

# The Indian Textile Journal

Technology, Machinery & Trade Information for the Textile Industry

Advertisement Rate Card No: 15. Issued on 31 December 2010. Effective April 2011.



The *one & only bible* of the Indian textile industry for over 120 years!

Rated as the Best Medium to Promote Technologies & Products

The Indian Textile Journal, or ITJ as the monthly is known in the Indian textile industry for over 120 years, has built a high reputation with its editorial contents. Today, there is hardly any decision-maker in the Indian textile industry who does not refer to ITJ when his company is in need of a sophisticated technology or a machine.

The focus of ITJ each month ranges from fibres & spinning right up to finishing of textiles – with the coverage that includes weaving, knitting, dyeing & printing. It carries well-researched articles by experts, features on new technologies, select new product profiles and important trade news including updates on exhibitions, events & other areas vital for the growth of the industry. Newly emerging areas like technical textiles & nonwovens are also covered.

A major USP of The Indian Textile Journal is the monthly's durable shelf-life: Subscribers preserve each issue for at least a year for future reference. The print edition is well-backed by its online version. Last but not the least is ITJ's international flavour – being the one & only textile magazine in Asia with a large clientele of overseas advertisers that includes iconic names like Uster, Staubli, Loepfe, Schlafhorst, Rieter, Benninger....

**Advertise in ITJ & join the Big League!**



**No Hike in Advertising Rates for 2011**

Advertising Tariff	Format	Size (in cm.)	Basic Price in Rs	
			4 Colour	B/W
	Front Gate Fold	28.0 x 40.0	55,000	-
	Back Gate Fold	28.0 x 40.0	50,000	-
	Front cover	24.0 x 20.5	45,000	-
	Back cover	24.6 x 18.0	39,000	-
	Cover II	28.0 x 20.5	33,500	-
	Cover III	28.0 x 20.5	28,000	-
	Double Spread	25.0 x 38.0	43,500	23,500
	Art Card Full page (Inside pages)	25.0 x 17.5	27,500	-
	Full page	25.0 x 17.5	22,000	12,000
	Half page (Horizontal)	12.0 x 17.5	11,200	7,700
	Half page (Vertical)	25.0 x 8.5	11,200	7,700
	Quarter page	12.0 x 8.5	6,700	5,400

Material requirements:

Soft copy: Adobe PageMaker 6.5 with link files/Corel Draw 14.0/Adobe InDesign/JPEG/TIFF/EPS/PSD format.

Closing date:

25th of the month preceding the month of publication.

**Subscription Rate**

**1 year Rs. 300/- 2 years Rs. 550/- 3 years Rs. 775/-**

Please see page 3 for Media Plan (March 2011-March 2012)

The Indian Textile Journal is now an *emagazine* as well. In the past, thousands of foreign businessmen wanted to see ITJ for a variety of reasons, but the airmail/courier costs were exorbitant. Now they access the *emagazine* edition of ITJ from the link given in the Home Page (left side bar) of [www.indiantextilejournal.com](http://www.indiantextilejournal.com), which means your advertisement and product profile in ITJ is seen worldwide at the same time as you see it from the print edition of ITJ.

The online version of **The Indian Textile Journal**, [www.indiantextilejournal.com](http://www.indiantextilejournal.com), has come a long way since its launch in 2007. The all-encompassing portal, with an international flavour, contains features & technology presentations published in the magazine. In fact, it is print & a lot more as it holds a vast wealth of information. The portal has a calendar of events & exhibitions, news stories and product information very much relevant to the entire textile industry – fibres & spinning to apparels & garmenting, including weaving, knitting, processing, dyeing & finishing.

On the **ITJ** portal, each month, the print edition is uploaded on a selective basis, with many of the relevant features from authoritative sources occupying prominent place. The portal offers valuable information to the entire textile industry, and has also introduced new sections like technical textiles & nonwovens, which are the top areas of today's textile industry. In short, [www.indiantextilejournal.com](http://www.indiantextilejournal.com) is an online source of information for the textile industry and the best cost-effective medium for spot advertisers (and used machinery auctions) to reach the textile industry of India.

### Subscriber Profile

- All textile mills including spinners, weavers, processors & composite mills.
- Consultants & project specialists.
- Reputed academic institutions.
- Research institutes of the textile industry.

