MEDIA KIT 2018/19

ISSUE 60 MAY 2018

window FURNISHINGS AUSTRALIA

HunterDouglas

Focusing on the *customer experience*

R+T Asia Report | Manufacturing + QA | Blind Machinery

WINDOW FURNISHINGS AUSTRALIA is the only business-to-business magazine specifically serving the interior and exterior window furnishings market in Australia. The circulation (5100) goes to retailers, manufactures, suppliers, interior designers and architects – and covers all facets of the industry – including commercial and consumer blinds and shutters, curtains, fabrics, accessories, motorisation and solar control, blind making machinery as well as software.

Our editorials emphasise the business of window furnishings as seen within the industry itself. Each issue contains several company features involving analysis of the strategic direction, product development, technology, marketing, commercial factors, etc., associated with the business.

We also discuss technical advances in fabrics and components, design trends, retail issues, planning and environmental, health and safety issues.

Window Furnishings Australia is an independent title, and provides the most reliable source of information about the industry available. The Window Furnishings industry in the Australia covers a broad spectrum, from decorative to functional, domestic to commercial, and all are served by just one magazine.

ISSUES AND FREQUENCY	BIMONTHLY (every two months)

FEATURES

QUALITY CURTAIN LININGS: LOOKING BEYOND FACE VALUE

EDITORIAL PROGRAM

window FURNISHINGS AUSTRALIA

JULY 2018

COPY DEADLINE: **1 JUNE** | MATERIAL DUE: **7 JUNE**

FEATURE ARTICLES
System – Vertical
Blockout Fabrics

Also a look into:
Industry Rising Stars
Energy Rating

PRODUCT FOCUS
Zebra Blinds
Curtain tracking

COVERAGE
Commercial Case Study
Ask the Expert
Online Retail

SEPTEMBER 2018

COPY DEADLINE: **1 AUGUST** | MATERIAL DUE: **7 AUGUST**

FEATURE ARTICLES
The Marketing Issue
Curtain Fabric

Also a look into:
Awning System
Marketing – Online Video
Fabric Coating

PRODUCT FOCUS
Awnings Fabrics – Screen
Readymades
Motorisation – Automation
Connectivity

COVERAGE
Residential Case Study
Connected Home

NOVEMBER 2018

COPY DEADLINE: **1 OCTOBER** | MATERIAL DUE: **7 OCTOBER**

FEATURE ARTICLES
The Green Issue
Retail Software (POS) & Production
Exterior Shutters
National Sales Trends
External Blinds
Industry Rising Stars
Awning Fabrics – Poly/Acrylic

PRODUCT FOCUS
Roller Systems/Componentry
Louvers
Sheers

COVERAGE
Commercial Project Case Study
Ask the Expert

EDITORIAL PROGRAM

window FURNISHINGS AUSTRALIA

JANUARY 2019

COPY DEADLINE: **1 DECEMBER** | MATERIAL DUE: **7 DECEMBER**

FEATURE ARTICLES
The Australian-Made Issue
Venetian Blinds – Aluminium & Timber

Also a look into:
Marketing – Retail
Merchandising
Energy Rating

PRODUCT FOCUS
Sunscreen Fabrics – Internal
Readymade curtains

COVERAGE
Residential Case Study
R+T Asia Preview

MARCH 2019

COPY DEADLINE: **1 FEBRUARY** | MATERIAL DUE: **7 FEBRUARY**

FEATURE ARTICLES
The Trend Issue
Motorisation and Solar Control
Curtain Fabric
Shutter Retail

Also a look into:
Online Marketing

PRODUCT FOCUS
External Blinds
Interior Decorations

COVERAGE
Residential Case Study

MAY 2019

COPY DEADLINE: **1 APRIL** | MATERIAL DUE: **7 APRIL**

FEATURE ARTICLES
Manufacturing Issue
Blind Machinery
Pleated & Honeycomb Fabrics
Curtain Retail

