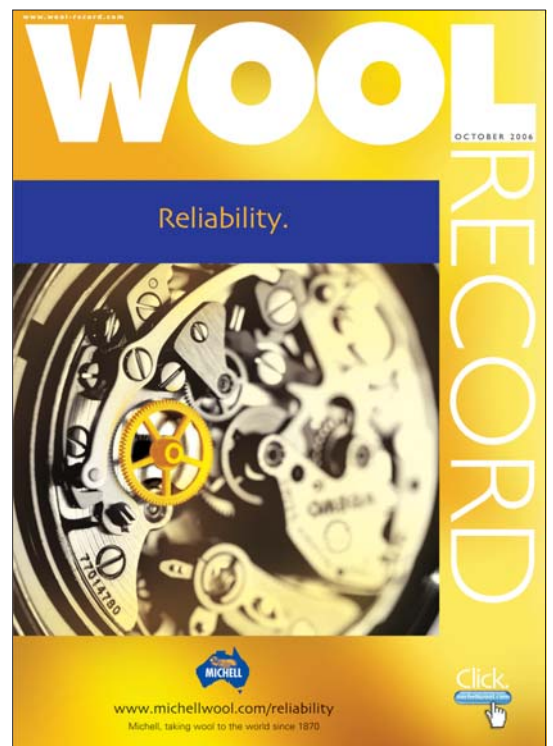


WOOLRECORD

MEDIA INFORMATION PACK 2007



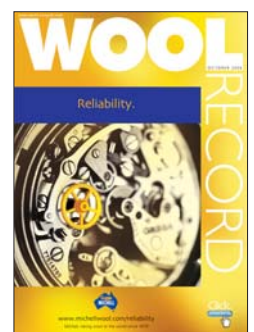
With coverage from fleece to fashion and from bale to retail, the *Wool Record* arms the global wool industry's decision-makers with indispensable information - a role it has performed since 1909.

Packed with exclusive reports from our correspondents around the globe and with major features, written by our expert staff journalists, in all the world's wool-growing and wool textile production centres, the *Wool Record* constantly puts buyers in touch with sellers and enables you, wherever you are in the supply chain, to know your customers' customers.

As the Voice of the World Wool Trade, the *Wool Record* is a unique advertising medium. As well as the printed word, we can offer a range of sophisticated targeted marketing strategies using World Textile Publications' unrivalled textile database of more than 172,000 offices and 50,000 Email addresses.

In addition, the Wool Record's Weekly Market Report is available by Email for the swiftest possible delivery of the latest wool market prices from around the world plus rare and speciality fibre quotations, analysis and market news.

