

# SATRA BULLETIN

Exclusive for members – forward features and advertising rates 2012



SATRA's flagship publication is produced monthly to keep members informed of the latest news and technical developments affecting the global footwear and leather industries.

# SATRA BULLETIN

Our flagship publication, SATRA Bulletin is produced to keep members informed of the latest news and technical developments affecting the global footwear and leather industries.

Bulletin is valued as the ideal advertising medium because it is read by key decision-makers at the world's leading brands and throughout the international supply chain. It is unique in reaching a readership that is developing in line with SATRA's growing member base, currently in over 70 countries. As well as the popular printed edition, every issue of SATRA Bulletin appears online, with members-only sections and selected articles placed in the public domain. For added value, advertisements from the magazine also appear online with unrestricted access to provide global exposure.

As SATRA members are always at the forefront of technological and marketing developments, it is easy to see why the Bulletin audience is so unique and valuable.

**SATRA Technology** – long-established and highly valued technical/research articles written by SATRA experts and with an unequalled heritage dating back to 1935, when SATRA Bulletin was first published.

**Legislation and standards** – A vital resource to keep members up-to-date with current and forthcoming legal issues.

**Member profiles** – in-depth reports on SATRA members, highlighting their history, ambitions, appointments and products.

**Country & sector profiles** – examining the roles played by both major and developing centres for footwear manufacture and supply.

**Industry news** – the latest information about SATRA members and industry reports from around the world.

**Show previews** – updates on major international and specialist trade events.

**Product & process updates** – covering the entire supply chain, and revealing the latest in R&D, raw materials, processes, components, systems, finished products, global brands, distribution and retailing.



# international readership reach

As you would expect from a magazine that is dedicated to the footwear and leather industries and published by the world's premier technology centre, SATRA Bulletin is read by decision-makers in leading global companies throughout the supply chain who want technical information, news and features covering a range of vital industry issues.

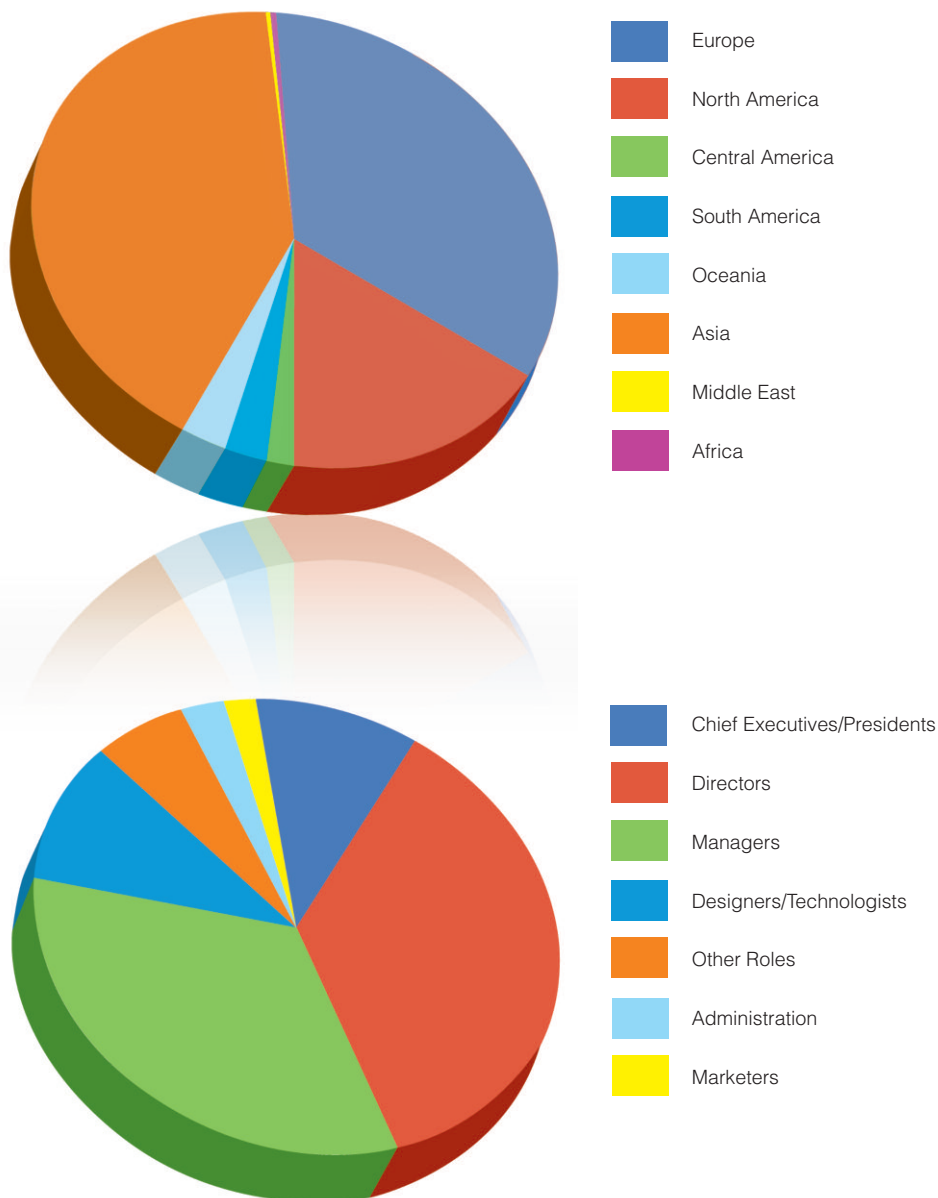
Membership of SATRA indicates the importance these companies place on working with the best in the industry – suppliers of components, services and systems who take their responsibilities seriously in order to help make the best products as efficiently as possible.