Also a look into:
Quality Control

PRODUCT FOCUS
Sun Screen Fabrics – External
Roman Blinds
Curtain Linings
Curtain Hardware

COVERAGE
R+T Shanghai Review
BMAA Super Expo Preview

RATES

4 COLOUR	X1	X3	X6
Full Page	$2500	$2250	$2000
Half Page	$1800	$1650	$1500
Third Page	$1500	$1375	$1200
Quarter Page	$1200	$1050	$925
Double Page Spread	$3800	$3625	$3500

LOADINGS FOR SPECIAL POSITIONS

Front Cover	+**20%**
Inside Front Cover	+**20%**
Outside Back Cover	+**15%**
Facing First Page	+**15%**
Other Special Positions	+**10%**

DATES

ISSUE	COPY DEADLINE	MATERIAL DUE
July 2018	1st June	7th June
September 2018	1st August	7th August
November 2018	1st October	7th October
January 2019	1st December	7th December
March 2019	1st February	7th February
May 2019	1st April	7th April

SPECS

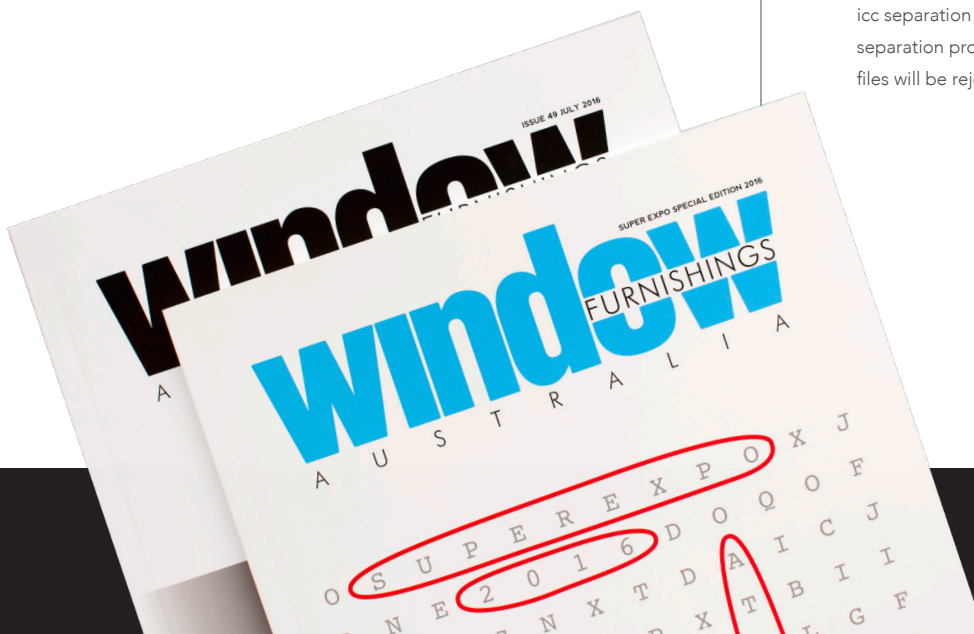| SIZE	TRIM	BLEED
Double page spread	420mm x 210mm	426mm x 216mm
Full page	210mm x 297mm	216mm x 303mm
Half page	210mm x 148mm	216mm x 154mm
Quarter page	210mm x 74mm	216mm x 80mm
Classified	210mm x 100mm	216mm x 106mm

INFO

FILE REQUIREMENTS

- Files must be compliant to the Australian Standard 3DAPv3 Papertype-1_300.icc separation profile.
- Acrobat Distiller 6 or above is preferred.
- Files to be created in PDF version 1.3 or 1.4.
- All files to be supplied as composite CMYK and embedded images at 100% scaling, 300dpi.
- All fonts must be embedded into the PDF file.
- All advertising material to include 3mm bleed (where required).
- Crop, bleed and registration marks plus page information to appear on all advertising material, located 3mm outside the trim area.

