

**textile**  
**network**

textile-network.com

# MEDIAKIT 2024

Ad rates no. 21, valid from 1 October 2023, as per: 15 Mai 2024

Menschen. Märkte. Meisenbach.



63126

# textile network

Das internationale Premium-Magazin der textilen Kette | The international premium magazine for the textile chain



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:**  
4,000 copies

**Qualified circulation:**  
3,799 copies

**Frequency:**  
Four times per year, bilingual German and English

**Volume:**  
22<sup>nd</sup> Volume



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# Brief Description

From the fibre to the finished product – 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 and create a network for companies in the industry with our coverage of industry-relevant topics such as digitalization, Industry 4.0, sourcing, events, sustainability and research.

textile network is published four times per year in German and with an English-language inner section.

Our websites [www.textile-network.de](http://www.textile-network.de) (German) and [www.textile-network.com](http://www.textile-network.com) (English) complement the print edition with daily reporting, and with our newsletter we offer a further, regularly published info platform. You can also visit us on our social media platforms (X, LinkedIn, Instagram).  
textile network – we connect the industry!



**Sibylle Michel**  
Objektverantwortliche  
Tel.: +49 951 861-117  
E-Mail: [sibylle.michel@meisenbach.de](mailto:sibylle.michel@meisenbach.de)



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# Topics and Dates

In our four printed issues, we report on the latest news and innovations from the textile chain. Your suggestions are always welcome!

## textile network 1/2024

**Editorial deadline**  
09.02.2024

**Advertising deadline**  
15.02.2024

**Publication date**  
12.03.2024

textile and digital printing/3D  
technical textiles  
textile machinery and technologies

### Trade fairs

Intertextile Shanghai Apparel Fabrics, Shanghai FESPA  
Global Print Expo, Munich  
Internationale Baumwolltagung, Bremen  
Performance Days, Munich  
Techtextil & Techprocess, Frankfurt  
FILO, Milan/Italy  
Première Vision Paris, Paris/France

## textile network 2/2024

**Editorial deadline**  
07.06.2024

**Advertising deadline**  
14.06.2024

**Publication date**  
09.07.2024

innovations in fabrics, fibers, yarns  
sustainability in the textile chain  
logistics / supply chain

### Trade fairs

Milano Unica, Milan/Italy  
Texworld USA, New York/USA  
Techtextil North America, Raleigh/USA  
Frankfurt Fashion Week, Frankfurt  
Berlin Fashion Week, Berlin



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# Topics and Dates

In our four printed issues, we report on the latest news and innovations from the textile chain. Your suggestions are always welcome!

## textile network 3/2024

**Editorial deadline**  
23.08.2024

**Advertising deadline**  
30.08.2024

**Publication date**  
26.09.2024

nonwovens  
automotive  
digitalization

**Trade fairs**  
Hofer Viliessstofftage, Hof  
Texcare International, Frankfurt  
Dornbirn-GFC, Dornbirn/Austria  
Munich Fabric Start/Bluezone, Munich

## textile network 4/2024

**Editorial deadline**  
24.10.2024

**Advertising deadline**  
31.10.2024

**Publication date**  
26.11.2024

textile finishing  
functional and work clothing  
textile chemistry

**Trade fairs**  
ShanghaiTex, Shanghai  
Heimtextil, Frankfurt  
Texworld USA, New York/USA  
Berlin Fashion Week, Berlin  
TecStyleVisions, Stuttgart  
Frankfurt Fashion Week, Frankfurt  
Première Vision Paris, Paris/France  
Interfilière Paris, Paris/France



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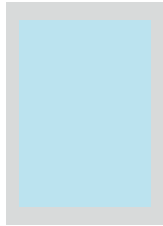


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New sizes  
from 2024!



