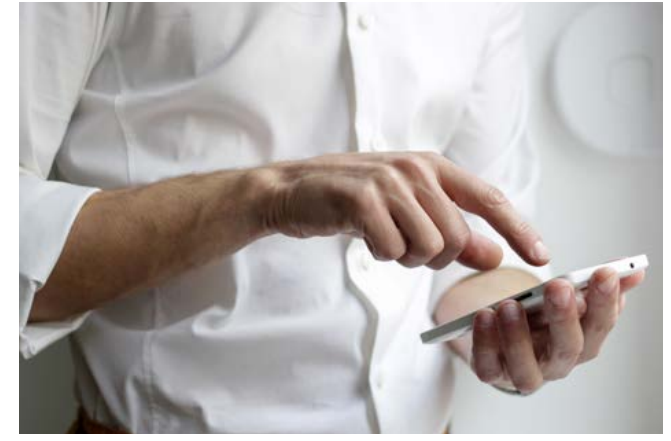


A laptop is shown from a high-angle perspective, displaying a website. The website has a navigation menu with 'Fibers Technology' and 'Trend Reports & Commentary'. A main article titled 'Re-connecting in person' features two men in suits. The text 'Interview with Daniel Krumme, Innovatec' is visible above the article. Below the article, there is a quote: 'Blockchain and new filter media will definitely be a topic.' A large white text overlay 'Media Kit 2022' is centered on the laptop screen. Below it, a navigation path 'Products > Prices > Topics' is displayed. In the bottom left corner, a blue and orange brochure is partially visible with the text 'June 2021 | Issue 03359 F', 'WE ARE ONLINE', and 'Our new digital platform is here!'.

# Media Kit 2022

Products > Prices > Topics

Technical Textiles | nonwovenTRENDS | melliand | Chemical Fibers International | TextileTechnology



# PORTRAIT

OUR PORTFOLIO

# PRINT

PORTRAIT - TECHNICAL TEXTILES  
/ TECHNISCHE TEXTILIEN

PORTRAIT - NONWOVENSTRENDS

PORTRAIT - MELLIAND INTERNATIONAL  
/ MELLIAND TEXTILBERICHTE

PORTRAIT - CHEMICAL FIBERS INTERNATIONAL

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# OUR PORTFOLIO



## TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN

is the leading bilingual (English/German) international trade journal for purchasing decision-makers and the entire management of the manufacturers, the suppliers and the users of technical textiles.



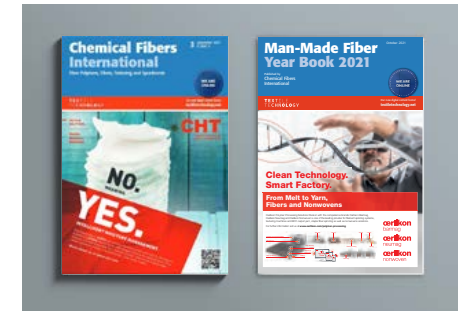
## NONWOVENSTRENDS

is the bilingual (English/German) international trade journal for purchasing decision-makers and the entire management level who deal intensively with the topics of nonwovens technologies and innovations.



## MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE

is published 6 times a year in English and German and is the textile technical trade journal for opinion leaders and top decision makers in the leading companies of the international textile industry with worldwide circulation.



## CHEMICAL FIBERS INTERNATIONAL

is the English-language international trade journal for purchasing decision-makers and the entire management who deal with the topics of man-made fiber production and man-made fiber innovations.

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## MELLIAND CHINA

is published 12 times a year (monthly) in Chinese and is distributed to fiber and textile professionals in Chinese textile enterprises and mills, Chinese research institutes, ministries and universities.





# 01 → PRINT

# PORTRAIT - TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN



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**FREQUENCY OF PUBLICATION:** 5 X P.A.

