

## Presentation

*The Journal of the Textile Association* presents the Textiles, Clothing, Fashion and Lifestyle sector from a user's point of view by offering a unique perspective on the latest innovations in textile technology and market trends.

It is published by **The Textile Association (India)**, a non-profit professional organization which is the foremost largest textile professional body of India, striving for the growth of India's largest single Textile Industry and also largest in the world textiles helping the professional growth of textile personnel, in all fields of Textiles and Clothing.

**The Journal of the Textile Association** is prestigious Peer Reviewed technical journal and an independent publication recognized for over 81 years as a reference tool for users, buyers, designers and manufacturers interested in textile technology. The Journal of the Textile Association's reputation for excellence was forged over the course of this long history and is founded on its vision of the future of a dynamic and innovating industry.

Readers appreciate the value of the articles it offers, which present the points of view of industry leaders and major, prime manufacturers, as well as strategic and technological information reflecting current events and innovation.

The Journal of the Textile Association is distributed six issues a year to its loyal subscribers.

It is also available digitally as e-journal at [www.textileassociationindia.org/journal/](http://www.textileassociationindia.org/journal/)

To find out how The Journal of the Textile Association can help you reach customers, get in touch with us today!

## Distribution

A bilingual publication, The Journal of the Textile Association is published six issues a year with more than 5000 copies each and distributed through-out the India and surrounding overseas countries like United States, China, UK, Pakistan, Germany, Indonesia, Spain, Canada, Hong Kong, Turkey, Vietnam, Bangladesh, France, Iran, Korea, Egypt, Sri Lanka, Italy, Taiwan etc. Journal of the Textile Association is also associated with the industry's main events. India ITME, InFashion, CITI, ITAMMA expo as well as All India.



[www.textileassociationindia.org](http://www.textileassociationindia.org)

**Contributing to the  
Textile Industry for  
Almost 81 years**



<b>Total Circulations</b>	<b>5,000</b>
• <b>Qualified Circulations</b>	<b>4,800</b>
• <b>Trade Shows and Events Distribution</b>	<b>1,000</b>
• <b>Online Viewing</b>	<b>6,500</b>
• <b>Average number of readers per copy</b>	<b>4</b>
<b>TOTAL READERSHIP</b>	<b>30,000</b>

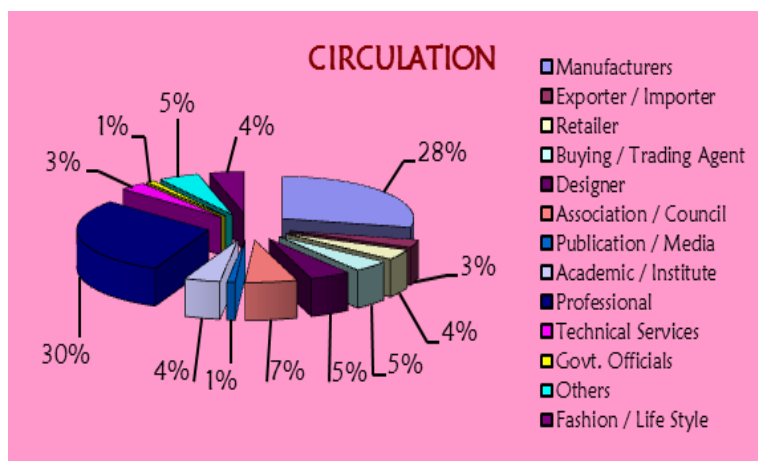
*Comprehensive platform to serve Readers & Advertisers*

## Readership

Journal of the Textile Association is the reference for buyers of high-performance, technical, functional and intelligent textiles and clothing.

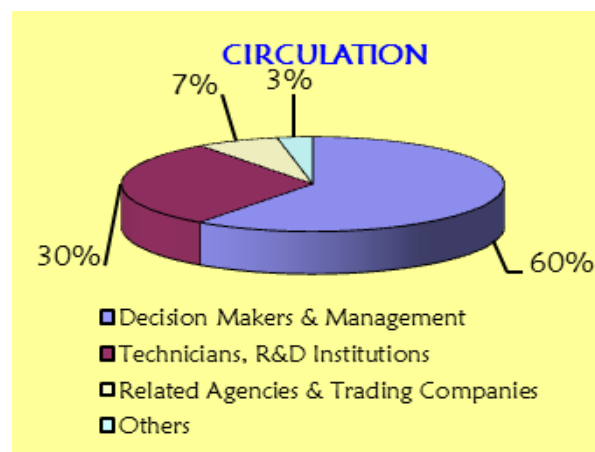
Journal of the Textile Association is widely circulated in India and abroad among industry leaders, textile associations, cotton and textile traders, equipment manufacturers, Government Officials and textile experts as well as the decentralized sectors of the industry. It reaches to all the relevant decision makers in textile and related industries.

