

trend

INSIGHTTM

Seize the Trend.

Market direction and trade show impressions available promptly following major industry events. Editorial with a point-of-view, covering topics such as textile and footwear designs, product development, retail perspectives and industry marketing efforts.



2017 Media Planner #4

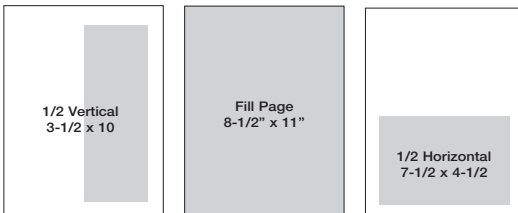
2017 SCHEDULE

Issue	Show Report	Ad Close	Ad Materials Due
February	Outdoor Retailer Winter Market	1/22/17	1/29/17
March	NE/NW Materials Show	2/27/17	3/3/17
May	Struktur Event	5/8/17	5/12/17
August	Outdoor Retailer Summer Market	8/1/17	8/4/17
September	NE/NW Materials Show	9/8/17	9/12/17
December	The Running Event	12/15/17	12/18/17

*Schedule subject to change

Circulation: 5,000 designers and product developers

Ad Dimensions



2017 Rate Card #4 (net)

Ad Size	1x	3x	6x
Full page	\$950	\$745	\$595
Half page	\$650	\$525	\$375

Full Page (bleed available)..... 8-1/2" x 11"
 1/2 Page Horizontal (no bleeds)..... 7-1/2" x 4-1/2"
 1/2 Page Vertical (no bleeds)..... 3-1/2" x 10"

• Press ready PDFs with crop marks are the only ad files accepted.

Production: Brandon Christie: 516 305-4712, bchristie@formula4media.com

FROM THE PUBLISHERS OF





In Every Issue

A snappy, digital read detailing market direction and trade show impressions available promptly following major industry events.



Key Takeaways

Market Direction

New & Noteworthy

Key Influencers

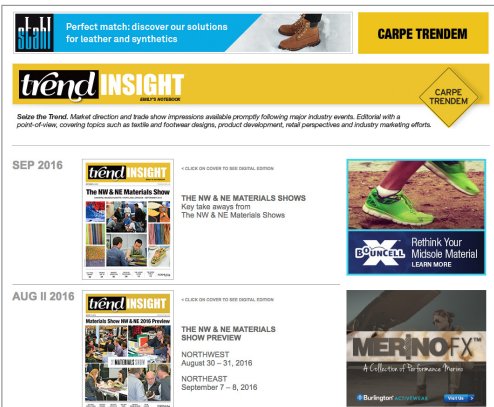
Notes & Quotes

The Show Itself

Major Themes

Commentary by Kurt Gray

trendinsightmag.com



← **Top Banner**
728w x 90h pixels
\$500 per month / 3 month minimum

← **Side Box**
300w x 250h pixels
\$350 per month / 3 month minimum

- Digital Specs**
- 72 DPI, RGB
 - Max file size: 50KB
 - gif, jpeg, all rich media
 - Supply working URL

Email ad files to **Brandon Christie:**
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