

**textile**network

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# Mediakit online 2026

The digital industry platform for the textile industry.  
Quantifiable. Up to date. Relevant.



# textile network Online 2026

**Your target audience  
reads us daily**

We reach decision-makers along the entire textile chain – from fiber to end product, from Germany to Asia.

## OUR REACH

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**WEBSITE** (365 days a year, average values for 2025)

- 950,166 page impressions per month
- 295,217 German Website | 48,580 visits
- 654,949 English Website | 84,888 visits

**NEWSLETTER** (weekly)

- 2,827 subscribers (German)
- 1,499 subscribers (English)
- opening rate: Ø 38% (German), Ø 28% (English)

**SOCIAL MEDIA**

- LinkedIn: 1,102 followers (B2B focus, +26% in the last year)
- Instagram: 2,013 followers (visual, design community)





# textile network online 2026

## YOUR TARGET GROUP = OUR READERS

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CEOs • Production management • Purchasing & Sales •  
Technical management • Development engineers • Design •  
IT specialists • Product management

Industries:  
Technical textiles • Fashion • Home textiles •  
Functional textiles • Nonwovens • Automation

## OUR TOPICS

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Sustainability & circular economy  
Digitalization & Industry 4.0  
Technical innovations & automation  
Trade fairs & industry events  
Trends & market analyses

**Daily reporting.**

**In-depth industry expertise.**

**Your message reaches the  
right readers.**

# Focus Topics 2026

## OUR TRADE FAIR-FOCUSED CAMPAIGNS

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In 2026, textile network will focus on the most important trade fairs in the industry. A **special English-language newsletter** will be published for each trade fair, covering relevant topics – perfect timing for your campaign.

## WHY SPECIAL NEWSLETTERS?

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- Reach your target group precisely when they are interested in the topic
- Greater attention than in regular newsletters
- Ideal for trade fair announcements, product launches, stand invitations
- Measurable: you can see exactly how many readers are seeing your message



# Focus Topics 2026

## OUR ENGLISH SPECIAL NEWSLETTERS IN 2026

Month	Topic	Fair	PD Newsletter	AD Newsletter
February	Apparel, Textiles and Textile Technologies	VIATT 26. - 28.02.2026	25.02.26	11.02.26
April	Technical textiles	Techtextil/texprocess 21. - 24.04.2026	15.04.26	01.04.26
May	Nonwoven	Index 19. - 22.05.2026	13.05.26	29.04.26
June	Filtration	FILTECH 30.06. - 02.07.2026	24.06.26	10.06.26
July	Technical Textiles	Techtextil NA 04. - 06.08.2026	29.07.26	15.07.26
September	AI & the Textile Industry		16.09.26	02.09.26
November	Textile Machinery	ITMA ASIA 20. - 21.11.2026	18.11.26	04.11.26

Can't find your trade fair? Take a look at our plan for the German special newsletters > link.  
Still can't find what you're looking for? Just let us know.



# Your advertising opportunities with textile network

## NEWSLETTER ADVERTISING

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### 1. NEWSLETTER BANNER – €611

Compact, prominently placed above or between editorial articles

### 2. ONLINE ADVERTORIAL – €1,300

Your content in an editorial style, in the newsletter, on the website, and on LinkedIn

### 3. EXCLUSIVE NEWSLETTER – €1,527

100% exclusive to you, no other advertising

→ Details on formats and specifications: pages 8-11 

## WEBSITE BANNER

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From full banners to web skins – various formats for different campaign goals. Regular duration 4 weeks, calendar weeks freely selectable.

→ All formats and prices: pages 12-13 

## SOCIAL MEDIA

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LinkedIn and Instagram – reach your target audience on social media too. Packages starting at 5 posts/year.

→ Details: page 14 

**Frequency Discount**  
(within 12 months)

**2 ads: 10%**

**4 ads: 15%**



# Your advertising opportunities with textile network

## LEAD GENERATION – NEW!

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Want more than just visibility? Want concrete contacts?

With our lead generation packages, you get qualified prospects – with names, companies, and email addresses.

→ How it works: pages 15-17



Questions? Customized offers? Cross-media packages?

Get in touch with us:



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# NEWSLETTER-BANNER

**Compact. Prominent. Effective.**

**€611 per Newsletter**  
(2nd language at half price)

## REACH

2,800 subscribers (German newsletter)  
or 1,500 subscribers (English newsletter)

Average opening rate 28-38%  
= 1,064 readers see your banner (German newsletter)  
= 420 readers see your banner (English newsletter)

## EXAMPLE CALCULATION

€611 for 1,064 impressions = €0.57 per impression  
With a 5% click-through rate = approx. 53 clicks on your website  
Cost per click: €11.53

## DATA DELIVERY

Finished banner file 6 business days before publication date  
to: [anna.ugrica@meisenbach.de](mailto:anna.ugrica@meisenbach.de)

## FORMAT & PLACEMENT

Your banner will be placed at the top or between editorial articles – where it will attract the most attention.