By advertising in SATRA Bulletin, your company can take advantage of a powerful and cost-effective marketing opportunity to reach these prospective customers.

Companies advertising within Bulletin can also receive a special discount on advertisements in SATRA Technical Brief (STB), a publication in the Chinese language produced four times a year and distributed in the Far East.

No other footwear publication can offer such targeted advertising and Bulletin still provides the most competitive advertisement rates.

Please email [adsales@satra.co.uk](mailto:adsales@satra.co.uk) for full details.



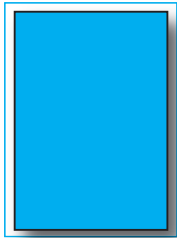
# scheduled features

Issue	Technology Focus*	Profile	Exhibition/event preview	Features	Deadline	
					Booking	Artwork
<b>Jan 12</b>	REACH update		GDS, Global Shoes, APLF/MM&T, MICAM	<ul style="list-style-type: none"> <li>• Direct moulding</li> <li>• Slip assessment</li> <li>• Heat-resistant industrial leathers</li> <li>• The technical aspect of insocks</li> </ul>	2/11/2011	11/11/2011
<b>Feb 12</b>	Vulcanised rubber		Lineapelle, China Shoes/China Shoetec, FIMEC	<ul style="list-style-type: none"> <li>• Heel attaching</li> <li>• The virtual laboratory</li> <li>• Arch supports</li> <li>• Cadmium legislation</li> <li>• REACH for retailers</li> </ul>	23/11/2011	2/12/2011
<b>Mar 12</b>	Build your own laboratory	USA	FMM&T, AYMOD	<ul style="list-style-type: none"> <li>• The shoe room and footwear finishing</li> <li>• Footwear ageing protocols</li> <li>• Risk assessment for construction workers</li> <li>• Safety Footwear Comfort Index</li> </ul>	4/1/2012	13/1/2012
<b>Apr 12</b>	Labour and material costs in footwear		Shoes & Leather, Expo Riva Schuh	<ul style="list-style-type: none"> <li>• Restricted substances</li> <li>• Ground insulation</li> <li>• Sandal straps</li> <li>• Computerised equipment</li> </ul>	1/2/2012	10/2/2012
<b>May 12</b>	Diversity of polyurethane soles		OutDoor Show	<ul style="list-style-type: none"> <li>• Factory noise</li> <li>• EN ISO 13287</li> <li>• Wedge heels</li> <li>• Deck shoes</li> <li>• All-moulded footwear</li> </ul>	8/3/2012	19/3/2012
<b>Jun 12</b>	Discolouration	China	Pure London, All China Shoe-Tec	<ul style="list-style-type: none"> <li>• Toning/barefoot technology</li> <li>• European PPE Directive update</li> <li>• Textile soles</li> <li>• Process control</li> </ul>	5/4/2012	16/4/2012
<b>Jul/ Aug 12</b>	Effective pre-production for Far East manufacture		GDS, Lineapelle	<ul style="list-style-type: none"> <li>• Wear trials using Pedatron</li> <li>• Adhesives</li> <li>• 3D printing</li> <li>• Quality inspection</li> </ul>	21/5/2012	4/6/2012
<b>Sept 12</b>	Footwear for extreme environments	Sri Lanka	ANPIC, China International Footwear Expo	<ul style="list-style-type: none"> <li>• Cut-out designs in uppers</li> <li>• Lacquered/covered heels</li> <li>• In-house laboratories</li> </ul>	5/7/2012	16/7/2012
<b>Oct 12</b>	Safety footwear standards and CE marking		FFaNY, ATF	<ul style="list-style-type: none"> <li>• European motorcyclists' boot update</li> <li>• New rugby stud standards</li> <li>• Maximising upper permeability</li> <li>• Packaging and shipping</li> </ul>	9/8/2012	20/8/2012
<b>Nov 12</b>	Sole bonding		Couromoda, Expo Riva Schuh, IILF	<ul style="list-style-type: none"> <li>• Discolouration</li> <li>• European firefighters' boots standards</li> <li>• Shoe repairs and reworking</li> </ul>	6/9/2012	17/9/2012
<b>Dec 12</b>	Fitting/foot surveys and size conversions	Turkey	MODA UK, WSA, ISPO	<ul style="list-style-type: none"> <li>• Far East factory efficiency</li> <li>• Traceability of materials</li> <li>• Shock absorption in sports shoes</li> </ul>	4/10/2012	15/10/2012