WOOLRECORD



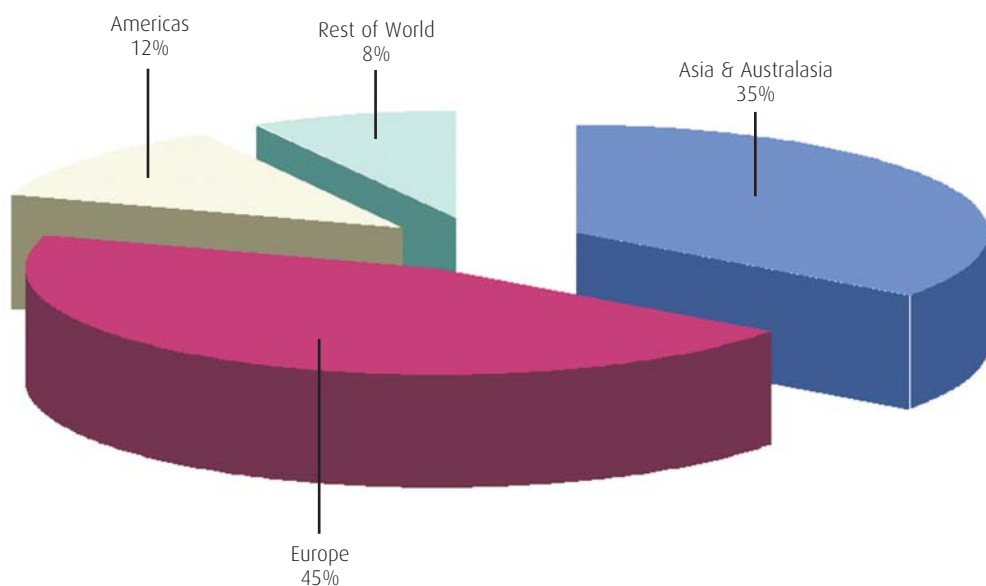
READER PROFILE

WHAT THEY DO

The majority of Wool Record readers are decision-makers in all sectors, principally merchants, early-stage processors, worsted and woollen manufacturers, cloth merchants, fabric buyers, designers and stylists, knitwear producers and carpet manufacturers. We have significantly expanded the Wool Record's presence among key buyers and designers, with special reference to retailers of high-value wool products.

WHERE THEY ARE

Asia & Australasia	35%
Europe	45%
Americas	12%
Rest of the World	8%



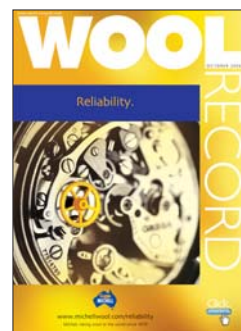
READERSHIP SURVEY

In a survey our readers said:

89% of readers are chief executives or senior departmental managers.

84% of readers find the magazine “very useful” or “extremely useful”

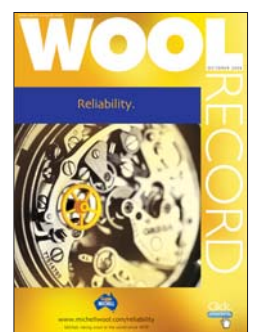
WOOLRECORD



EXPERT COVERAGE IN 2007 FROM BALE TO RETAIL

- Two Chinese versions of the Wool Record will be published in 2007, following our immensely successful projects in 2004, 2005 and 2006. The March and November issues will be translated into Chinese for distribution to the top 1,000 (by turnover) wool-textile companies in China.
- A highlight of 2007 will be our preview in the September issue of ITMA i07, the International Exhibition of Textile Machinery, which takes place in Munich from September 13-20. We will present a summary of all the new developments of special interest to the wool sector.
- The Wool Record's regular coverage includes regional news and analysis by our correspondents in: Arequipa, Argentina, Australia, Belgium, Biella, China, Japan, New Zealand, Prato, Scotland, South Africa, Uruguay and Yorkshire.
- Plus spotlights on: Carpets; Companies, Dyeing & Finishing, Fabrics, Machinery, Markets, Merchating, Noble Fibres, People, Processing, Retail, Topics, Yarns and Weaving.

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SPECIAL FEATURES - 2007

January

- British survey

March

- Chinese translation issue

April

- The new fabric collections for spring/summer 2008
- Rare & Speciality Fibres

May

- Biella

June

- Yorkshire, including the Huddersfield trade

August

- Australia

September

- ITMA preview

October

- Rare & Speciality Fibres
- Scottish Woollens

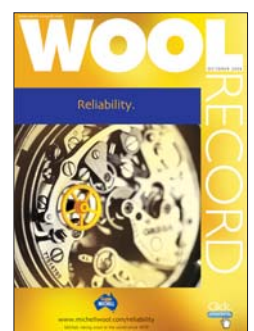
November

- Chinese translation issue
- The new fabric collections for autumn/winter 2008/09

December

- New Zealand

WOOLRECORD



ADVERTISING RATES (£) - 2007

DISPLAY ADVERTISING - COLOUR

Advertisement	1x	3x	6x	12x
Double Page	£3,123	£2,808	£2,684	£2,404
Full Page	£1,651	£1,449	£1,404	£1,264
Half Page	£1,235	£1,157	£1,111	£1,106

DISPLAY ADVERTISING - BLACK AND WHITE

Advertisement	1x	3x	6x	12x
Full Page	£898	£781	£690	£590
Half Page	£511	£432	£370	£331
Quarter Page	£315	£263	£236	£208

SPECIALS

Front Cover	on application
Back cover	+30%
Inside front cover	+25%
Right hand page	+10%
Facing matter	+20%
Second colour (each)	+£281
Special colour (each)	+£382

INSERTS

Bound Inserts	£1,981
per extra page	+£1,262
Loose insert	£1,262
per extra page	+£283

MECHANICAL DATA - DISPLAY

Sizing: Depth x Width in mm.

