



WINDOW FURNISHINGS AUSTRALIA is the only business-to-business magazine specifically serving the interior and exterior window furnishings market in Australia. The circulation (5100) goes to retailers, manufacturers, suppliers, interior designers and architects – and covers all facets of the industry – including commercial and consumer blinds and shutters, curtains, fabrics, accessories, motorisation and solar control, blind making machinery as well as software.

Our editorials emphasise the business of window furnishings as seen within the industry itself. Each issue contains several company features involving analysis of the strategic direction, product development, technology, marketing, commercial factors, etc., associated with the business.

We also discuss technical advances in fabrics and components, design trends, retail issues, planning and environmental, health and safety issues.

Window Furnishings Australia is an independent title, and provides the most reliable source of information about the industry available. The Window Furnishings industry in the Australia covers a broad spectrum, from decorative to functional, domestic to commercial, and all are served by just one magazine.

ISSUES AND FREQUENCY

BIMONTHLY (every two months)



MAY 2020

COPY DEADLINE: 1 APRIL | MATERIAL DUE: 7 APRIL

FEATURE ARTICLES

Manufacturing Issue
Blind Machinery
Pleated & Honeycomb Fabrics
Curtain Retail

PRODUCT FOCUS

Sun Screen Fabrics – External
Roman Blinds
Curtain Linings
Curtain Hardware

COVERAGE

Residential Case Study

Also a look into:

Quality Control

JULY 2020

COPY DEADLINE: 1 JUNE | MATERIAL DUE: 7 JUNE

FEATURE ARTICLES

System – Vertical
Blockout Fabrics

PRODUCT FOCUS

Zebra Blinds
Curtain tracking

COVERAGE

Commercial Case Study
Ask the Expert
Online Retail
R+T Shanghai Review

Also a look into:

Industry Rising Stars
Energy Rating

SEPTEMBER 2020

COPY DEADLINE: 1 AUGUST | MATERIAL DUE: 7 AUGUST

FEATURE ARTICLES

The Marketing Issue
Curtain Fabric

PRODUCT FOCUS

Awnings Fabrics – Screen
Readymades
Motorisation – Automation
Connectivity

COVERAGE

Residential Case Study
Connected Home

Also a look into:

Awning System
Marketing – Online Video
Fabric Coating

NOVEMBER 2020

COPY DEADLINE: 1 OCTOBER | MATERIAL DUE: 7 OCTOBER

FEATURE ARTICLES

The Green Issue
Retail Software (POS) & Production
Exterior Shutters
National Sales Trends
External Blinds
Industry Rising Stars
Awning Fabrics – Poly/Acrylic

PRODUCT FOCUS

Roller Systems/Componentry
Louvers
Sheers

COVERAGE

Commercial Project Case Study
Ask the Expert

JANUARY 2021

COPY DEADLINE: 1 DECEMBER | MATERIAL DUE: 7 DECEMBER

FEATURE ARTICLES

The Australian-Made Issue
Venetian Blinds – Aluminium & Timber

PRODUCT FOCUS

Sunscreen Fabrics – Internal
Readymade curtains

COVERAGE

Residential Case Study
R+T Stuttgart Preview

Also a look into:

Marketing – Retail
Merchandising
Energy Rating

MARCH 2021

COPY DEADLINE: 1 FEBRUARY | MATERIAL DUE: 7 FEBRUARY

FEATURE ARTICLES

The Trend Issue
Motorisation and Solar Control
Curtain Fabric
Shutter Retail

PRODUCT FOCUS

External Blinds
Interior Decorations

COVERAGE

Residential Case Study
R+T Stuttgart Report

Also a look into:

Online Marketing

RATES

4 COLOUR	X1	X3	X6
Full Page	\$2650	\$2370	\$2100
Half Page	\$1900	\$1720	\$1580
Third Page	\$1580	\$1440	\$1250
Quarter Page	\$1250	\$1100	\$970
Double Page Spread	\$3990	\$3800	\$3650