**FORMAT:** A4

## CIRCULATION ANALYSIS\*

Print-run	5,100 copies
Total actual circulation	4,741 copies
of which abroad	2,523 copies
Subscribers	430 copies

## GEOGRAPHIC CIRCULATION ANALYSIS\*

Germany	47%	2,218 copies
Europe	21%	1,000 copies
North/Latin America	15%	700 copies
Asia	17%	823 copies

\*Source: in-house count effective October, 2021



**Technical Textiles**  
Innovation, Technology, Application

3 June 2021  
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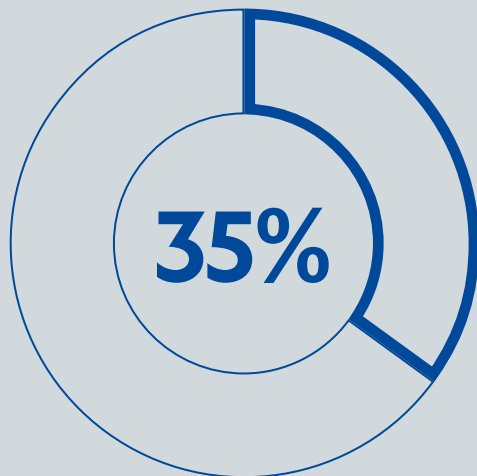
**HERZOG**  
— SINCE 1881 —

**Braiding.**  
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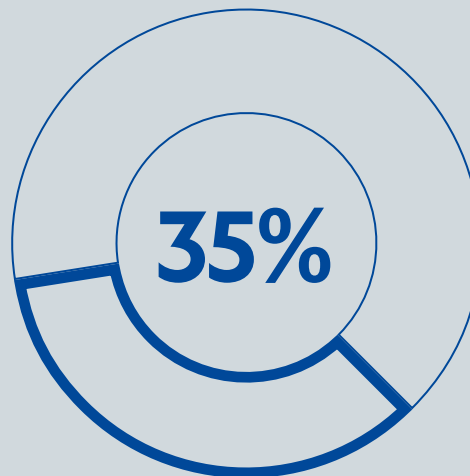
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# RELEVANT TARGET GROUPS\*

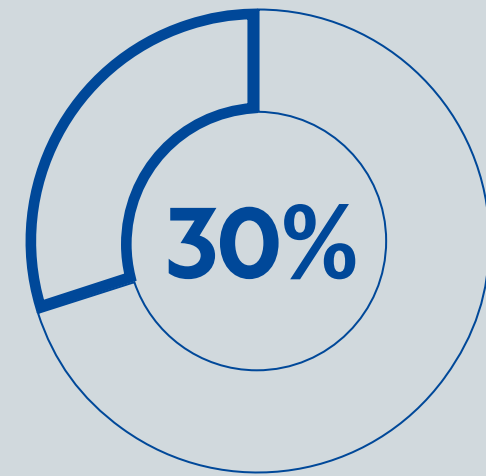
TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN



**TECHNICAL FIBERS / CHEMICALS / TEXTILE AUXILIARIES**



**MACHINERY AND TECHNOLOGIES FOR  
THE PRODUCTION AND PROCESSING OF  
TECHNICAL TEXTILES AND TECHNICAL  
NONWOVENS**



**MANUFACTURING OF TECHNICAL TEXTILES  
AND TECHNICAL NONWOVENS**

- INDUSTRIAL TEXTILES
- MOBILITY TEXTILES
- CONSTRUCTION TEXTILES
- MEDICAL TEXTILES
- SMART TEXTILES
- GEOTEXTILES
- AGROTEXTILES
- ECOTEXTILES ETC.