\* SATRA may occasionally change the running order of its Technology Focus articles

# size guidelines & rates

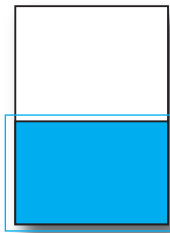
## Full Page



□ Bleed size  
303 x 216mm

■ Trim size  
297 x 210mm

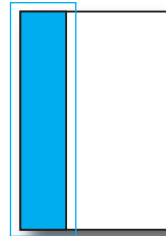
## 1/2 Page Horizontal



□ Bleed size  
154 x 216mm

■ Trim size  
148 x 210mm

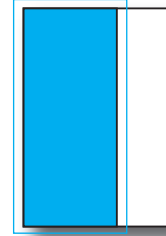
## 1/3 Page Vertical



□ Bleed size  
303 x 81mm

■ Trim size  
297 x 75mm

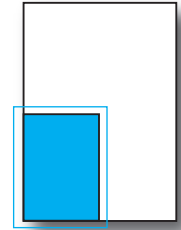
## 2/3 Page Vertical



□ Bleed size  
303 x 141mm

■ Trim size  
297 x 135mm

## 1/4 Page Vertical



□ Bleed size  
154 x 111mm

■ Trim size  
148 x 105mm

**Please note:** advertisements that are to be positioned to the edge of the printed page require artwork with 3mm extra (bleed) on each outside edge in order for the page to be trimmed correctly.

## advertising rates Price per issue (GBP)

Back Cover	Inside Front Cover	Inside Back Cover	Full Page	2/3 Page Vertical	1/2 Page Horizontal	1/3 Page Vertical	1/4 Page
£1199	£1070	£940	£835	£730	£599	£499	£425

Series booking: 15% discount for 6 insertions per year, 25% discount for 11 insertions per year (July/August issues are combined).

# artwork submission guide

SATRA can only accept digital artwork submissions to the following specifications:

Our preferred file format is PDF/X-3. Other PDFs may be accepted, providing that they are converted to CMYK, resolution is set to at least 300dpi at 100 per cent and all fonts are embedded.

Image files (such as JPG or TIF) may be accepted, providing that they are converted to CMYK and resolution is set to at least 300dpi at 100 per cent.

Some EPS files may be accepted, providing that they are converted to CMYK, resolution is set to at least 300dpi at 100 per cent and all text is outlined.

All submissions should include crop marks and at least 3mm bleed on all sides.

A hard copy colour proof should be submitted with your advert. We reserve the right to produce one at your expense if none is present.

Additional work caused by non-compliance to these guidelines or amendment after submission may incur costs charged at our standard studio rate.

- Copy and artwork for inclusion in an issue of SATRA Bulletin must be submitted no later than the artwork deadline (shown overleaf) for that particular issue.
- If digital files are sent in a format not specified above, we may have to ask you to resubmit them. This may result in your advertisement missing the deadline for the issue of SATRA Bulletin that you requested.
- The placing of a booking for an insertion of an advertisement shall amount to the acceptance of SATRA Bulletin's advertising terms and conditions (available on request).

SATRA members wishing to use the 'Member of SATRA' logo in advertisement artwork should download the approved versions from the Members Only section of the SATRA website: [www.satra.co.uk](http://www.satra.co.uk)

---

## SATRA Creative Services

The SATRA Creative Services studio is also available to design and rework advertisements at a competitive rate.

**Please call +44 (0)1536 410 000 for further information.**

# SATRA BULLETIN

[Advertising enquiries](#)

Tel +44 (0)1536 410 000 Fax +44 (0)1536 313 374  
email [adsales@satra.co.uk](mailto:adsales@satra.co.uk)

[Editor: Stuart Morgan](#)

Tel +44 (0)1536 410 000 Tax +44 (0)1536 313 374  
email [bulletin@satra.co.uk](mailto:bulletin@satra.co.uk)