LOADINGS FOR SPECIAL POSITIONS

Front Cover	+20%
Inside Front Cover	+20%
Outside Back Cover	+15%
Facing First Page	+15%
Other Special Positions	+10%

DATES

ISSUE	COPY DEADLINE	MATERIAL DUE
May 2020	1 st April	7 th April
July 2020	1 st June	7 th June
September 2020	1 st August	7 th August
November 2020	1 st October	7 th October
January 2021	1 st December	7 th December
March 2021	1 st February	7 th February

SPECS

SIZE	TRIM	BLEED
Double page spread	420mm x 297mm	426mm x 303mm
Full page	210mm x 297mm	216mm x 303mm
Half page	210mm x 148mm	216mm x 154mm
Quarter page	210mm x 74mm	216mm x 80mm
Classified	210mm x 100mm	216mm x 106mm

INFO

FILE REQUIREMENTS

- Files must be compliant to the Australian Standard 3DAPv3 Papertype-1_300.icc separation profile.
- Acrobat Distiller 6 or above is preferred.
- Files to be created in PDF version 1.3 or 1.4.
- All files to be supplied as composite CMYK and embedded images at 100% scaling, 300dpi.
- All fonts must be embedded into the PDF file.
- All advertising material to include 3mm bleed (where required).
- Crop, bleed and registration marks plus page information to appear on all advertising material, located 3mm outside the trim area.

FILE PREPARATION

- No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm). Double imaging of 3mm either side of the spine is preferred to help alignment, which is to be included within the trim (not additional to the trim).
- No type is to be smaller than 8 points.
- Ensure white text/elements are set to knockout.
- Black text should overprint image areas and be made up of 100% black only.
- Coloured text with a black drop shadow should be set to knockout, otherwise the black drop shadow may overprint the coloured text.
- Extremely thin and fine type, particularly with serifs, should be avoided.
- Thin lines and box rules should be reproduced in one colour, to help with registration and clarity, with a minimum thickness of 0.25mm.
- When using solid black panels, we recommend an additional tint of 40-50% cyan be applied.
- Images should be saved as TIFF, PSD or composite EPS files and supplied at 100% scaling, 300dpi and saved in either Grayscale or CMYK format, using 3DAPv3 Papertype-1_300.icc separation profile. For more information regarding these separation profiles, visit www.3dap.com.au. RGB or LAB colour files will be rejected.



Supplier Directory listing companies such as ALPINE SHUTTERS & BLINDS, CHARLES PARSONS, and various window treatment suppliers across Australia.

Trade Directory window FURNISHINGS AUSTRALIA 2019-2020 advertisement featuring a Ziptrak window blind and Swiftee cleaning product.

WEA TRADE DIRECTORY 2020/21 Be part of the 11th edition of the annual

The directory represents the most up-to-date listing of wholesale manufacturers and suppliers of finished products, fabrics, componentry, and industry services for the Window Furnishing Sector.

The directory will contain more than 180 companies, nearly 1000 products and over 10,000 individual listings.

The circulation (5100) goes to retailers, manufacturers, suppliers, interior designers, specifiers and architects – and covers all facets of the industry – including commercial and consumer blinds and shutters, curtains and drapes, fabrics, accessories, motorisation and solar control, blind making machinery as well as software.

Trade Directory window FURNISHINGS AUSTRALIA 2018-2019 advertisement featuring a Ziptrak window blind and Swiftee cleaning product.

Trade Directory window FURNISHINGS AUSTRALIA 2017-2018 advertisement featuring a Ziptrak window blind and Swiftee cleaning product.

Table with 2 columns: Service/Deadline and Price. Rows include Space Reservation (17th April 2020), Material Deadline (23rd April 2020), Full Page (\$2050), Half Page (\$1500), and DPS (\$3400).