

**textile**  
**network**

textile-network.com

# MEDIAKIT 2025

Ad rates no. 22, valid from 1 October 2024, as per: 1 October 2024

Menschen. Märkte. Meisenbach.





The international premium magazine for the textile chain

**Target group:**

textile network targets managing directors along the entire textile chain, especially management, plant and production managers, IT specialists, product management and development engineers, purchasers and salespersons, designers, both in Germany and abroad, as well as anyone interested in textile innovations and topics.

**Print run:**

4,200 copies

**Qualified circulation:**

4,155 copies

**Frequency:**

Four times per year, bilingual German and English

**Volume:**

23<sup>rd</sup> Volume



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# Brief Description

textile network is the international industry magazine that targets the whole world of textiles and places a special emphasis on innovations in technology and fashion.

We target professionals and decision-makers from the entire textile chain – from the fibre to the finished product – and create a synergetic network for their companies. In addition to product news, case studies and company portraits, we offer industry know-how with editorial contributions from experts and background articles on specialist topics and trade fairs. We focus on industry-relevant and current topics such as sustainability, supply chain, digitalization, Industry 4.0, events and textile research.

Printed and as an e-paper, textile network is published four times a year in German with an English-language inside section. In our print editions, we focus on specialist topics and report on the latest news and innovations from the world of textiles.

A new addition to our portfolio are our two e-paper editions of textile network EXTRA, which provide our readers with detailed information on a specific specialist topic and thus offer additional added value.

Our websites [www.textile-network.de](http://www.textile-network.de) (German) and [www.textile-network.com](http://www.textile-network.com) (English) supplement the print and e-paper editions with daily reporting, and with our weekly textile network newsletter we offer a further information platform. Our trade magazine is also present on social media: visit us on LinkedIn, X or Instagram and stay informed.

textile network – we connect the industry!



**Sibylle Michel**

Managing Editor

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# Topics and Dates

Your suggestions for an editorial contribution are very welcome – regardless of the specialist topics of each issue!

## textile network Extra 1

Editorial deadline  
07.02.2025

Advertising deadline  
07.02.2025

Publication date  
24.02.2025

Composites

### Trade fairs

JEC World

## textile network 1/2025

Editorial deadline  
11.02.2025

Advertising deadline  
18.02.2025

Publication date  
13.03.2025

Technical textiles  
Textiles for the hygiene and health sector  
Tools for textiles

### Trade fairs

Hannover Messe  
Intertextile Shanghai Apparel Fabrics  
Cellulose Fibres Conference  
Filtrex

## textile network 2/2025

Editorial deadline  
26.03.2025

Advertising deadline  
02.04.2025

Publication date  
30.04.2025

Textile and digital printing  
Composite materials  
CAD/CAM

### Trade fairs

Fespa Global Print Expo  
Texprocess Americas  
Techtextil North America



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# Topics and Dates

Your suggestions for an editorial contribution are very welcome – regardless of the specialist topics of each issue!

## textile network Extra 2

**Editorial deadline**  
13.06.2025

**Advertising deadline**  
13.06.2025

**Publication date**  
30.06.2025

Fabrics and accessories

### Trade fairs

Milano Unica  
Texworld USA

## textile network 3/2025

**Editorial deadline**  
04.07.2025

**Advertising deadline**  
11.07.2025

**Publication date**  
06.08.2025

Trends in clothing fabrics and accessories  
Knitting and warp knitting  
Fibers and yarns

### Trade fairs

Febratex  
Munich Fabric Start  
Dornbirn-GFC  
Yarn Expo  
Filo

## textile network 4/2025

**Editorial deadline**  
17.09.2025

**Advertising deadline**  
24.09.2025

**Publication date**  
20.10.2025

Nonwovens  
Spinning and weaving  
Functional textile

### Trade fairs

ITMA Asia+CITME  
38. Hofer Vliesstofftage  
Performance Days  
A+A  
Fitech



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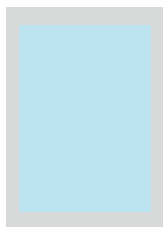
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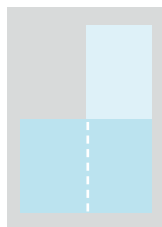
# Ad Rates and Ad Formats\*