\* Including R&D / training // Source: in-house count effective October, 2021

# EDITORIAL PROGRAM 2022

## TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN



ISSUE	1 FEBRUARY	2 APRIL	3 JUNE	4 OCTOBER	5 DECEMBER
<b>Ad closing date</b>	February 2, 2022	March 22, 2022	May 17, 2022	September 27, 2022	November 17, 2022
<b>Publication date</b>	<b>February 23, 2022</b>	<b>April 12, 2022</b>	<b>June 9, 2022</b>	<b>October 19, 2022</b>	<b>December 8, 2022</b>
<b>Main Topics</b>	<ul style="list-style-type: none"> <li>• Technical fibers/yarns</li> <li>• Polyester fibers/yarns</li> <li>• Smart textiles</li> <li>• Textile filters</li> <li>• <b>Filtech preview</b></li> <li>• Composites</li> <li>• Construction textiles</li> <li>• Mobile textiles</li> <li>• Nonwovens innovations</li> <li>• Finishing of technical textiles</li> <li>• Technical making-up</li> <li>• Current market reports</li> </ul>	<ul style="list-style-type: none"> <li>• Technical fibers</li> <li>• Polyamide fibers/yarns</li> <li>• Mobile textiles</li> <li>• Workwear and protective clothing</li> <li>• Medical textiles</li> <li>• Finishing of technical textiles</li> <li>• Nonwovens technologies and innovations</li> <li>• <b>Techtextil preview</b></li> <li>• <b>Texprocess preview</b></li> <li>• Technical making-up</li> <li>• Current market reports</li> </ul>	<ul style="list-style-type: none"> <li>• Technical fibers/yarns</li> <li>• Industrial textiles</li> <li>• Sportswear &amp; Smart textiles</li> <li>• Geotextiles</li> <li>• Finishing of technical textiles</li> <li>• Nonwovens technologies and innovations</li> <li>• <b>Techtextil preview</b></li> <li>• <b>Texprocess preview</b></li> <li>• Machinery for the production and processing of technical textiles</li> <li>• Technical making-up</li> <li>• Current market trends</li> </ul>	<ul style="list-style-type: none"> <li>• Polypropylene fibers</li> <li>• Carbon fibers</li> <li>• Protective textiles &amp; Sportswear</li> <li>• Textiles for transportation</li> <li>• Industrial textiles</li> <li>• Construction textiles</li> <li>• Filter technology</li> <li>• Hofer Nonwovenstage: preview</li> <li>• Hofer Vliesstofftage</li> <li>• Techtextil review</li> <li>• <b>ITMA Asia + CITME preview</b></li> <li>• Current market trends</li> </ul>	<ul style="list-style-type: none"> <li>• Cellulosic fibers &amp; Polyester fibers</li> <li>• Technical knits</li> <li>• Protective textiles</li> <li>• Medical textiles</li> <li>• Construction textiles</li> <li>• Flame resistant textiles</li> <li>• Nonwovens technologies and innovations</li> <li>• Technical making-up</li> <li>• Current market trends</li> </ul>
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# PORTRAIT - nonwovensTRENDS



is the bilingual (English/German) international trade journal for purchasing decision-makers and the entire management level who deal intensively with the topics of nonwovens technologies and innovations.

**FREQUENCY OF PUBLICATION:** 2 X P.A.

**FORMAT:** A4

## CIRCULATION ANALYSIS\*

Print-run	6,000 copies
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## CIRCULATION

- as an insert in Technical Textiles / Technische Textilien
- additional distribution in the hygiene industry (trade fairs / events / congresses)

## GEOGRAPHIC CIRCULATION ANALYSIS\*

Germany	47%	2,820 copies
Europe	21%	1,260 copies
North/Latin America	15%	900 copies
Asia	17%	1,020 copies

**nonwovens TRENDS**

Issue 4/2021

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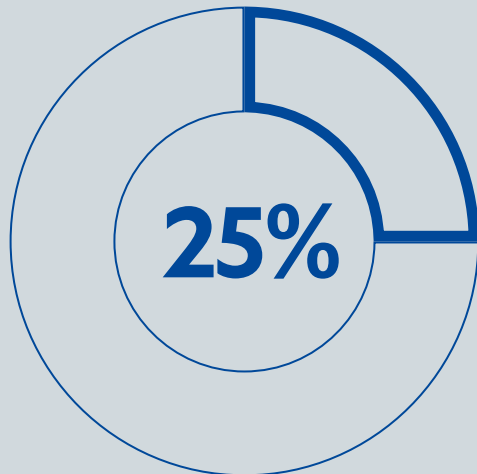
For further information visit us at:  
[www.dertikon.com/nonwovens](http://www.dertikon.com/nonwovens)