Technical data:

- 700 × 120 pixels
- JPG format
- Maximum file size: 100 KB
- Link to your website



Sign up for our newsletter and see what banner ads look like on our website:



# ONLINE ADVERTORIAL

**Your Content. Our Reach.**

€1,300

(1 language, 2nd language at half price)

## WHAT YOU GET

- Your content as an article on textile-network.de or textile-network.com (unlimited duration)
- Prominent placement in the newsletter
- 1 post on LinkedIn
- Space in the slider on the website homepage
- Link to your website

## REACH

Ø visits website: 48,580 (German) & 84,888 (English)

Newsletter opening rate 28-38%

LinkedIn followers: 1,102

## WHAT WE NEED FROM YOU

- ✓ Headline (max. 35 characters)
- ✓ Teaser text (max. 350 characters)
- ✓ Main text (max. 2.000 characters)
- ✓ 1-2 images (minimum width 1,000 pixels, format 16:10, 72 dpi)

## PERFECT FOR

- Products news before trade fairs
- Company announcements (expansion, investments, technology)
- Trade fair invitations with booth number
- Reference projects and case studies
- Technology explanations



# EXKLUSIVE NEWSLETTER

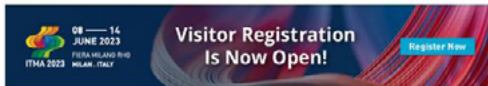
Your message. No one else's.

€1,527

(1 language, 2nd language at half price)

**textile**network  
The international premium magazine for the textile chain  
www.textile-network.com

Advertisement



Advertisement

## Transforming the World of Textiles

The world's largest textile and garment technology exhibition, ITMA 2023 will be held from 8 to 14 June 2023 at Fiera Milano Rho in Milan, Italy. The theme Transforming the World of Textiles reflects the aspirations of both textile machinery

### WHAT YOU GET

- 100% attention – no competition in the newsletter
- Up to 2 advertorials + 1 banner
- In the look and feel of textile network (authentic, not promotional)
- 1-2 editorial articles (so that the newsletter does not look like an advertisement)
- Sent to 2,800 subscribers (German) or 1,500 (English)

### WHAT WE NEED FROM YOU

- ✓ 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, format 16:10, 72 dpi)
- ✓ Banner: 700 × 120 pixels, max. 100K



# EXCLUSIVE NEWSLETTER

€1,527

Your message. No one else's.

(1 language, 2nd language at half price)

## WHAT'S THE DIFFERENCE?

	Special newsletter	Exclusive Newsletter
Advertisers	multiple possible	only you
Your advertorials	1	1-2
Your banner	1	1
Other advertising	possible	none
Editorial articles	yes	yes
Date	fixed (trade fairs)	as desired

## PERFECT FOR

- Products news before trade fairs
- Company announcements (expansion, investments, technology)
- Trade fair invitations with booth number
- Reference projects and case studies
- Technology explanations

## EXAMPLE CALCULATION

€1,527 for 2,800 newsletter recipients

Opening rate 38%

100% focus on your message = maximum impact

Price per reader: €1.44

## BOOKING & NOTICE PERIOD

At least 3 weeks' notice required

Dates subject to availability (max. 1 exclusive newsletter per week)

An: [anna.ugrica@meisenbach.de](mailto:anna.ugrica@meisenbach.de)



# WEBSITE BANNER

365 days of presence.

Runtime: 4 weeks

## 1 FULL BANNER – €1,400



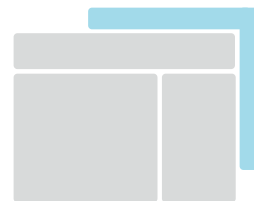
560 × 110 pixels

## 2 SUPERBANNER – €2,545



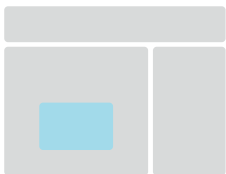
1,170 × 110 pixels

## 3 HOCKEYSTICK – €2,342



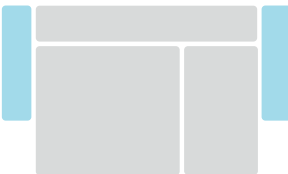
735 × 110 pixels +  
160 × 600 pixels

## 4 CONTENT AD – €1,935



300 × 250 pixels

## 5 SKYSCRAPER – €1,900



160 × 600 pixels

## 6 WEBSKIN – €3,462



(2x) 160 × 600 pixels +  
1.200 × 110 pixels

Want to extend the runtime? Book for several months?