1/1 page

B: 210 mm x 297 mm

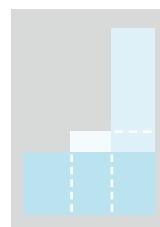
4,300.- €



1/2 page

B: 210 mm x 147 mm  
B: 102 mm x 297 mm

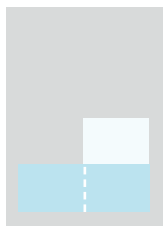
2,600.- €



1/3 page

B: 210 mm x 98 mm  
PS: 127 mm x 122 mm  
B: 72 mm x 297 mm

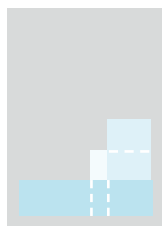
1,800.- €



1/4 page

PS: 184 mm x 59 mm  
PS: 90 mm x 127 mm

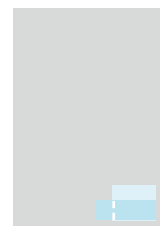
1,600.- €



1/6 page

PS: 184 mm x 45 mm  
PS: 59 mm x 127 mm  
PS: 72 mm x 100 mm

1,400.- €



1/8 page

PS: 90 mm x 59 mm  
PS: 184 mm x 27 mm

1,070.- €

\*Special formats on request

PS: Print Space

B: Bleed

Formats: width x height

Ad formats bleed off:

Bleed ad format plus 3 mm allowance on all sides

## Best Placement:

Front cover page	4,700.- €
2nd cover page	4,500.- €
3rd cover page	4,400.- €
Back cover page	4,600.- €
Front + Back cover page	8,000.- €
Eye-catcher	3,800.- €
Opener	2,350.- €

Surcharge for agreed special formats: +10%

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Advertisements can be placed in the German or English section of the issue.



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# Ad Rates and Ad Formats

## Colours:

Colours from the Euro Colour Scale CEI 12-66  
DIN 16539 included in price /  
special colours  
(no discount available)      each 1,275.- €

## Magazine format:

DIN A 4, 210 mm wide x 297 mm high

## Discounts:

Ads within 12 months (insertion year):

Frequency discount

2 Ads

10%

4 Ads

15%

## Correction and release details:

A release cycle is included in the excellent price  
for the following products:

Advertorial Print, Eye-catcher, Lead story,

Advertorial Online, Special Newsletter.

Each additional cycle is charged at a flat rate of  
150.- €.

## Job Advertisements

on request

## Ad specials:

Inserts/price per thousand

up to 25g:

510.- €

up to 50g:

615.- €

Maximum format available for loose inserts:

205 x 297 mm

Rates for bound inserts on request



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# LOOKING FOR AN EMPLOYEE?

## Our readers – Your future specialists!



### Print ad

¼ page (width x height 94 x 131mm)	740.-€
½ page (width x height 210 x 151mm or 100 x 297mm)	1.430.-€
1/1 page (width x height 210 x 297mm)	2.700.-€

### Online ads

Newsletter + website	800.-€
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Your job advertisement will be pushed in the newsletter and also appears on the website (duration 4 weeks) with a lead text and integrated PDF.

Combined discount  
Print | Online  
10 %



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# Advertorial Print

An increasingly popular advertising medium, the Advertorial, offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary – the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact – creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 3,570.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-3 images | Company logo |  
Main text minimum: 1,600 characters |  
Maximum: 2,000 characters (incl. spaces, headings and captions).

### Print-online-package: 4,047.- Plus 700.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the textile network layout.\*

\* Any net travel expenses will be billed to the customer.  
Our correction and release details can be found on p. 7.