\*Source: in-house count effective October, 2021

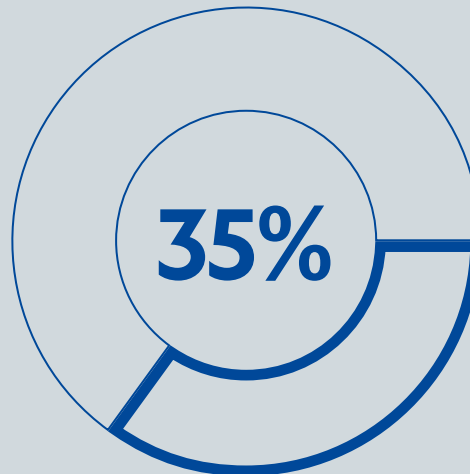


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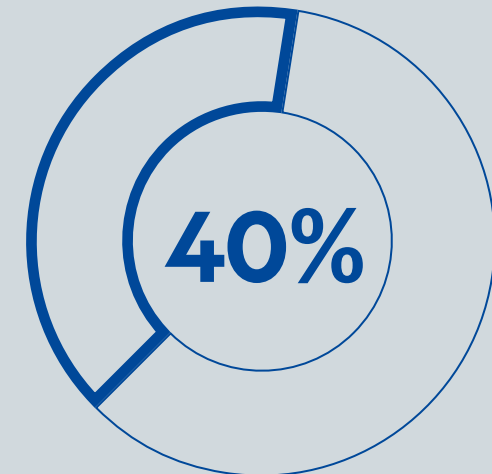
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**MACHINERY AND TECHNOLOGIES FOR THE PRODUCTION AND PROCESSING OF TECHNICAL NONWOVENS, MEDICAL NONWOVENS, HYGIENE NONWOVENS, WIPES ETC.**



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\* Including R&D / training // Source: in-house count effective October, 2021

# EDITORIAL PROGRAM 2022

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<b>Andtex 2022</b> July 6-8, 2022 in Bangkok/Thailand	<b>Filtrex Europe 2022</b> November 2022 in Berlin/Germany
<b>Cinte Techtexsil China 2022</b> September 6-8, 2022 in Shanghai/China	<b>Aachen-Dresden-Denkendorf ITC 2022</b> December 1-2, 2022 in Aachen/Germany
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<b>December 8, 2022</b>
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# PORTRAIT - MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE



is the leading bilingual (English/German) technical trade journal.

**FREQUENCY OF PUBLICATION:** 6 X P.A.

**FORMAT:** A4

### GEOGRAPHIC CIRCULATION ANALYSIS\*

Germany	87.0%	3,330 copies
Western Europe	9.4%	363 copies
Eastern Europe	3.6%	137 copies

### CIRCULATION ANALYSIS\*

Print-run	10,700 copies
Total actual circulation	10,420 copies
of which abroad	10,270 copies
Subscribers	420 copies

### GEOGRAPHIC CIRCULATION ANALYSIS\*

Asia	64.2%	6,698 copies
Europe	16.2%	1,684 copies
North/Latin America	16.0%	1,664 copies
Africa	3.6%	374 copies

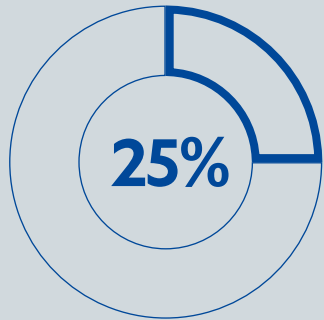


\*Source: in-house count effective October, 2021



# RELEVANT TARGET GROUPS\*

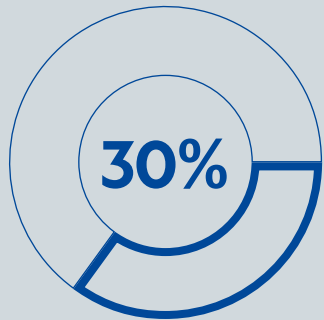
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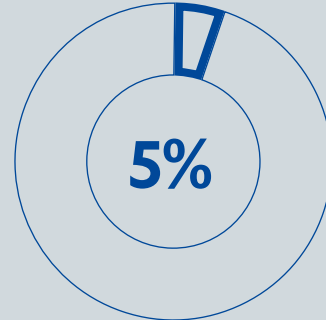
FIBERS / YARN PRODUCTION



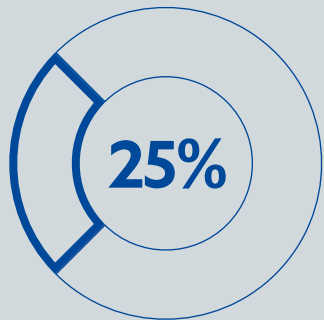
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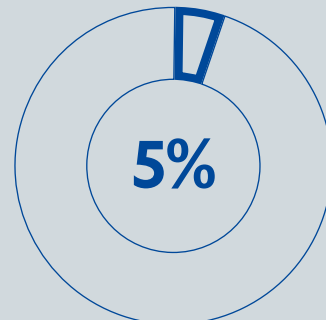
WEAVING / KNITTING  
(INCL. NARROW FABRICS AND  
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DYES AND TEXTILE AUXILIARIES