Page size:	297 x 210
Full Page bleed:	303 x 216
Full Page inset:	251 x 179
Half Page Horizontal:	124 x 179
Half Page Vertical:	251 x 87
Quarter Page horizontal:	60 x 179
Quarter Page Vertical:	124 x 87

ADVERTISING DEADLINES

Issue	Published	Advertising Deadline
January	21st December	5th December
February	16th January	15th February
March	6th February	22nd February
April	15th April	27th February
May	19th April	30th March
June	17th May	30th April
July	21st June	5th June
August	19th July	3rd July
September	16th August	31st July
October	20th September	4th September
November	18th October	2nd October
December	15th November	30th October

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OVERSEAS DISPLAY SALES

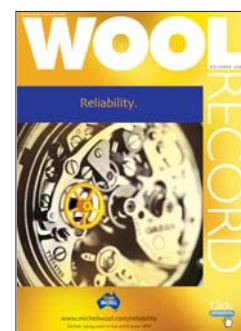
Austria, Germany & Switzerland :

Iff Media AG: Hans Rauber/ Bruno Fisch

Tel: +41 52 633 0888

Email: iff@iff-media.ch

WOOLRECORD





Inteletex is a leading news and information resource website from World Textile Publications (WTP), the publisher of Nonwovens Report International.

Inteletex combines the latest news and analysis from across the global textile sector with unique online content from WTP's leading magazine brands, including NRI. Look out for special combined magazine/online feature presentations in 2007.

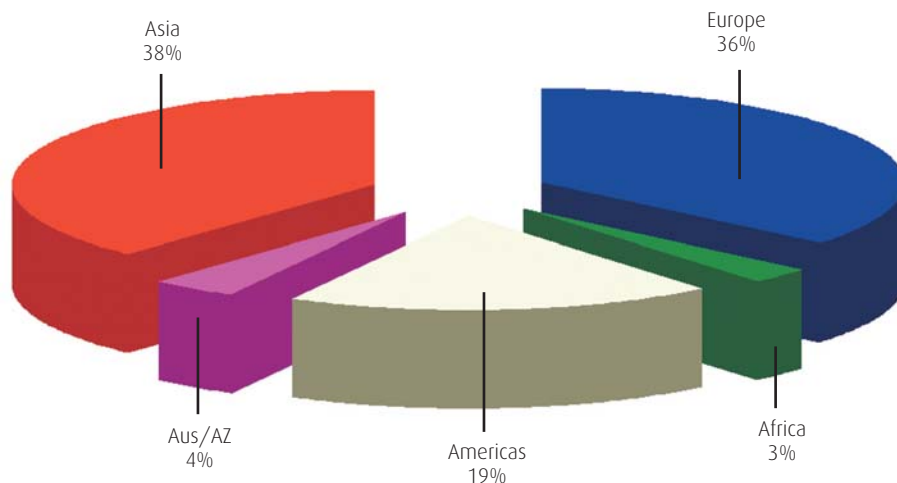
In just a few short years Inteletex has built a substantial online following. It currently has more than 8,000 registered members from across the globe, attracts 26,000 visits and generates more than 300,000 page views every month.

Inteletex delivers a page to a reader once every 8 seconds, 24/7, 365 days a year.

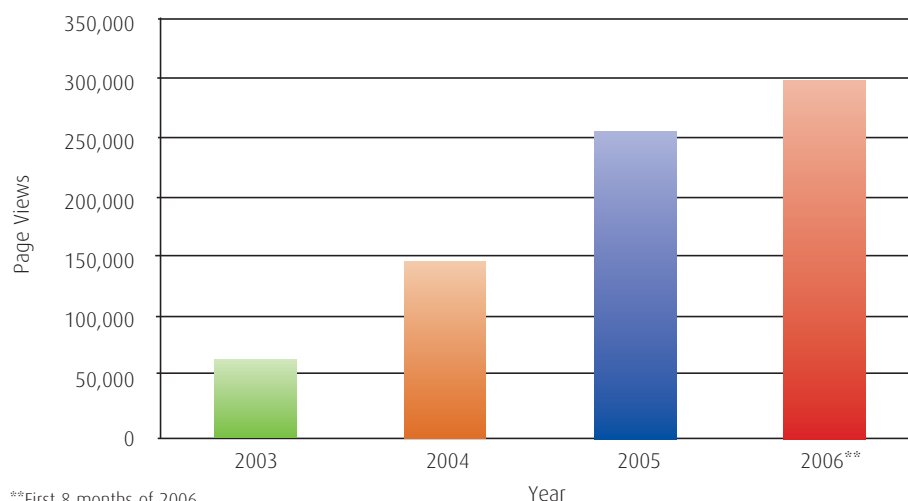
In addition, more than 12,000* copies of the Inteletex e-newsletter are distributed each week