### 1/2 page Advertorial: 2,040.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-2 images | Company logo |  
Main text minimum: 600 characters |  
Maximum: 1,500 characters (incl. spaces, headings and captions).

### Print-online-package: 2,547.- Plus 350.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the textile network layout.\*

We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 19.



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# textile network – Wall Calendar 2026

Enclosed in issue 4/2025, edition: 4,200 pieces

Placements and number of banners are variable

110 mm x 60 mm  
990,-

110 mm x 60 mm  
990,-

240 mm x 60 mm  
1,725,-

240 mm x 60 mm  
1,725,-



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# Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

## Double-sided eye-catcher: 3.800,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (\*.jpg, 300 dpi or at least 3,000 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 800 characters (including spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 7.





# Opener

As the opener of our English-language pages you can skilfully stage your image as an eye-catcher on an entire page.

## One-sided opener: 2.350,- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portrait format and in printable quality (\*.jpg, 300 dpi or at least 3,000 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 600 characters (including spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.

Our correction and release details can be found on p. 7.



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# Specifications

**Magazine format:** 210 mm wide x 297 mm high

**Print space:** 180 mm wide x 270 mm high

**Printing and binding methods:** 4c offset printing (80 lpc-screen, PS0coated\_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

**Data creation and delivery:** Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PS0coated\_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- EUR/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

**Colours:** Bio-Printing inks (CMYK, special colours available on request.

**Proof:** When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PS0coated\_v3.icc. If you are interested, please contact Oline Gränke (odine.graenke@meisenbach.de, +49 951 861-195) who will also tell you the costs.

**Data storage:** Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

**Guarantee:** By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

## Contact:

Oline Gränke, Order Management  
odine.graenke@meisenbach.de  
Tel.: +49 951 861-195

## Delivery address:

Schleunungdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Marktheidenfeld  
Tel.: +49 9391 6005-9133



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# textile network EXTRA



Twice a year, we publish special digital editions of textile network, each dedicated to a special topic. In this way, we provide our readers with additional information on a specific segment of the industry.

The textile network EXTRA issues are published as e-papers exclusively in English and can be accessed free of charge on our website; a subscription is not necessary. They are also distributed via our newsletter and our social media channels.

**textile network EXTRA 1**  
JEC World – Trade fair for composite materials, Publication date: 24.02.2025

**textile network EXTRA 2**  
Milano Unica (Italy) & Texworld New York City (USA) – The trade fairs for fabrics and accessories, Publication date: 30.06.2025

## Rates + Ad formats\*:

1/1 page	2,100,- €
1/2 page	1,300,- €
1/3 page	900,- €
1/4 page	800,- €
1/6 page	700,- €
1/8 page	500,- €

## Best Placement:

Front over + Back cover page	4,000,- €
Front cover page	2,300,- €
2nd cover page	2,250,- €
3rd cover page	2,200,- €
4th cover page	2,250,- €

Surcharge for other compulsory placement instructions and confirmed placements 10%

\*For formats and dimensions, see page 6.



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# Distribution

## 1 Subscription prices print 2025\*

Issues per year	4
Domestic incl. postage and 7% VAT	132.- €
Abroad Europe	156.- €
Abroad world	183.- €

## 2 Subscription prices digital 2025\*

digital	122.- €
Premium (print + digital) domestic	147.- €
Premium (print + digital) europe	171.- €
Premium (print + digital) world	198.- €

\* Valid since 01.01.2023. All prices incl. delivery charges.

