissionable	
One Quarter	\$1,200	\$1,090	\$1,110	\$950					

Ad Sizes

Full Page (bleed)
Trim: 8" x 10.75" (203mm x 273mm)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)

Full Page (non bleed)
7" x 10" (178mm x 254mm)

Full Page Spread (bleed)
Trim: 16" x 10.75" (406mm x 273mm)
Bleed: 16.25" x 11" (412mm x 279mm)
Live Area: 14" x 10" (356mm x 254mm)

Two Thirds
4.5" x 9.5"
(114mm x 241mm)

Half Island
4.5" x 7.5"
(114mm x 190mm)

Half Page Horizontal
7" x 4.875"
(178mm x 124mm)

Half Page Vertical
3.375" x 9.5"
(85mm x 241mm)

One Third Square
4.5" x 5"
(114mm x 127mm)

One Third Vertical
2.125" x 9.5"
(54mm x 241mm)

One Third Horizontal
7" x 3.25"
(178mm x 84mm)

One Quarter Horizontal
7" x 2.375"
(178mm x 60mm)

One Quarter Vertical
3.375" x 4.875"
(85mm x 124mm)

Covers and Special Positions: No cancellations. Special position premium 10%.

Bleed: No charge.

Insert Rates: Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600. Non-commissionable.

Closing Dates: See editorial calendar.

Cancellation: Cancellations must be made in writing by the 8th of the month prior to ad placement.

Payment Terms and Methods: Payment is accepted by wire transfer and by check or draft via U.S. bank payable in \$U.S. Payment option instructions will be included with all billing.

Publisher's Policy

- Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
- Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
- In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/or legal fees incurred.

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Digital File Specifications

- All material submitted must be in PDF format that meets the PDF/X1-a requirements. See the prepress section of our website for more information:
rodmanpublishing.com/prepress
- Files smaller than 10MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.
- Changes or corrections** to submitted files will result in additional charges to the advertiser.
- Trim size:**
8" x 10.75" (203 mm x 273 mm).
Keep live matter at least .5" (12.7 mm) from trim edges.
- Bleed page and insert page size:**
8.25" x 11" (209 mm x 279 mm)
Max weight of insert stock: 100 lb. cover.

Send all print materials to:

Cheryl Coviello, Production Manager
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70 Hilltop Road, 3rd floor
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E-mail: cheryl@rodpub.com
Pre-printed inserts, call for instructions: 201-880-2228

FTP Information

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTEftp, etc.) Web browser access is NOT permitted.

ftp.rodmanpublishing.com
username: rodman
password: guest

Refer to our website for more information:
rodmanpublishing.com/prepress

Literature Showcase (February & August)

The **Literature Showcase** section, published in the February and August issues, guarantees critical exposure for your new products and brochures in an attractive four-color format and 50 words of descriptive text.

Rates: 1 unit: \$775.00; Both issues: \$700.00 per. Unit Size: 1/8 page



Homepage Showcase (March & October)

Our **Homepage Showcase** appears in the March and October issues and is a convenient guide of industry leading websites.

Rates: 1 unit: \$850.00; Both issues: \$775.00 per unit/issue. Unit Size: 1/6 page



Supplier Gallery (April & December)

Supplier Gallery is a special presentation of new and important products featured in a bold format, handsomely presented to highlight nonwovens producers and suppliers. Each quarter-page box features a product description, color photo and pertinent company details. This special section will appear in the April and December issues.

Rates: 1 unit: \$1000.00; Both issues: \$900.00 per unit/issue. Unit Size: 1/4 page



Additional Marketing Opportunities

REPRINTS: Custom advertising and editorial reprints provide you with a simple, yet professional and cost-effective means of spreading your marketing message. Whether you seek to inform, introduce, influence or instruct, reprints complement a variety of educational, promotional, public relations or marketing programs. Custom components such as your company logo, address, highlighted text, magazine issue covers and more can be added to make reprints more targeted and effective.

CLASSIFIED ADVERTISING is an inexpensive way to promote products and services or deliver special announcements to thousands of decision-makers. Flexible display options provide a choice of ad sizes to fit any message and budget, making it easy for readers to locate your message and act upon it quickly. Direct mail services are available upon request.

www.nonwovens-industry.com

Every minute of every day nonwovens professionals throughout the world are coming to **www.nonwovens-industry.com**. Every week, thousands of visitors produce tens of thousands of page views in an aggressive search for information on this website. Be sure your advertising is here to impact their thinking and draw their response. Advertising opportunities include home page, content and online buyers' guide sponsorships. Also available are sponsorships for breaking news, our weekly push email sent to more than 9000 subscribers every Thursday.

Contact your sales representative for more info.

