



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 the official magazine of the Window Shading Association of Australia, the peak body for the window furnishings and solar shading industries.

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)



EDITORIAL PROGRAM

JANUARY 2025

COPY DEADLINE: 11th DECEMBER | MATERIAL DUE: 19th 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

Also a look into:

Marketing – Retail
Merchandising
Energy Rating

MARCH 2025

COPY DEADLINE: 5th FEBRUARY | MATERIAL DUE: 19th 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 Asia

Also a look into:

Online Marketing

MAY 2025

COPY DEADLINE: 9th APRIL | MATERIAL DUE: 23rd 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 2025

COPY DEADLINE: **4th JUNE** | MATERIAL DUE: **18th 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 2025

COPY DEADLINE: **6th AUGUST** | MATERIAL DUE: **20th 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 2025

COPY DEADLINE: **8th OCTOBER** | MATERIAL DUE: **22nd 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

WSAA MEMBER 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

*all rates are exclusive of GST

To become a WSAA Member contact info@wsaa.au

NON MEMBER RATES

4 COLOUR	X1	X3	X6
Full Page	\$3200	\$2850	\$2550
Half Page	\$2250	\$2040	\$1875
Third Page	\$1800	\$1660	\$1440
Quarter Page	\$1440	\$1270	\$1120
Double Page Spread	\$4700	\$4490	\$4310

*all rates are exclusive of GST

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 2025	11 th December	19 th December
March 2025	5 th February	19 th February
May 2025	9 th April	23 rd April
July 2025	4 th June	18 th June
September 2025	6 th August	20 th August
November 2025	8 th October	22 nd 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

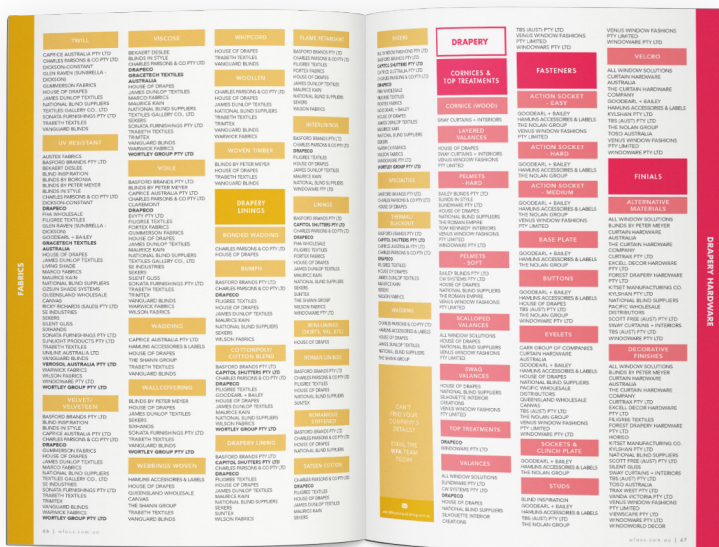
FILE REQUIREMENTS

- 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 2025/26

Be part of the 16th edition of the annual

The directory represents the most up-to-date listing if 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 | **7th May 2025**
Material Deadline | **14th May 2025**

WSAA Member Rates

Full Page | **\$2050**
Half Page | **\$1500**
DPS | **\$3400**

Non Member Rates

Full Page | **\$2360**
Half Page | **\$1725**
DPS | **\$3910**

*all rates are exclusive of GST

