textile network

Media kit online 2027

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

textile network Online 2027

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

WEBSITE (365 days a year, average values for Aug 25 till Jul 26)
→ 698,325 page impressions per month
→ 338,698 German website | 114,025 visits
→ 359,627 English website | 166,612 visits

NEWSLETTER (weekly)
→ 2,690 subscribers (German)
→ 1,430 subscribers (English)
→ opening rate: Ø 37% (Geman), Ø 25% (English)

SOCIAL MEDIA
→ LinkedIn: 1,378 followers (+25%)

textile network online 2027

YOUR TARGET GROUP = OUR READERS

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

Industries:
Technical textiles • Fashion • Home textiles • Fibres & yarns • Nonwovens • Textile services

OUR TOPICS

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 2027

OUR TRADE FAIR-FOCUSED CAMPAIGNS

In 2027, 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?

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

Focus Topics 2027

OUR ENGLISH SPECIAL NEWSLETTERS IN 2027

Month	Topic	Fair	PD Newsletter	AD Newsletter
February	VIATT	VIATT 24. - 26.02.2027	17.02.2027	03.02.2027
February	Defence	Enforce Tac 01. - 03.03.2027	24.02.2027	10.02.2027
March/April	Textile & Digital Printing	FESPA 06. - 09.04.2027	31.03.2027	17.03.2027
June	Sustainability & Textile Recycling	Textiles Recycling Expo 16. + 17.06.2027	16.06.2027	02.06.2027
September	ITMA Preview	ITMA Hannover 16. - 22.09.2027	08.09.2027	25.08.2027
September	ITMA Review	ITMA Hannover 16. - 22.09.2027	29.09.2027	22.09.2027
October	Work wear & security	A+A 19. - 22.10.2027	13.10.2027	29.09.2027
December	Defence	-	08.12.2027	24.11.2027

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

Your advertising opportunities with textile network

NEWSLETTER ADVERTISING

1. NEWSLETTER BANNER – €650
Compact, prominently placed above or between editorial articles

2. ONLINE ADVERTORIAL – €1,500 | Premium €2,000
Your content in an editorial style, in the newsletter, on the website, and on LinkedIn

3. EXCLUSIVE NEWSLETTER – €2,500
100% exclusive to you, no other advertising

→ Details on formats and specifications: pages 8-12

WEBSITE BANNER

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 13-14

SOCIAL MEDIA

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

→ Details: page 15

Frequency Discount
(within 12 months)

2 ads: 10%
4 ads: 15%

Your advertising opportunities with textile network

LEAD GENERATION

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 16-18

Questions? Customized offers? Cross-media packages?
Get in touch with us:



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NEWSLETTER-BANNER

Compact. Prominent. Effective.

€650 per Newsletter
(2nd language at half price)

REACH
2,700 subscribers (German newsletter)
or 1,400 subscribers (English newsletter)

Average opening rate 25-37%
= 999 readers see your banner (German newsletter)
= 350 readers see your banner (English newsletter)

EXAMPLE CALCULATION
€650 for 999 impressions = €0.65 per impression
With a 5% click-through rate = approx. 50 clicks on your website
Cost per click: €13

DATA DELIVERY
Finished banner file 6 business days before publication date
to: 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:
→ 600 × 150 pixels [new size, 7% more ad space]
→ 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 (3-in-1-Package)

Your Content. Our Reach.

€1,500
(2nd language at half price)

WHAT YOU GET

→ Article on textile-network.de or textile-network.com (unlimited runtime) + push in homepage slider
→ Teaser for your article in our newsletter
→ Post on LinkedIn
→ Link to your website

PERFECT FOR

- Building strong SEO backlinks
- Content marketing & storytelling
- Reference projects and case studies
- Company announcements
- Product or technology news

REACH

Ø visits website: 114,025 (dt.) bzw. 166,612 (engl.)
Newsletter opening rate: 25-37%
LinkedIn Follower: 1.378

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)
✓ Text LinkedIn post: 1000 characters max. (5-6 sentences)
✓ 3-5 Hashtags
✓ List of people/companies to tag



ONLINE-ADVERTORIAL (Premium)