**Terms of payment:** After invoicing by bank transfer, credit card or PayPal.

**European Union (EU):** If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

**Other foreign countries:** VAT-free

## 3 Geographical distribution analysis\*\*

(Percentage of print run actually distributed)

Germany	84.01%
Abroad	15.99%
<b>Print run actually distributed</b>	<b>100.00%</b>

\*\*Average in percent- Issues July 2023– June 2024

Abroad	15.99%
Europe	12.59%
Asia	1.30%
America	1.26%
Africa	0.84%

## 4 Classified potential of recipients

### Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number (Domestic)	Number (Abroad)
Manufacturing of textiles	5,996	1,295
Manufacturing of apparel	4,096	1,501
Manufacturing technical textiles	1,702	643
Manufacturing of machinery and technology	1,548	909
Manufacturing of knitted textiles	971	290
Textile finishing	694	194
Manufacturing of synthetics	378	152
Universities/ tech. colleges	351	125
Other	3,317	6,328
<b>Total number of recipients</b>	<b>19,053</b>	<b>11,437</b>



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# Cross-Media Opportunities

## coverage (print + online)

textile network	4.000 copies
Newsletter (German)	ca. 3,300 recipients
Newsletter (English)	ca. 1,700 recipients
Website (dt.)	107,709 page impressions
Website (dt.)	16,852 visits
Website (eng.)	91,314 page impressions
Website (eng.)	28,797 visits

## fans social media

Instagram	1,954 subscribers
X	1,830 follower
LinkedIn	847 subscribers

status: September 2024



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# PODCAST – WITH ADVERTISING

Give your target group something to listen to!



## Expand your marketing mix!

### Options in the textile network podcast:

Advertising spot created by you  
as a pre, mid or post ad

Advertising spot created by us as a native ad  
(can also be booked as a package)

### Top distribution:

[www.textile-network.de](http://www.textile-network.de)\*  
<https://podcast.textile-network.de>  
Spotify, Apple, Amazon, Google Podcasts

Push via our newsletter  
which goes out to 3,300 recipients

Menschen. Märkte. Meisenbach.



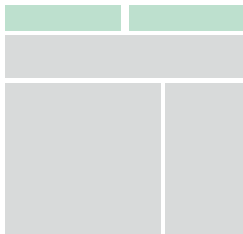
Your contact:  
Antje Günther / Media Consultant  
[antje.guenther@meisenbach.de](mailto:antje.guenther@meisenbach.de)  
Tel. +49 951 861-145





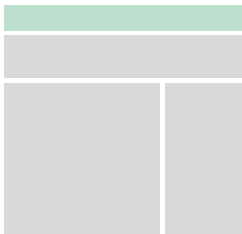
# Ad Banner on textile-network.de or textile-network.com

## 1 Full Banner



Size: 560 x 110 pixels  
Price\*: 1,375.- €

## 2 Superbanner



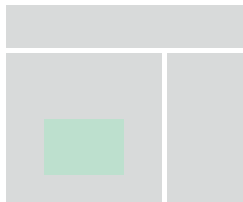
Size: 1,170 x 110 pixels  
Price\*: 2,500.- €

## 3 Hockeystick



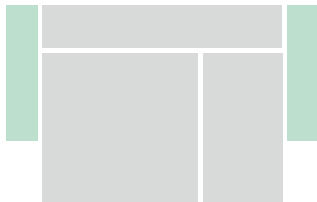
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 2,300.- €

## 4 Content Ad\*



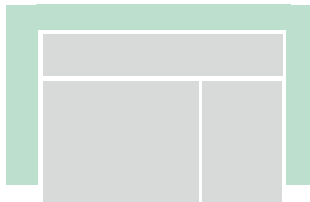
Size: 300 x 250 pixels  
Price\*: 1,900.- €

## 5 Skyscraper



Size: 160 x 600 pixels  
Price\*: 1,900.- €

## 6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels  
Price\*: 3,400.- €

## Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

## \* Price for 4 weeks duration

Delivery of the banner data incl. linking by e-mail stating the customer name to Odine Gränke ([odine.graenke@meisenbach.de](mailto:odine.graenke@meisenbach.de)).

\*This banner is also visible in the mobile version and always remains in the field of view of the reader.



The banner prices apply per website. If placed on both pages, the 2nd booking is half price.

# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

## Advertorial guidelines:

- **Headline:** max. 35 characters, **teaser text:** max. 350 characters, **Main text:** max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

All advertorials will be published in our newsletter and displayed as sliders on our website!

