

modern

CARPETS & TEXTILES ART & DESIGN

www.moderncarpetsandtextiles.com

A **HALI** PUBLICATION



ENGAGING **UNIQUE** **INSPIRATIONAL**

MEDIA PACK INCLUDING: MESSAGE FROM THE EDITOR,
CIRCULATION PROFILE, RATE CARD, ADVERTISEMENT SPECIFICATIONS,
MECHANICAL DETAILS AND KEY CONTACT DETAILS

A **unique** international publication dedicated to **new & contemporary** carpets and textiles

Welcome

'MC&T is a vital addition to the market, covering, as it does the burgeoning contemporary sector of carpets and textiles. It is also an invaluable showcase for the huge pool of young talent that has hitherto been unheralded.'

**MATTHEW BOURNE
OF CHRISTOPHER FARR**

Modern carpets & textiles is the world's only magazine completely dedicated to high-end hand-made contemporary carpets and artist textiles. The message of the magazine is clear, focusing as it does on the best carpet and textiles being designed and made today.

The launch issue was published in September 2005 and the magazine will be quarterly at the outset. We have hand selected 30,000 interior designers, architects and retailers worldwide to receive MC&T on a controlled distribution basis during the first year of its publication – all of whom either specify or purchase carpets and textiles. By providing these professionals with focused editorial content in this field, **modern carpets & textiles** will become a vital bridge between the maker and the buyer.

Packed with
inspirational
editorial & content

EDITORIAL CONTENT

- News and Events
- Insight
- In Situ
- Rug Design
- Textile Design
- Market Place

The articles in **modern carpets & textiles** will be presented in a context and style that reflect contemporary aesthetic tastes and illustrate the full impact that these elements have in interior schemes. **Modern carpets & textiles** will also focus on market trends, innovations and the creative process in the modern carpet and textile industry.

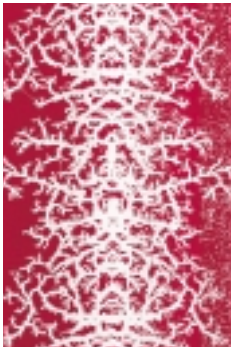




An affluent, specialist & influential readership

Circulation

Modern carpets & textiles has a database of over 30,000 architects, interior designers, specifiers and retailers. These individuals have been selected by virtue of their purchasing power. During its first year of publication each issue of **modern carpets & textiles** will be sent out on a controlled distribution basis to a different set of 8,500 buyers worldwide, whilst we increase our growing subscriber base with our extensive marketing campaign. For your message to reach our full controlled circulation, you need to ensure that you plan your campaign to include all four issues of MC&T.



Top: *John Deere* rug, a-carpet; Far right: *Anahita* rug, Loophouse; Above: *Cactus* rug (detail), Forty Thieves; Left: *Capilleries*, Timorous Beasties

Engaging key industry tastemakers & professionals

BREAKDOWN BY TYPE OF ORGANISATION

Major Carpet & Textile Retailers	35%
Interior Designers	18%
Architects	17%
Carpet Dealers	22%
Specifiers	08%

BREAKDOWN BY REGION

North America	46%
Europe	48%
Rest of World	06%

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CARPETS & TEXTILES ART & DESIGN RATECARD 06/07

www.moderncarpetsandtextiles.com

NEW

Rates

	£	\$ (\$1.95:£1)	€ (€1.54:£1)
DISPLAY			
Back cover	5,980	11,661	8,790
Double page spread	4,995	9,740	7,493
First right hand page	4,485	8,746	6,728
Inside front cover	4,485	8,746	6,728
Inside back cover	3,995	7,790	5,993
Full page facing matter	3,588	6,997	5,382
Full page	2,990	5,831	4,485
Half page facing matter	2,155	4,202	3,233
Half page	1,795	3,500	2,693
Quarter page	1,075	2,096	1,613
CLASSIFIED			
3/9 page	750	1,463	1,125
2/9 page	520	1,014	780
1/9 page	280	546	420
Inserts	POA	POA	POA
Agency Discount	10%	10%	10%

Advertisement Unit Sizes

DISPLAY	Depth x Width
Full page, type area	280 x 203 mm
Full page, trim size	300 x 225 mm
Full page, bleed	306 x 231 mm
1/2 horizontal	138 x 203 mm
1/2 vertical	280 x 99 mm
1/4 page	138 x 99 mm
CLASSIFIED	
1/9 page	84 x 64 mm
2/9 page horizontal	84 x 134 mm
3/9 page horizontal	84 x 203 mm

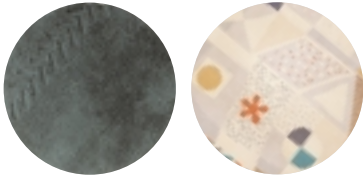
Preferred Partners Programme

Join our new preferred partners programme and take advantage of an entire year's marketing campaign that gives you the maximum amount of exposure and branding for your company and products. This special programme is available to only four companies per year.

