

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)



FEATURES
GOING WITH THE FLOW

Curtains and drapes remain a strong seller, with key suppliers adapting to changing demand that encompasses sheer, outdoor fabric, sustainable options and specialised acoustic properties.

WILSON FABRICS
Pats Flinchbaugh, General Manager of Wilson Fabrica, tells us the company's wide width blackout drapery and sheer collections, Ayers, Palm Cove and Whitbays have been designed as co-ordinate with its

existing blind fabrics Uluru and Daintree. The Whitbays sheer has been developed with the Colour Flow concept that ties all Wilson collections together, "giving our customers the only Australian Made one stop shop complete window solution."

"Being an Australian Made Licensee represents trust, quality and reliability and supports local jobs, all values we take very seriously and align with everything we stand for," she says. "It also comes with the

responsibility to meet higher standards to ensure we remain competitive on value, rather than price. We are very proud to be able to use this logo and it's a great way to differentiate our products and highlight the value of being Australian Made.

"Ayers and Palm Cove are manufactured locally at our Mill in Warragatta to the highest quality standards to achieve our customers' expectations and carry our core features and benefits, Wide Width Continuous, Full

Black Blockout Coating, Fade Resistant, LRP501, FR AS1532, Spray Library and Geometric Accented.

"Whitbays Sheer is manufactured locally at our Mill in Warragatta and is the only Australian Made Sheer available in its market, the Sheer line is our range as it's been specially developed with an advanced colour fast web lock with our entire collection of Blockout Drapery, Blockout Blinds and Taskmaster Blinds."



Wilson Fabrica - Ayers



Wilson Fabrica - Palm Cove

FEATURES



Blackline - 100



Smart Glass - Colorama 2

"Available in a five year warranty, Blackline is available in 10 colours and 300mm wide roll, making it a versatile fabric for large scale projects. Users who are in control can select the colour and combine the fabric to create a unique look. The fabric mimics the appearance of dust and grime over time, allowing for an impact feature."

BLIND GUYS
Blind Guys has been a leader in the blind industry for over 20 years. We have recently launched a new line of fabric, available for coloured roller blinds, called Colorama 2.

"Known for its versatility and adaptability, this light filtering fabric has become a very popular choice among customers," says Managing Director Simon Meyer. "It's the perfect fabric to meet their needs."

"The wide width of 3.6m, the widest on the Australian market, makes Colorama 2 truly remarkable, as it boasts both a beautiful texture and a uniform, subtle weave. As a result, it is an excellent choice for those seeking a high-quality, wide fabric for curtains or blinds. In fact, Colorama 2 has been the most successful fabric for Silent Glass over the past 20 years."

"We also offer all of these technical fabrics on blind, providing even more options for customers. All of the fabrics in the Silent Glass collection are flame-retardant and have been thoroughly tested on their systems for noise control, ensuring long-term performance. With such a wide range of options, customers are sure to find the perfect fabric to meet their needs."

"Colorama 2 Multicolour features a multicoloured woven fabric to add depth and texture to the Colorama collection. The versatile Trevisa CS fabric comes in a range of neutral colours, making it an ideal choice for modern interior design. With the same appearance on both sides, it also works really well as a room divider. The Colorama 2 needs to be dyed before weaving, resulting in vibrant colours and a long-lasting finish."

"The Colorama 2 Eco fabric line is a more environmentally friendly version of the popular Colorama 2. Sustainability and environmental friendliness are the hallmarks of this eco-friendly sheer fabric made of 100% pre-consumer recycled polyester using Colorama Trevisa CS eco yarn. As a result, it is a good choice for architects and

designers who are concerned about their carbon footprints and are committed to the 'Road to Zero' program. With a range of three neutral colours, it complements modern interiors well."

"The Colorama 2 Bioactive curtain fabric has been used extensively in healthcare settings, such as hospitals and clinics, due to its bioactive finish that helps to reduce the spread of bacteria, viruses, and odours. Consequently, it is ideal for use in patient rooms, examination rooms, and other areas where hygiene is of utmost importance."