FILE PREPARATION

- No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm). Double imaging of 3mm either side of the spine is preferred to help alignment, which is to be included within the trim (not additional to the trim).
- No type is to be smaller than 8 points.
- Ensure white text/elements are set to knockout.
- Black text should overprint image areas and be made up of 100% black only.
- Coloured text with a black drop shadow should be set to knockout, otherwise the black drop shadow may overprint the coloured text.
- Extremely thin and fine type, particularly with serifs, should be avoided.
- Thin lines and box rules should be reproduced in one colour, to help with registration and clarity, with a minimum thickness of 0.25mm.
- When using solid black panels, we recommend an additional tint of 40-50% cyan be applied.
- Images should be saved as TIFF, PSD or composite EPS files and supplied at 100% scaling, 300dpi and saved in either Grayscale or CMYK format, using 3DAPv3 Papertype-1_300. icc separation profile. For more information regarding these separation profiles, visit www.3dap.com.au. RGB or LAB colour files will be rejected.

WFA TRADE DIRECTORY 2019/20
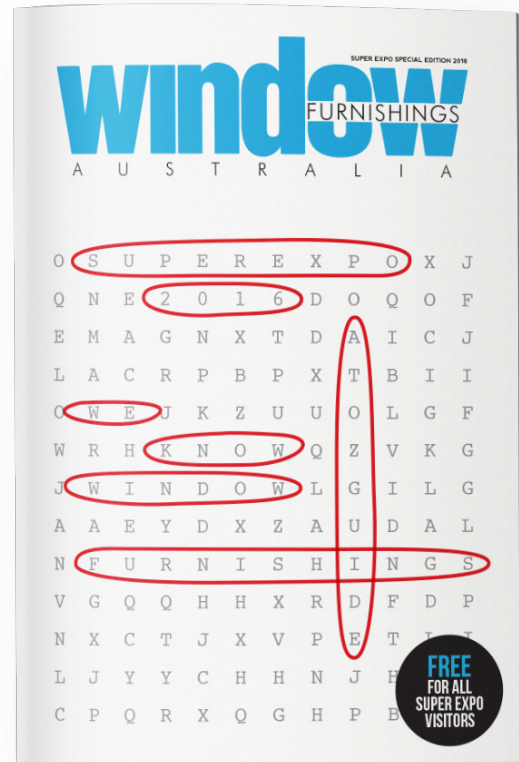
Be part of the 10th edition of the annual

The directory represents the most up-to-date listing if wholesale manufactures and suppliers of finished products, fabrics, componentry, and industry services for the Window Furnishing Sector.

The directory will contain more than 180 companies, nearly 1000 products and over 10,000 individual listings.

The circulation (5100) goes to retailers, manufacturers, suppliers, interior designers, specifiers and architects – and covers all facets of the industry – including commercial and consumer blinds and shutters, curtains and drapes, fabrics, accessories, motorisation and solar control, blind making machinery as well as software.

Space Reservation | **1st February 2019**
Material Deadline | **27th February 2019**

Full Page | **$2050**
Half Page | **$1500**
DPS | **$3400**

WFA BMAA SUPER EXPO 2019

Special edition

Window Furnishings Australia will again be producing a special edition for Australia's largest trade exhibition for the window furnishings and specialized textiles industries the BMAA/STA Super Expo. We have received the approval of the BMAA and Expo organizers to hand out copies near the entry of the special edition which will be packed exclusively with new product highlights from around the show.

We are planning on distributing around 3000-3500 copies of the magazine which will contain product specific editorial and stand location details.

We are currently seeking expressions of interest for special positions and taking booking for general insertions.

Space Reservation | **1st May 2019**
Material Deadline | **8th May 2019**

Half Page ad & Editorial | **$1000**
Full Page ad & Editorial | **$1500**