Contact us for special conditions.



# WEBSITE BANNER

**365 days of presence.**

**Runtime: 4 weeks**

## TECHNICAL DATA

- File formats: JPG, PNG, GIF (animated possible)
- Max. file size: 150 KB
- Delivery: 5 business days before launch
- To: [anna.ugrica@meisenbach.de](mailto:anna.ugrica@meisenbach.de)

## SPECIAL DEAL

Book banners on both websites:

textile-network.de (German) + textile-network.com (English)

- The second banner costs only 50%
- You double your reach with minimal additional effort

Example:

Full banner on both websites

€1,400 (DE) + €700 (EN) =

€2,100 instead of €2,800

€2,100 / 950,166 impressions =

€2.21 CPM

## REACH

- Ø monthly page impressions textile-network.de:  
295,217
- Ø monthly page impressions textile-network.com:  
654,949



**Want to extend the  
runtime? Book for  
several months?**

Contact us for special conditions.



# SOCIAL MEDIA: LINKEDIN & INSTAGRAM

Reach your target audience where they are active

## LINKEDIN

**(1,102 FOLLOWERS – GROWING RAPIDLY!)**

**PERFECT FOR B2B CAMPAIGNS & TECHNICAL CONTENT**

For example:

- White paper promotion
- Case studies and reference projects
- Trade fair invitations (B2B focus)
- Technology launches

Format: 1,080 × 1,080 pixels; 1,080 × 1,350 pixels; 1,200 × 627 pixels | Text up to 3,000 characters | 18 hashtags possible

## HOW IT WORKS

You provide: Image + text + rough timeline

We post: Professionally prepared, precise, and optimally timed

## INSTAGRAM

**(2,013 FOLLOWERS)**

**PERFECT FOR VISUAL CONTENT, DESIGN COMMUNITY, YOUNGER TARGET GROUP**

For example:

- Fashion & home textiles (visually strong products)
- Behind the scenes (production, trade fairs)
- Design innovations
- Product visuals

Format: 1,080 × 1,440 pixels (3:4 format) | Text up to 300 characters | 18 hashtags possible

## PACKAGES:

→ **5 posts throughout the year: €968**

→ **10 posts throughout the year: €1,792**

# LEAD GENERATION

## From visibility to customer contacts

You don't just want to be seen – you want specific prospects? With our lead generation packages, you get qualified contacts with names, companies, and email addresses.

### HOW IT WORKS

#### 1. YOU PROVIDE VALUABLE CONTENT

→ White paper, study, checklist, technical data sheet

#### 2. WE PROMOTE YOUR CONTENT

→ Newsletter teaser, website banner, landing page, social media

#### 3. INTERESTED PARTIES DOWNLOAD IT

→ To do so, they fill out a form (name, company, email)

#### 4. YOU RECEIVE THE LEADS

→ As an Excel list and GDPR-compliant



# LEAD GENERATION

## From visibility to customer contacts

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### WHAT YOU PROVIDE

- ✓ Your content as a PDF
- ✓ Short description (150 characters) for teaser
- ✓ 1-2 images for landing page
- ✓ Your company logo
- ✓ Banner (optional)

### WHAT WE DO

- ✓ Create and host landing page
- ✓ Set up form (GDPR compliant)
- ✓ Write newsletter teaser
- ✓ Design banner (optional)
- ✓ Run campaign
- ✓ Deliver leads as Excel list

### PERFECT FOR

- White papers
- Technical data sheets and specifications
- Industry studies and market analyses
- Checklists and guidelines



# LEAD GENERATION

## OUR TWO PACKAGES

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### **BASIC – €2,400**

#### **(1 LANGUAGE, 2ND AT HALF PRICE)**

- 1 x newsletter teaser
- Landing page (4 weeks)
- Full banner (4 weeks)

Expected leads: 30-60

### **PREMIUM – €4,200**

#### **(BOTH LANGUAGES INCLUDED)**

- 2 x newsletter teasers (DE + EN)
- Landing page on both websites (8 weeks)
- Super banner on both websites (8 weeks)
- 2 x LinkedIn posts

Expected leads: 80-150

#### **EXAMPLE CALCULATION** (Premium Package)

Investment: €4,200

Expected leads: 100 (average of 80-150)

Cost per lead: €42



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