"With the rise of viruses such as Covid-19, Colorama 2 Bioactive has also become popular in other commercial and residential projects. In addition to its practical benefits, the Colorama

EDITORIAL PROGRAM

JANUARY 2024

COPY DEADLINE: **6th DECEMBER** | MATERIAL DUE: **14th DECEMBER**

FEATURE ARTICLES

The Australian-Made Issue
Venetian Blinds – Aluminium & Timber

PRODUCT FOCUS

Sunscreen Fabrics – Internal
Bushfire Rated Shutters

COVERAGE

Residential Case Study
Ask the Expert
R+T Stuttgart Preview

Also a look into:

Marketing – Retail
Merchandising
Energy Rating

MARCH 2024

COPY DEADLINE: **7th FEBRUARY** | MATERIAL DUE: **15th 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
R+T Asia

Also a look into:

Online Marketing

MAY 2024

COPY DEADLINE: **9th APRIL** | MATERIAL DUE: **18th APRIL**

FEATURE ARTICLES

Blind Machinery
Pleated & Honeycomb Fabrics
Curtain Retail

PRODUCT FOCUS

Sun Screen Fabrics – External
Roman Blinds
Curtain Hardware

COVERAGE

Residential Case Study

Also a look into:

Quality Control

JULY 2024

COPY DEADLINE: 6th JUNE | MATERIAL DUE: 20th JUNE

FEATURE ARTICLES

System – Vertical
Blockout Fabrics

PRODUCT FOCUS

Soft Blinds
Curtain tracking

COVERAGE

Commercial Case Study
Ask the Expert

Also a look into:

Industry Rising Stars
Energy Rating

SEPTEMBER 2024

COPY DEADLINE: 8th AUGUST | MATERIAL DUE: 15th 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 2024

COPY DEADLINE: 8th OCTOBER | MATERIAL DUE: 17th OCTOBER

FEATURE ARTICLES

The Green Issue
Retail Software (POS) & Production
Exterior Shutters
External Blinds
Awning Fabrics – Poly/Acrylic

PRODUCT FOCUS

Roller Systems/Componentry
Louvers
Sheers

COVERAGE

Commercial Project Case Study
Ask the Expert

RATES

4 COLOUR	X1	X3	X6
Full Page	\$2750	\$2470	\$2200
Half Page	\$1950	\$1770	\$1630
Third Page	\$1580	\$1440	\$1250
Quarter Page	\$1250	\$1100	\$970
Double Page Spread	\$4090	\$3900	\$3750

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
January 2024	6 th December	14 th December
March 2024	7 th February	15 th February
May 2024	9 th April	18 th April
July 2024	6 th June	20 th June
September 2024	8 th August	15 th August
November 2024	8 th October	17 th October

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

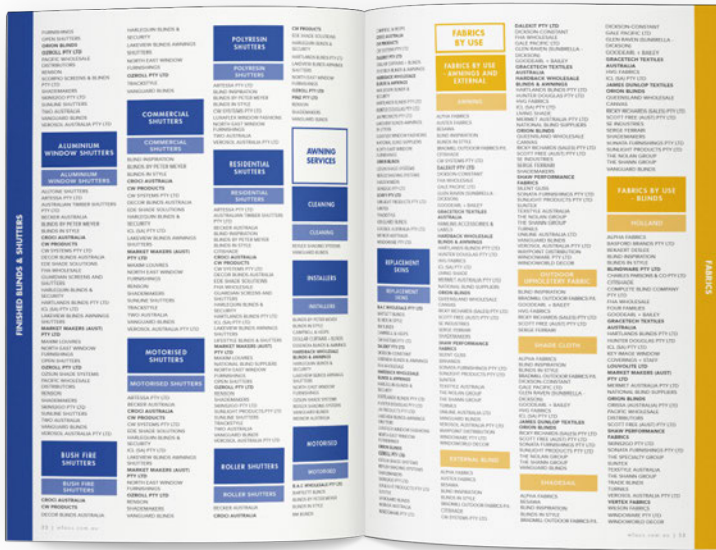
FILE REQUIREMENTS

- 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.





WFA TRADE DIRECTORY 2024/25

Be part of the 15th 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.

- Listing Deadline | 18th March 2024
- Material Deadline | 25th March 2024
- Full Page | \$2050
- Half Page | \$1500
- DPS | \$3400