## Reader Profile



**Distribution at the following Fairs and Trade Shows:**

- All India Textile Conferences
- India ITME Exhibitions
- ITMA Exhibitions
- Confederation of Indian Textile Industry (CITI) Conference
- Indian Textile Accessories & Machinery Manufacturers' Association



## Editorial Content

Each issue of Journal of the Textile Association includes:

- New product and industry news
- In-depth articles on advanced textile technology in the individual protection, work clothing, transportation, civil engineering and health sectors
- A book review, and a page of environmental news
- Special events announcements
- A feature interview with a personality in the field.

**Journal specifications**

- Printed on 100 gsm art paper
- 4 Colour process (CMYK)
- Printing CTP process
- Perfect binding
- High quality gloss cover

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*Perfect Gateway to the Global Textile & Apparel*

## Deadlines

Publication Date	Press Release	Ad Reservation	Ad Material
Volume **, No. 1 May-Jun	June 07th	May 31st	June 07th
Volume **, No. 2 Jul-Aug	August 07th	July 31st	August 07th
Volume 7**, No. 3 Sep-Oct	October 07th	September 30th	October 07th
Volume **, No. 4 Nov-Dec	December 07th	November 30th	December 07th
Volume **, No. 5 Jan-Feb	February 07th	January 30th	February 07th
Volume **, No. 6 Mar-Apr	April 07th	March 31st	April 07th

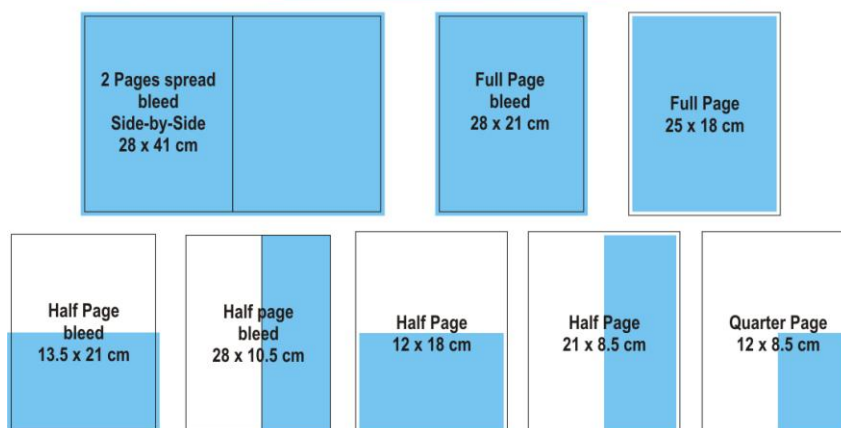
SR. No.	POSITION	PRINTAREA Height x Width in cm	INR (Rs.)	USD (\$)	EURO (€)
1	Front Gate Fold	28.0 x 41.0	80,000	580	500
2	Front Cover	23.□ x 21.0	50,000	410	355
3	Back Cover	25.0 x 18.0	45,000	350	305
4	Front / Back Inside	25.0 x 18.0	40,000	320	280
5	1 <sup>st</sup> Opening Page	25.0 x 18.0	35,000	290	255
6	Inside Double Spread	28.0 x 41.0	50,000	500	440
7	Full Page – 4 colour	25.0 x 18.0	30,000	300	255
8	Full Page – Black & White	25.0 x 18.0	20,000	180	155
9	Half Page – 4 colour	12.0 x 18.0	16,000	160	140
10	Half Page – Black & White	12.0 x 18.0	11,000	120	105
11	Quarter Page – 4 colour	12.0 x 8.5	9,000	120	105
12	Quarter Page – Black & White	12.0 x 8.5	6,000	80	70

## Specifications & Shipping Instructions

- Files should be submitted in digital format such as high resolution PDF, Illustrator or Photoshop (EPS or TIFF). No Word or Power Point documents.
- Resolution of 300 dpi, at full size, print ready (CMYK) and including 0,125 inch bleed (upper, lower and exterior margin) as well as crop marks.
- All text or logos should be positioned at least 0,375 inch away from border in order to prevent cropping.
- If your document does not match magazine and graphic art specifications, correction charges will apply.
- Send CDs and contracts to the Publisher, The Textile Association (India). (See address below).
- Files under 8 Mb can be sent directly by Email to the Publisher, **The Textile Association (India)**. To [taicnt@gmail.com](mailto:taicnt@gmail.com)

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