### Circulation

Covers the entire Textile Mills sector in India.

### Readership

Over 1 lakh comprising top decision-makers, production managers and marketing personnel.

### Advertisers Profile

(from segments in textile industry)

1. Spinning machinery & accessories
2. Weaving machinery & accessories
3. Processing machinery & accessories (bleaching, etc)
4. Dyeing, finishing & printing machinery & accessories
5. Inputs for dyeing, finishing & printing (dyes, inks, enzymes, etc)
6. Instrumentation (testing, monitoring, controlling equipment & accessories, related to the entire textile chain)
7. Knitting machinery & accessories
8. Garmenting machinery & accessories, related equipment
9. Auxiliaries: All kinds of parts & components that go into the retrofitting/manufacture of textile machinery – covering all the above segments (conveyor belts, springs, drums, pipes, LEDs, switch panels, blowers, fans, conditioning systems, pneumatic equipment, vacuum cleaners, etc)

Position	Description	Size (in Pixels)	Rate per month		
			INR	US\$	Euro
<b>Home Page</b>					
Left Panel	Rec. Banner 1	180 x 150	15,750	350	281
Left Panel	Rec. Banner 2	180 x 150	13,500	300	241
Left Panel	Rec. Banner 3	180 x 150	9,000	200	161
Middle Panel	Full Banner 1	468 x 60	11,250	250	201
Right Panel	Vert. Banner 1	120 x 240	13,500	300	241
Right Panel	Vert. Banner 2	120 x 240	11,250	250	201
Right Panel	Button 2	120 x 60	6,750	150	121
<b>Search</b>					
Search Sponsor - All Inside Pages	Half Banner	234 x 60	13,500	300	241
Search Results Page	Button 1	120 x 90	6,750	150	80
<b>Newsline</b>					
Section Sponsor - All Newsline Pages	Leader Board	728 x 90	13,500	300	241
Trade & Biz Talk - Index Pages	Button 2	120 x 60	4,500	100	80
Facts & Figures - Index Pages	Button 2	120 x 60	4,500	100	80
Trade & Biz Talk - Content Pages	Vertical Tower	160 x 600	9,000	200	161
Facts & Figures - Content Pages	Vertical Tower	160 x 600	9,000	200	161
<b>Features</b>					
Section Sponsor - All Features Pages	Leader Board	728 x 90	13,500	300	241
TechnoFront - Index Page	Button 2	120 x 60	4,500	100	80
Spinning & Weaving - Index Page	Button 2	120 x 60	4,500	100	80
Knitting & Hosiery - Index Page	Button 2	120 x 60	4,500	100	80
Processing, Dyeing & Finishing - Index Page	Button 2	120 x 60	4,500	100	80
Garments, Fashion & Retail - Index Page	Button 2	120 x 60	4,500	100	80
Instrumentation & IT - Index Page	Button 2	120 x 60	4,500	100	80
Accessories, Spares & Auxiliaries - Index Page	Button 2	120 x 60	4,500	100	80
Nonwovens & Technical Textiles - Index Page	Button 2	120 x 60	4,500	100	80
General - Index Page	Button 2	120 x 60	4,500	100	80
TechnoFront - Content Page	Vertical Tower	160 x 600	9,000	200	161
Spinning & Weaving - Content Page	Vertical Tower	160 x 600	9,000	200	161
Knitting & Hosiery - Content Page	Vertical Tower	160 x 600	9,000	200	161
Processing, Dyeing & Finishing - Content Page	Vertical Tower	160 x 600	9,000	200	161
Garments, Fashion & Retail - Content Page	Vertical Tower	160 x 600	9,000	200	161
Instrumentation & IT - Content Page	Vertical Tower	160 x 600	9,000	200	161
Accessories, Spares & Auxiliaries - Content Page	Vertical Tower	160 x 600	9,000	200	161
Nonwovens & Technical Textiles - Content Page	Vertical Tower	160 x 600	9,000	200	161
General - Content Page	Vertical Tower	160 x 600	9,000	200	161
<b>Events &amp; Exhibitions</b>					
Section Sponsor - All Events & Exhibition Pages	Leader Board	728 x 90	13,500	300	241
Events & Exhibitions - Index Page	Button 2	120 x 60	4,500	100	80
Events & Exhibitions - Content Page	Vertical Tower	160 x 600	9,000	200	161
<b>Talking Point</b>					
Section Sponsor - All Talking Point Pages	Leader Board	728 x 90	13,500	300	241
Talking Point - Index Page	Button 2	120 x 60	4,500	100	80
Talking Point - Content Page	Vertical Tower	160 x 600	9,000	200	161
<b>Machinery &amp; Accessories</b>					
Section Sponsor - All M&A Pages	Leader Board	728 x 90	13,500	300	241
Spinning & Weaving - Index Page	Button 2	120 x 60	4,500	100	80
Knitting & Hosiery - Index Page	Button 2	120 x 60	4,500	100	80
Garmenting - Index Page	Button 2	120 x 60	4,500	100	80
Processing, Dyeing & Finishing - Index Page	Button 2	120 x 60	4,500	100	80
Instrumentation & IT - Index Page	Button 2	120 x 60	4,500	100	80
Auxiliaries - Index Page	Button 2	120 x 60	4,500	100	80
Miscellaneous - Index Page	Button 2	120 x 60	4,500	100	80
Spinning & Weaving - Content Page	Vertical Tower	160 x 600	9,000	200	161
Knitting & Hosiery - Content Page	Vertical Tower	160 x 600	9,000	200	161
Garmenting - Content Page	Vertical Tower	160 x 600	9,000	200	161
Processing, Dyeing & Finishing - Content Page	Vertical Tower	160 x 600	9,000	200	161
Instrumentation & IT - Content Page	Vertical Tower	160 x 600	9,000	200	161
Auxiliaries - Content Page	Vertical Tower	160 x 600	9,000	200	161
Miscellaneous - Content Page	Vertical Tower	160 x 600	9,000	200	161
<b>Corporate Updates</b>					
Section Sponsor - All Corporate Update Pages	Leader Board	728 x 90	13,500	300	241
Corporate Updates - Index Page	Button 2	120 x 60	4,500	100	80
Corporate Updates - Content Page	Vertical Tower	160 x 600	9,000	200	161