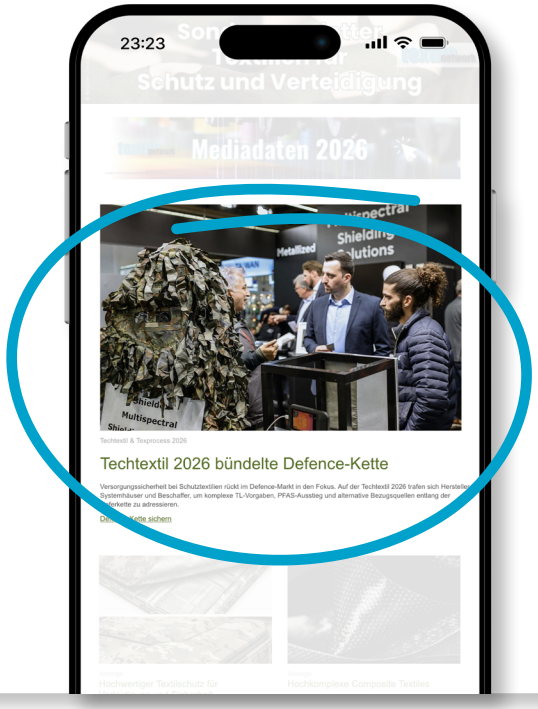
Even more Visibility. For your Content.

€2,000
(2nd language at half price)

Secure the exclusive premium placement for your advertorial and kick off the newsletter with your article!

WHAT YOU GET ON TOP

→ First spot in the newsletter: ahead of everyone else
→ Optimal visibility, even in the preview
→ Strong visual presence thanks to a large-format image



Sign up for our newsletter!

EXKLUSIVE-NEWSLETTER

Your message. No one else's.

€2,500
(2nd language at half price)



WHAT YOU GET

→ 100% attention – no competition in the newsletter
→ Up to 2 advertorials incl. premium placement
→ 1 banner
→ look and feel of textile network
→ 1-2 editorial articles (so that the newsletter looks authentic, not promotional)
→ Sent to 2,700 (German) or 1,400 (English) subscribers

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 (16:10), 72 dpi
✓ Banner: 600 × 150 pixels, max. 100K

EXCLUSIVE NEWSLETTER

Your message. No one else's.

€2,500
(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 advertsing	possible	none
Editorial articles	yes	yes
Date	fixed	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

€2,500 for 2,700 newsletter recipients
Opening rate 37%
100% focus on your message = maximum impact
Price per reader: €2.50

BOOKING & NOTICE PERIOD

At least 3 weeks' notice required
Dates subject to availability (max. 1 exclusive newsletter per week)
To: anna.ugrica@meisenbach.de

WEBSITE BANNER

365 days of presence. **Runtime: 4 weeks**

1 FULL BANNER – €1,500

560 × 110 pixels

2 SUPERBANNER – €2,600

1,170 × 110 pixels

3 HOCKEYSTICK – €2,400

735 × 110 pixels +
160 × 600 pixels

4 CONTENT AD – €2,000

300 × 250 pixels

5 SKYSCRAPER – €2,000

160 × 600 pixels

6 WEBSKIN – €3,600

(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

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
€1,500 (DE) + €750 (EN) =
€2,250 instead of €3000
€2,250 / 698.325 impressions =
€3.22 CPM

REACH

Ø monthly page impressions textile-network.de:
338.698
Ø monthly page impressions textile-network.com:
359.627

Want to extend the runtime? Book for several months?

Contact us for special conditions.

SOCIAL MEDIA: LINKEDIN

Reach your target audience where they are active.

LINKEDIN
(1.378 FOLLOWER – 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

PACKAGES

→ 5 posts throughout the year: €1,000
→ 10 posts throughout the year: €1,850

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 address)

4. YOU RECEIVE THE LEADS

→ As an Excel sheet and GDPR-compliant



LEAD GENERATION

From visibility to customer contacts.

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 sheet

PERFECT FOR

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

LEAD GENERATION

OUR TWO PACKAGES

BASIC – €2,500
(1 LANGUAGE, 2ND AT HALF PRICE)

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

Expected leads: 30-60

PREMIUM – €4,300
(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: €4,300
Expected leads: 100 (average of 80-150)
Cost per lead: €43

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