**Price: 1,200.- €**

**Price includes only one language; Markup for bilingual contribution (German and English).**

Bookable in combination with print adverts – we will be happy to make you an individual offer.

**Optional: Book our social media package!** Take advantage of our reach on the social networks. If requested, we will publish the advertorial on LinkedIn and X.



**Surcharge: 200.- € per portal**



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture – here you get to the Advertorial Online example



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# Ad Opportunities Newsletter

## Banner



General information: The textile network Newsletter informs late-breaking on all important news of the textile industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K  
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Odine Gränke (odine.graenke@meisenbach.de).

Rates per Ad (Banner): 600.- €

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

### 1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

### Banner:

- 700 x 120 pixels, max. 100K

Price: 1,500.- €



Our correction and release details can be found on p. 7.



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# Instagram-Package

A picture is worth a thousand words! Instagram is therefore an important marketing tool, especially in our industry – because be it innovative technical textiles special fashion novelties or cosy home textiles, they all have the ability to impress visually.

### Package prices:

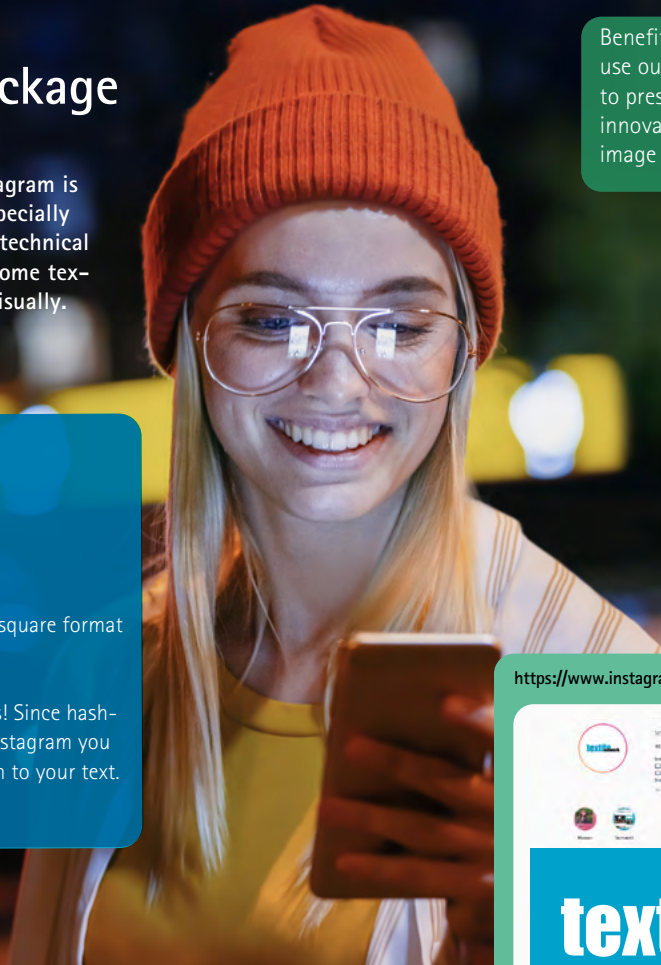
5 posts (per calendar year): **950.- €**

10 posts (per calendar year): **1,760.- €**

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1,200 x 1,200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram you can integrate up to 18 hashtags in addition to your text.

Benefit from our network and use our Instagram package to present your products and innovations or to publish an image campaign.



<https://www.instagram.com/textilenetwork/>



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# Ad Sales & Distribution:

## Media Consultant:

Antje Günther

☎ +49 951 861-145

✉ antje.guenther@meisenbach.de

Maria Radovanović

☎ +49 951 861-126

✉ maria.radovanovic@meisenbach.de

## Distribution:

Ulla Schiel

☎ +49 951 861-101

✉ vertrieb@meisenbach.de

## Order Management:

Odine Gränke

☎ +49 951 861-195

✉ odine.graenke@meisenbach.de

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