TEXTILE FINISHING



APPAREL INDUSTRY

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# EDITORIAL PROGRAM 2022

MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE



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<b>Publication date</b>	<b>February 17, 2022</b>	<b>April 20, 2022</b>	<b>June 13, 2022</b>	<b>August 25, 2022</b>	<b>October 27, 2022</b>	<b>December 15, 2022</b>
<b>Main Topics</b>	<ul style="list-style-type: none"> <li>• New fiber and yarn developments</li> <li>• Spinning innovations</li> <li>• Weaving technologies</li> <li>• News in home textiles</li> <li>• Textile floorcoverings</li> <li>• Textile finishing: new machinery and processes</li> <li>• Current market reports</li> <li>• News from the textile industry</li> </ul>	<ul style="list-style-type: none"> <li>• Natural fiber trends</li> <li>• Spinning technologies</li> <li>• Weaving innovations</li> <li>• Knitting trends</li> <li>• Textile finishing: new developments</li> <li>• Current market reports</li> <li>• News from the textile industry</li> <li>• <b>German special: Band- und Flechtindustrie</b></li> </ul>	<ul style="list-style-type: none"> <li>• New fiber and yarn developments</li> <li>• Spinning innovations</li> <li>• Knitting developments</li> <li>• Weaving technologies</li> <li>• Textile finishing trends</li> <li>• <b>ITM preview</b></li> <li>• <b>Texprocess preview</b></li> <li>• <b>Techtextil preview</b></li> <li>• News from the textile industry</li> </ul>	<ul style="list-style-type: none"> <li>• Technical fibers/yarns</li> <li>• Man-made fiber processing</li> <li>• Spinning machinery news</li> <li>• Weaving machinery innovations</li> <li>• Knitting machinery innovations</li> <li>• Textile machinery deliveries worldwide</li> <li>• Textile finishing news</li> <li>• Current market reports</li> <li>• <b>German special: Band- und Flechtindustrie</b></li> </ul>	<ul style="list-style-type: none"> <li>• Global fiber trends</li> <li>• Spinning technologies</li> <li>• Knitting developments</li> <li>• Weaving technologies</li> <li>• <b>ITMA Asia + CITME 2022: preview</b></li> <li>• Textile finishing trends</li> <li>• Clothing machinery developments</li> <li>• News from the textile industry</li> </ul>	<ul style="list-style-type: none"> <li>• Natural and chemical fiber trends</li> <li>• Spinning news</li> <li>• Weaving technologies</li> <li>• Modern knitting technology</li> <li>• ITMA Asia + CITME 2022: review</li> <li>• Textile finishing innovations</li> <li>• Textile machinery world trade</li> <li>• News from the textile industry</li> <li>• Current market reports</li> </ul>
<b>Conferences &amp; Trade Shows</b>	<p><b>3<sup>rd</sup> International Conference on Cellulose Fibres</b> February 2-3, 2022 in Cologne/Germany and Hybrid</p>	<p><b>Performance Days</b> April 27-28, 2022 in Munich and Hybrid</p> <p><b>Texprocess Americas 2022</b> May 17-19, 2022 in Atlanta, GA/USA</p> <p><b>Techtextil North America 2022</b> May 17-19, 2022 in Atlanta, GA/USA</p>	<p><b>ITM 2022</b> June 14-18, 2022 in Istanbul/Turkey</p> <p><b>Heimtextil 2022</b> June 21-24, 2022 in Frankfurt/Germany</p> <p><b>Techtextil &amp; Texprocess 2022</b> June 21-24, 2022 in Frankfurt/Germany</p>	<p><b>Munich Fabric Start</b> Aug. 30-Sept. 1, 2022 in Munich/Germany</p> <p><b>Dornbirn GFC (Global Fiber Congress)</b> September 14-16, 2022</p> <p><b>17<sup>th</sup> Chemnitzer Textiltechnik-Tagung (CTT)</b> September 28-29, 2022 in Chemnitz/Germany</p> <p><b>International Cotton Conference 2022</b> Sept. 29.-30, 2022 in Bremen/Germany and Hybrid</p>	<p><b>ITMA Asia + CITME 2022</b> November 20-24, 2022 in Shanghai/China</p> <p><b>Ispo Munich</b> November 28-30, 2022 in Munich/Germany</p> <p><b>JIAM 2022</b> November 30-December 3, 2022 in Osaka/Japan</p> <p><b>Aachen-Dresden-Denkendorf ITC 2022</b> December 1-2, 2022 in Aachen/Germany</p>	





# PORTRAIT - CHEMICAL FIBERS INTERNATIONAL



is the English-language international trade journal for purchasing decision-makers and the entire management who deal with the topics of man-made fiber production and man-made fiber innovations.