* (registered members and specially requested copies for magazine subscribers).

INTELETIX REGISTERED MEMBERS



PAGE VIEWS (MONTHLY AVERAGE)



OUR SISTER PUBLICATIONS



Nonwovens Report International

The leading technical and management journal for the hosiery, underwear, knitwear and knitted fabric manufacturers.

Future Materials

The latest R&D and product launches in bite-size chunks, with a focus on technical and industrial textiles, but also including relevant developments in glass, film and plastics, paper, composites etc.



Wool Record

The only magazine dedicated to the world's wool trade, with coverage from fleece to fashion and from bale to retail.

International Dyer

International Dyer offers unrivalled specialised coverage of the textile dyeing, printing and finishing industry world-wide.



Knitting International

Analysis, news and technical updates from the world's premier knitting magazine.

Textile Month

A global focus on the machinery, raw materials, processes and issues affecting the textile world.



Fashion Business International

The leading business to business publication for the textile, apparel and fashion industry.

Textile Horizons

Fibre, fabrics and industry trends.



NEWSLETTERS



International Carpet Bulletin

Covering all aspects of carpet production.

Weekly Market Report

All the latest market analysis, news and prices from the wool industry.



Digital Textile

Digital Textile is the first publication dedicated wholly to textile applications in the rapidly developing field of digital inkjet printing.

Nonwovens Report International

Monthly newsletter dedicated to the global nonwovens industry.



YEARBOOKS



International Carpet Yearbook 2007

Includes world-wide carpet index from carpet manufacturers to suppliers.

Price: £95.00 UK • £105.00 Overseas

Published: December 2006

Nonwovens Report Yearbook 2007

Unique listing of companies involved in the European, Asian and Far East nonwovens industry.

Price: £95.00 UK • £105.00 Overseas

Published: December 2006



OUR WORLD LEADING TEXTILE INDUSTRY DIRECTORIES

World Index of Yarns & Fibres 2nd Edition

A comprehensive guide of natural and man-made fibres and yarns worldwide.

Price: £185.00 UK • £215.00 Overseas • Published: April 2007 • Next edition: April 2009

Wool Trade Directory 11th Edition

A definitive guide to the world's wool industry.

Price: £195.00 UK • £225.00 Overseas • Published: July 2006 • Next edition: July 2008

Cotton Directory of the World 4th Edition

Approximately 6,000 entries from more than 120 countries.

Price: £175.00 UK • £205.00 Overseas • Published: July 2007

Index to Textile Auxiliaries 20th Edition

Listing of textile chemicals and auxiliaries from suppliers world-wide.

Price: £160.00 UK • £190.00 Overseas • Published: April 2006 • Next edition: April 2008

East European Textile and Clothing Directory 6th Edition

Listing of textile companies in Eastern Europe Now includes Turkey.

Price: £195.00 UK • £205.00 Overseas • Published: February 2004 • Next edition: January 2006

Directory of Western European Textiles 1st Edition

The whole UK textile industry from fibre to fashion and support services Now includes UK retailers.

Price: £250.00 UK • £280.00 Overseas • Published: November 2006 • Next edition: November 2007

South Asia Textile Industry Directory 1st Edition

A completely new directory with an unparalleled view of the south Asian textile industry. It will contain 5,000 company records, all verified by our directory compilation team, including native language speakers, to ensure maximum accuracy and reliability.

Pre-Publication Price: £190.00 UK • £220.00 Overseas • Published: August 2007

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