PPP package includes:

- Four full page ads
- Two extra full page ads free of charge - choose when and where you would like these to appear
- Editorial collaboration
- 500 reprints of any articles on your company to hand out in an attractive folder with your own advertisement on the cover
- 'Datablend' - another new and exciting idea from MC&T - simply provide us with a list of your top 50 customers and we will send them a copy of MC&T with your compliments
- 6 months banner advertising on moderncarpetsandtextiles.com

Total Package Value
- **£18,940**
Preferred Partners
Price - **£14,200**



Mechanical Details

TRANSPARENCY

Transparencies are recommended for all colour advertisements, the minimum acceptable size being 130 x 100 mm (5" x 4").

If advertising single pieces please note that the object is evenly lit and that the image is in focus throughout. The background should be neutral, or preferably black, and a colour bar should be included to aid colour proofing. If the image contains dark edges ensure the background is white. Please note that rugs and textiles should be photographed flat, either on a wall/screen, or directly from above.

TEXT

With any rug or textile a full description and the dimensions should be supplied with the transparency. If new text is required (address, tel. no., etc) please ensure it is supplied in the order it is to appear in the advertisement. Text can also be supplied by email to hali.production@centaur.co.uk.

DISK/ISDN

Digital adverts can be supplied direct on disk (CD Rom or Zip) and should be sent with a Dupont Digital Cromalin produced on DP10G Board using the DP Euro Offset Gloss DP10 Standard Curve. This proof is the international printing benchmark, therefore **modern carpets & textiles** cannot accept liability for colour discrepancies if this proof is not supplied by advertisers. If using ISDN please send file on +44 (0)20 7734 3537 marking the folder as

modern carpets & textiles Advert – ‘client name’. You may also send your advert as a high-resolution PDF. Digital files should be in Quark 3.32 or 4 and accompanied with all the relevant fonts and high-resolution images (min 300dpi). For logos and/or images, please supply high quality (300dpi) Photoshop EPS's or TIFF's already split for 4 colour (CMYK). Logos can also be supplied in Illustrator and/or Freehand.

PRODUCTION CHARGES

- Design & make up of full page adverts (up to 3 scans/Cromalin): £250/\$490
Additional scans @ £10/\$20 per scan
- 5th colour (per colour): £300/\$585
- Design & make up of adverts smaller than full page (up to 2 scans/Cromalin) £100/\$195
Additional scans @ £10/\$20 per scan
- Cromalin from digital artwork e.g. ISDN, CD, zip and scans: £100/\$195
Or amendments to repeat adverts
- Inserts: folding at per/1,000: £90/\$175
Inserting costs are subject to weight and size.
Please contact our sales department for a quote.

Colour and mono adverts will be charged at the same rate

RUN-ONS

500	£95/\$186 per 100 + £30/\$58 post & packing
1,000	£85/\$166 per 100 + £30/\$58 post & packing
2,000	£75/\$146 per 100 + £60/\$116 post & packing

NB: We do not accept film for any adverts

Top left: *John Deere rug* (detail), a-carpet; Top right: *Carpet 1* (detail), Josef Frank, courtesy Svenskt Tenn; Below: *Carpet 4* (detail), Josef Frank, courtesy Svenskt Tenn



Want to know **more?**

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'Very few design publications are capable of stimulating rug enthusiasts from manufacturers to consumer. HALI has filled a large void in the design industry by providing individuals, from all professions, with a fabulous resource.

Modern carpets & textiles focuses more on art and design, instead of merely rugs and rug accessories. Our designs are like our clientele, unique and unparalleled; therefore we feel right at home with **modern carpets & textiles**, a magazine dedicated to setting and pushing current trends.'

RYAN HIGGINS

OF TAMARIAN CARPETS

Carpet 1 (details on FCB/page 3), Josef Frank,
courtesy Svensk Tenn