## Media Plan (March 2011 - March 2012)

March 2011	<ul style="list-style-type: none"><li>• Special Feature Section on <b>Accessories, Spares, Auxiliaries for Textile Industry</b></li><li>• <b>Special Focus: Megatech 2011 Pakistan</b></li></ul>
April	<ul style="list-style-type: none"><li>• Special Feature Section on <b>Instrumentation</b></li></ul>
May	<ul style="list-style-type: none"><li>• Special Focus on <b>German Textile Machinery</b> (with special reference to ITMA 2011)</li></ul>
June	<ul style="list-style-type: none"><li>• Special Focus on <b>Swiss Textile Machinery</b> (with special reference to ITMA 2011)</li><li>• Special Feature Section on <b>Knitting &amp; Accessories</b></li></ul>
July	<ul style="list-style-type: none"><li>• <b>Preview I: ITMA 2011 Barcelona</b></li><li>• Special Feature Section on <b>Textile Machinery: Italy, UK &amp; France</b></li></ul>
August	<ul style="list-style-type: none"><li>• <b>Preview II: ITMA 2011 Barcelona</b></li><li>• Special Feature Section on <b>Textile Machinery: China, Taiwan &amp; Korea</b></li></ul>
September	<ul style="list-style-type: none"><li>• <b>Special Focus: ITMA 2011 Barcelona</b></li><li>• Special Feature Section on <b>Spanish Textile Machinery</b></li></ul>
October	<ul style="list-style-type: none"><li>• <b>Review: ITMA 2011 Barcelona</b></li><li>• <b>ITJ Anniversary Issue</b></li></ul>
November	<ul style="list-style-type: none"><li>• <b>Advances in Spinning Machinery &amp; Accessories</b></li></ul>
December	<ul style="list-style-type: none"><li>• <b>Advances in Weaving Machinery &amp; Accessories</b></li></ul>
January 2012	<ul style="list-style-type: none"><li>• Special Feature on <b>Processing, Dyeing &amp; Finishing</b></li></ul>
February	<ul style="list-style-type: none"><li>• Special Feature on <b>Air Engineering/Compressors for Textile Industries</b></li></ul>
March	<ul style="list-style-type: none"><li>• Special Feature on <b>Auxiliaries for Textile Industries</b></li></ul>

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