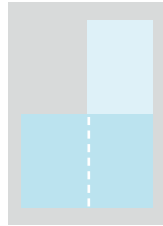
# Ad Rates and Ad Formats\*



1/1 page

B: 210 mm x 297 mm

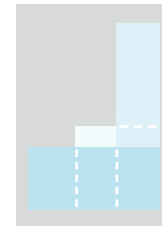
4,850.- €



1/2 page

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

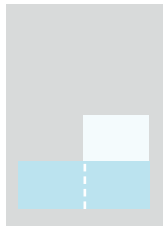
2,740.- €



1/3 page

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

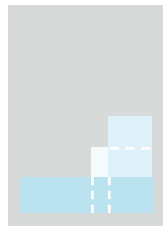
2,100.- €



1/4 page

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

1,820.- €



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

5,500.- €

2nd cover page

5,350.- €

3rd cover page

5,200.- €

Back cover page

5,450.- €

Front + Back cover page

9,000.- €

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.

Displays are available in either German or English.



# 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 1,250.- €

## 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%

## Job Advertisements

on request

## Ad specials:

Inserts/price per thousand

up to 25g:

500.- €

up to 50g:

600.- €

Maximum format available for loose inserts:

205 x 297 mm

Rates for bound inserts on request



**Maria Radovanović**

Media Consultant

Tel.: +49 (0)951 861-126

E-Mail: [maria.radovanovic@meisenbach.de](mailto:maria.radovanovic@meisenbach.de)

## Correction and release details:

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

Advertorial Print, Eye-catcher, Lead story, Ad-  
vertorial Online, Special Newsletter.

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



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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: 3,500.– €

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.\*

### 1/2 page Advertorial: 2,000.– €

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.\*

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

**We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 16.**







# 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.



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# 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, PSOcoated\_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: PSOcoated\_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 PSOcoated\_v3.icc. If you are interested, please contact Odine 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:

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

## Delivery address:

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



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# Distribution

## 1 Subscription prices print 2024\*

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

## 2 Subscription prices digital 2024\*

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

\* Valid from 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	83.99%
Abroad	16.01%
<b>Print run actually distributed</b>	<b>100.00%</b>

\*\*Average in percent- Issues July 2022– June 2023

Abroad	16.01%
Europe	12.59%
Asia	1.31%
America	1.27%
Africa	0.84%

## 4 Classified potential of recipients

### Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number (Domestic)	Number (Abroad)
Manufacturing of textiles	5,989	1,289
Manufacturing technical textiles	1,188	432
Manufacturing of knitted textiles	969	291
Manufacturing of machinery and technology	1,550	911
Manufacturing of apparel	4,624	1,625
Manufacturing of synthetics	347	147
Textile finishing	675	192
Universities/ tech. colleges	354	127
Other	3,270	6,561
<b>Total number of recipients</b>	<b>18,966</b>	<b>11,575</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.)	110,502 page impressions
Website (dt.)	21,003 visits
Website (eng.)	65,961 page impressions
Website (eng.)	18,371 visits

## fans social media

Instagram	1,872 subscribers
X	1,725 follower
LinkedIn	641 subscribers

status: August 2023



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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

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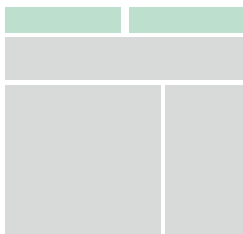
Your contact:  
Melek Aksoy / Media Consultant  
[Melek.Aksoy@meisenbach.de](mailto:Melek.Aksoy@meisenbach.de)  
Tel. +49 951 861-145





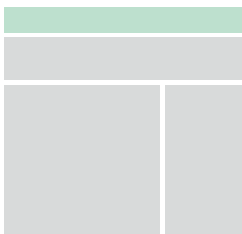
# Ad Banner on textile-network.de or textile-network.com

## 1 Full Banner



Size: 560 x 110 pixels  
Price\*: 1,200.- €

## 2 Superbanner



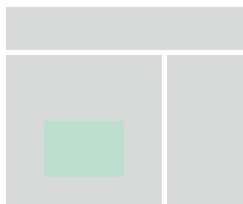
Size: 1,170 x 110 pixels  
Price\*: 2,400.- €

