



**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, manufacturers, 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)



## MAY 2021

COPY DEADLINE: 1 APRIL | MATERIAL DUE: 7 APRIL

### FEATURE ARTICLES

Manufacturing Issue  
Blind Machinery  
Pleated & Honeycomb Fabrics  
Curtain Retail

### PRODUCT FOCUS

Sun Screen Fabrics – External  
Roman Blinds  
Curtain Linings  
Curtain Hardware

### COVERAGE

Residential Case Study

### Also a look into:

Quality Control

## JULY 2021

COPY DEADLINE: 1 JUNE | MATERIAL DUE: 7 JUNE

### FEATURE ARTICLES

System – Vertical  
Blockout Fabrics

### PRODUCT FOCUS

Zebra Blinds  
Curtain tracking

### COVERAGE

Commercial Case Study  
Ask the Expert  
Online Retail

### Also a look into:

Industry Rising Stars  
Energy Rating

## SEPTEMBER 2021

COPY DEADLINE: 1 AUGUST | MATERIAL DUE: 7 AUGUST

### FEATURE ARTICLES

The Marketing Issue  
Curtain Fabric

### PRODUCT FOCUS

Awnings Fabrics – Screen  
Readymades  
Motorisation – Automation  
Connectivity

### COVERAGE

Residential Case Study  
Connected Home

### Also a look into:

Awning System  
Marketing – Online Video  
Fabric Coating

## NOVEMBER 2021

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

## JANUARY 2022

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

### FEATURE ARTICLES

The Australian-Made Issue  
Venetian Blinds – Aluminium & Timber

### PRODUCT FOCUS

Sunscreen Fabrics – Internal  
Readymade curtains

### COVERAGE

Residential Case Study  
R+T Stuttgart Preview

### Also a look into:

Marketing – Retail  
Merchandising  
Energy Rating

## MARCH 2022

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

### FEATURE ARTICLES

The Trend Issue  
Motorisation and Solar Control  
Curtain Fabric  
Shutter Retail

### PRODUCT FOCUS

External Blinds  
Interior Decorations

### COVERAGE

Residential Case Study  
R+T Stuttgart Report

### Also a look into:

Online Marketing

## RATES

4 COLOUR	X1	X3	X6
Full Page	\$2650	\$2370	\$2100
Half Page	\$1900	\$1720	\$1580
Third Page	\$1580	\$1440	\$1250
Quarter Page	\$1250	\$1100	\$970
Double Page Spread	\$3990	\$3800	\$3650

## 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
May 2021	1 <sup>st</sup> April	7 <sup>th</sup> April
July 2021	1 <sup>st</sup> June	7 <sup>th</sup> June
September 2021	1 <sup>st</sup> August	7 <sup>th</sup> August
November 2021	1 <sup>st</sup> October	7 <sup>th</sup> October
January 2022	1 <sup>st</sup> December	7 <sup>th</sup> December
March 2022	1 <sup>st</sup> February	7 <sup>th</sup> February

## SPECS

SIZE	TRIM	BLEED
Double page spread	420mm x 297mm	426mm x 303mm
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](http://www.3dap.com.au). RGB or LAB colour files will be rejected.





BLIND SYSTEMS & COMPONENTS		COMPONENTY - VERTICAL BLINDS		MOTORISATION	
OTHER	BLINDS BY SHARPEN BLINDWARE PTY LTD SCOTT DECOR HARDWARE PTY LTD NATIONAL BLIND SUPPLIERS PACIFIC WHOLESALE DISTRIBUTORS WINCHMORE PTY LTD	TILT ROD SYSTEMS BLINDWARE PTY LTD NATIONAL BLIND SUPPLIERS PACIFIC WHOLESALE DISTRIBUTORS WINCHMORE PTY LTD	VERTICAL BLINDS BLINDWARE PTY LTD NATIONAL BLIND SUPPLIERS PACIFIC WHOLESALE DISTRIBUTORS WINCHMORE PTY LTD	MOTORISATION CONTROLS & AUTOMATIC DEVICES BLINDWARE PTY LTD NATIONAL BLIND SUPPLIERS PACIFIC WHOLESALE DISTRIBUTORS WINCHMORE PTY LTD	VENUS WINDOW FASHIONS PTY LTD VERGOLA AUSTRALIA PTY LTD VERGOLA PTY LTD VERGOLA PTY LTD
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## WEA TRADE DIRECTORY 2021/22

Be part of the 12th edition of the annual

The directory represents the most up-to-date listing of wholesale manufacturers 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.

Listing Deadline	26 <sup>th</sup> April 2021
Material Deadline	30 <sup>th</sup> April 2021
Full Page	\$2050
Half Page	\$1500
DPS	\$3400