

# mobileTex

NEWS OF THE GLOBAL TRANSPORT TEXTILES INDUSTRY  
— AUTOMOTIVE, AIRCRAFT, TRAINS, MARINE —



Textiles used in transport account for more than 14% of the total volume of technical textiles produced worldwide. This major sector includes fibres, yarns and fabrics used in automobile, ship and aircraft construction, as well as in all aspects of railway and space travel.

Published by Textile Media Services. **mobileTex** is a monthly newsletter featuring news and information on the global transport textiles industry.

The publication is read by top management, chief executives and decision-makers who have an interest in capitalising on this growth sector.

Every month **mobileTex** features the latest technical news and commercial developments relevant to the automotive, aerospace, rail and marine sectors.

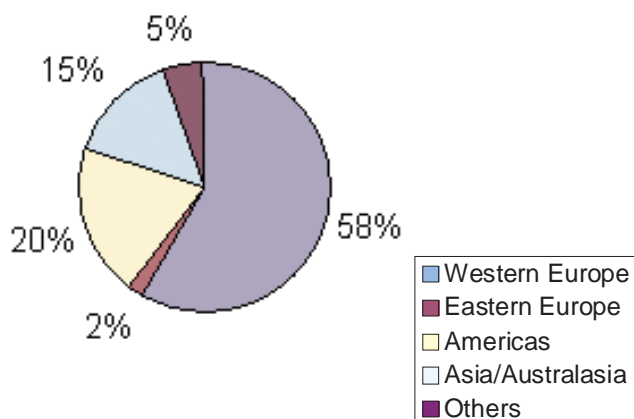
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## ANNUAL SUBSCRIPTION 2010

GBP275

## WORLDWIDE DISTRIBUTION\*



\* Based on January-October 2009 circulation figures

USA	13%
Germany	9%
UK	9%
France	8%
Netherlands	7%
Japan	6%
Italy	6%
Spain	5%
Belgium	5%
All other countries	32%

**DISTRIBUTED  
MONTHLY TO  
MORE THAN 25  
COUNTRIES  
WORLDWIDE**

## ADVERTISEMENT RATES 2010 (EUROS)

No. of insertions	1	3	6	12
Half page	510	435	390	350
Quarter page	330	295	275	220
Eighth page	175	160	145	130

Payment can also be made in USD or GBP at the current exchange rate

### MECHANICAL DETAILS (depth x width in mm)

Format: A4  
Half page vertical: 254 mm x 85 mm  
Half page horizontal: 127 mm x 170 mm  
Quarter page vertical: 127 mm x 85 mm  
Quarter page horizontal: 63 mm x 170 mm  
Eighth page: 63 mm x 85 mm

### PRINTING PROCESS

mobileTex is a four-colour newsletter

### MATERIALS REQUIRED

Materials/copy to publisher

**DIGITAL FORMAT** Ad material must be supplied digitally using the criteria herewith. The production process within Textile Media Services operates on a PC platform, although Mac may be acceptable. All files are output to PDF via QuarkXpress 7.0 so QuarkXpress files (in MS Windows format) would be the most acceptable, with high resolution pictures and logos in TIF format. The inclusion of JPEG images should be avoided. PDFs should contain high resolution images (minimum 300 dpi) in CMYK colour format, have all fonts embedded, be compatible with Adobe Acrobat 4.0 (minimum) and be in a binary data format. Line art should be scanned at 1200 dpi resolution.

If any advertisers have any queries regarding acceptable file extensions, please call for clarification.

## COPY DATES 2010

MONTH	ADVERTISING COPY DATE	PUBLICATION DATE
January	4 December	18 December
February	8 January	26 January
March	5 February	22 February
April	12 March	30 March
May	9 April	27 April
June	7 May	24 May
July	11 June	29 June
August	9 July	27 July
September	13 August	31 August
October	10 September	28 September
November	8 October	26 October
December	5 November	23 November

## ELECTRONIC ADVERTISING 2010

**Monthly e-newsletter: EUR500** Sent by e-mail to more than 3,600 companies worldwide involved in the transport textiles industry. Ask for full details

**Banner on [www.mobile-tex.com](http://www.mobile-tex.com): EUR310 per month** Size 468 x 60 pixels. Static or animated files (GIF, JPG or PNG) accepted

### TERMS AND CONDITIONS

The publisher will not accept responsibility for advertisement mistakes created due to wrong design or incorrect digital technology provided by advertisers. For other terms and conditions, please see details at: [www.textilemedia.com/4682.html](http://www.textilemedia.com/4682.html)

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