## 3 Hockeystick



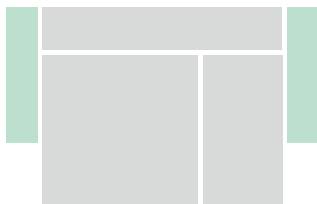
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 2,000.- €

## 4 Content Ad\*



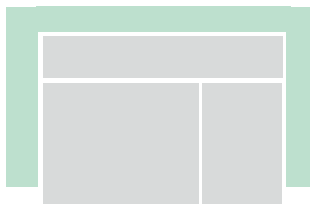
Size: 300 x 250 pixels  
Price\*: 1,600.- €

## 5 Skyscraper



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

## 6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels  
Price\*: 3,000.- €

### 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

Formats valid from April 1, 2023.

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.



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# 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: 1,095.- €

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): 650.- €**

## 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: 2,600.- €**



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:

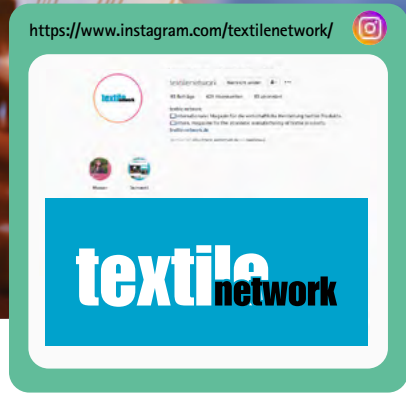
5 posts (per calendar year): 925.- €

10 posts (per calendar year): 1,725.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 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.



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# Ad Sales & Distribution:

## Media Consultant:

Maria Radovanović  
☎ +49 951 861-126  
✉ maria.radovanovic@meisenbach.de

## Distribution:

Ulla Schiel  
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✉ Vertrieb@meisenbach.de

## Order Management:

Odine Gränke  
☎ +49 951 861-195  
✉ odine.graenke@meisenbach.de

## Foreign Representatives:

Italy  
Angela Cavalca  
Via Scarlatti, 7  
20124 Milano  
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✉ +39 (02) 99980756  
✉ angela.cavalca@fastwebnet.it

## Japan

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Ken Myohdai (President)  
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✉ +81-6-6624-3602  
✉ myohdai@sakurain.co.jp

## India

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✉ +91-11-629210933  
✉ mahesh@gmindia.net

## Türkiye

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Hacimimi Mah.,  
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Kitapçıbaşı İş Merkezi K:4,  
34425 Beyoğlu, İstanbul  
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✉ emre.yardimci@feustelfairs.com.tr

# Publishing house:

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96050 Bamberg  
P.O. Box: 20 69  
96011 Bamberg

☎ +49 951 861-0

✉ info@meisenbach.de  
www.meisenbach.de

Managing Director: Ulrich Stetter

Head of editorial office: Sabine Stenzel

Head of online editorial office: Daniel Keienburg

## Bank details:

Sparkasse Mainfranken, Würzburg  
IBAN: DE50 7905 0000 0047 9552 65  
Kto-Nr.: 47955265  
BLZ: 790 500 00  
BIC: BYLADEM1SWU

## Terms of payment:

3% discount on payment before publication,  
2% discount on payment within 8 days from  
date of invoice, net 30 days from invoice.  
Place of fulfilment and court of jurisdiction  
is Bamberg. (Unless otherwise determined by law)

All prices exclude VAT, which is charged at the currently  
applicable rate. Our Standard Terms and Conditions apply:  
<https://content.meisenbach.de/en/AGB>.

# Editorial staff:

## Managing Editor:

Sibylle Michel  
☎ +49 951 861-117  
✉ sibylle.michel@meisenbach.de

## Editorial Office:

Christine Heywood  
☎ +49 951 861-116  
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## Head of online editorial office:

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✉ daniel.keienburg@meisenbach.de



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