

textilenetwork

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

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

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

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

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?

- 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
August	Machines, Materials & technologies	Febratex 18. - 21.08.2026	19.08.26	05.08.26
August	Technical textiles	Cinte Techtextil China 01. - 03.09.2026	26.08.26	12.08.26
November	Textile machinery	ITMA ASIA + CITME 20. - 24.11.2026	18.11.26	04.11.26

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



Your advertising opportunities with textile network

NEWSLETTER ADVERTISING

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

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

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!

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

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.

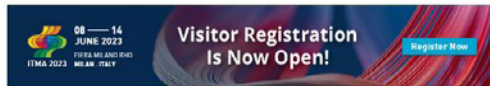
€1,527

(1 language, 2nd language at half price)

textilenetwork

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



WEBSITE BANNER

365 days of presence.

Runtime: 4 weeks

1 FULL BANNER – €1,400



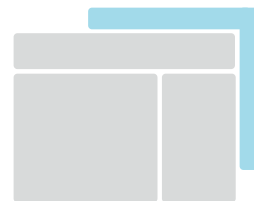
560 × 110 pixels

2 SUPERBANNER – €2,545



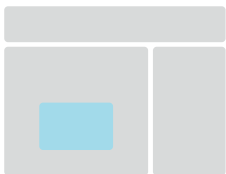
1,170 × 110 pixels

3 HOCKEYSTICK – €2,342



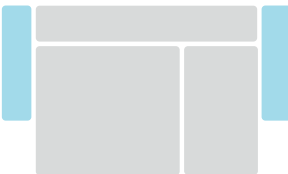
735 × 110 pixels +
160 × 600 pixels

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

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

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

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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