**FREQUENCY OF PUBLICATION:** 4 X P.A.+ MAN-MADE FIBER YEAR  
**BOOK FORMAT:** A4

## CIRCULATION ANALYSIS\*

Print-run	5,200 copies
Total actual circulation	4,800 copies
of which abroad	4,032 copies
Subscribers	400 copies

## GEOGRAPHIC CIRCULATION ANALYSIS\*

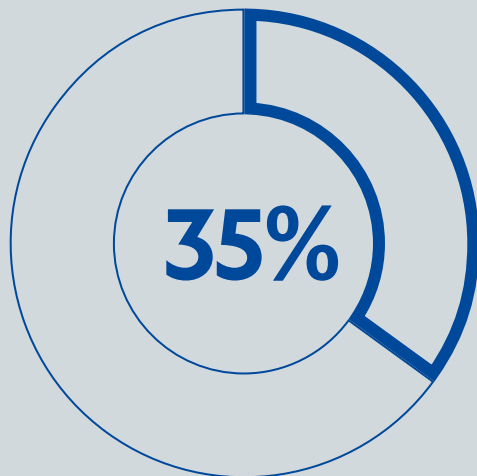
Asia	48.3%	2,318 copies
Western Europe	24.4%	1,172 copies
North/Latin America	14.5%	695 copies
Eastern Europe	5.0%	240 copies
Africa/Australia	2.2%	105 copies
Trade Fairs/Congresses	5.6%	270 copies



\*Source: in-house count effective October, 2021

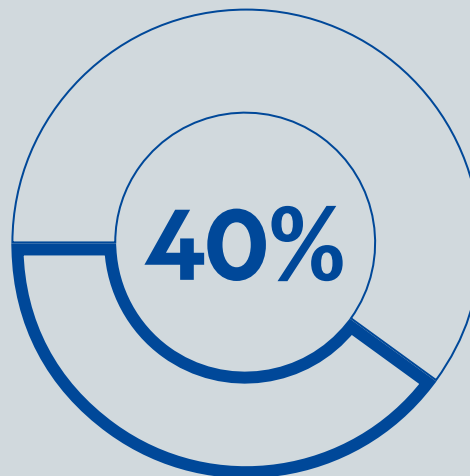
# RELEVANT TARGET GROUPS\*

CHEMICAL FIBERS INTERNATIONAL



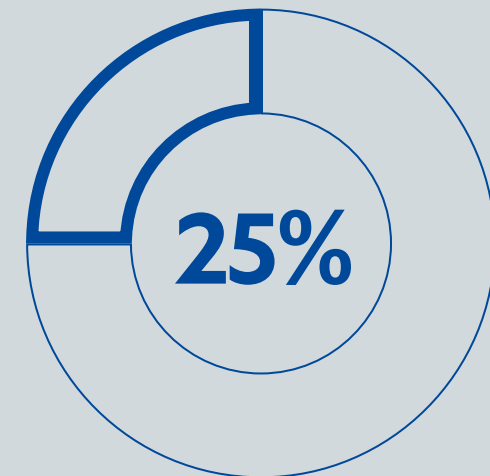
**PRODUCERS OF**

- MAN-MADE FIBERS
- FIBERS AND TEXTILE AUXILIARIES



**MACHINERY / PLANTS / ACCESSORIES FOR**

- MAN-MADE FIBER PRODUCTION
- TEXTURING
- NONWOVENS PRODUCTION



- FIBER APPLICATIONS
- NONWOVENS
- TEXTILE FLOORCOVERINGS

\* Including R&D / training // Source: in-house count effective October, 2021

# EDITORIAL PROGRAM 2022

CHEMICAL FIBERS INTERNATIONAL



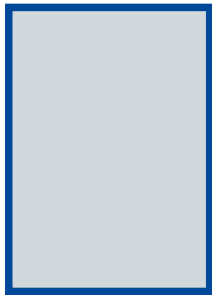
ISSUE	1 MARCH	2 MAY	3 SEPTEMBER	4 NOVEMBER
<b>Ad closing date</b>	March 7, 2022	May 5, 2022	August 18, 2022	November 4, 2022
<b>Publication date</b>	March 28, 2022	May 27, 2022	September 8, 2022	November 25, 2022
<b>Main Topics</b>	<ul style="list-style-type: none"> <li>Fiber raw materials</li> <li>Cellulosic fiber specialties</li> <li>Polypropylene fibers</li> <li>Polyamide fibers</li> <li>Developments in fibers for composites</li> <li><b>European synthetic fiber producers: polyolefins</b></li> <li><b>Filtech 2022: review</b></li> <li>Nonwovens technologies</li> <li>Industry news</li> </ul>	<ul style="list-style-type: none"> <li>Fiber raw materials</li> <li>Polyester fibers</li> <li>Bio-based fiber developments</li> <li><b>Achema 2022: preview</b></li> <li>Carpet fiber developments (Domotex)</li> <li><b>ITM preview: machinery for fiber production, texturing, nonwovens production</b></li> <li>Techtextil 2022: preview</li> <li><b>European synthetic fiber producers: acrylics, PLA and cellulosic fibers</b></li> <li>Nonwovens technologies</li> <li>Fiber technology</li> <li>Industry news</li> </ul>	<ul style="list-style-type: none"> <li>Fiber raw materials</li> <li><b>K 2022: preview</b></li> <li>Global fiber production</li> <li>Technical fibers</li> <li>Cellulosic fibers</li> <li>Developments in fibers for composites</li> <li>Fiber recycling</li> <li>Elastic fiber developments</li> <li><b>Project list: new polymer and chemical fiber plants 2022</b></li> <li><b>European synthetic fiber producers: high-performance and mineral fibers</b></li> <li>Industry news</li> </ul>	<ul style="list-style-type: none"> <li>Fiber raw materials</li> <li>Polyester fibers</li> <li>Synthetic fiber specialties</li> <li>Bio-based fiber developments</li> <li>Lyocell fibers</li> <li>Fibers for home textiles</li> <li>Carpet fiber developments</li> <li>Fiber technology</li> <li><b>European synthetic fiber producers: bicomponent fibers, monofilaments</b></li> <li>Fiber recycling</li> <li>Spin finishes</li> <li><b>ITMA Asia + CITME 2022: preview</b></li> <li>Industry news</li> </ul>
<b>Conferences &amp; Trade Shows</b>	<p><b>3rd Intern. Conference on Cellulose Fibres</b> February 2-3, 2022 in Cologne/Germany and online</p> <p><b>Filtech 2022</b> March 8-10, 2022 in Cologne/Germany</p> <p><b>re4tex - recycling for textiles</b> May 17-18, 2022 in Chemnitz/Germany</p>	<p><b>Techtextil North America 2022</b> May 17-19, 2022 in Atlanta, GA/USA</p> <p><b>ITM 2022</b> June 14-18, 2022 in Istanbul/Turkey</p> <p><b>Techtextil &amp; Texprocess &amp; Heimtextil 2022</b> June 21-24, 2022 in Frankfurt/Germany</p> <p><b>Achema 2022</b> August 22-26, 2022 in Frankfurt/Germany</p> <p><b>Cinte Techtextil China 2022</b> September 6-8, 2022 in Shanghai/China</p> <p><b>Munich Fabric Start</b> Aug. 30-Sept. 1, 2022 in Munich</p>	<p><b>61st Dornbirn Global Fibers Congress</b> September 14-16, 2022 in Dornbirn/Austria</p> <p><b>International Cotton Conference 2022</b> Sept 29,-30, 2022 in Bremen/Germany and Hybrid</p> <p><b>K 2022</b> October 19-26, 2022 in Düsseldorf/Germany</p>	<p><b>35th Hofer Vliesstofftage</b> November 9-10, 2022 in Hof/Germany</p> <p><b>ITMA Asia + CITME 2022</b> November 20-24, 2022 in Shanghai/China</p> <p><b>Aachen-Dresden-Denkendorf ITC 2022</b> December 1-2, 2022 in Aachen/Germany</p> <p><b>Heimtextil 2023</b> January 10-13, 2023 in Frankfurt/Germany</p> <p><b>Domotex 2023</b> January 2023 in Hanover/Germany</p>

Ad closing date: September 19, 2022  
Publication date: October 11, 2022

Man-Mad Fiber Year Book 2022  
published by "Chemical Fibers International"

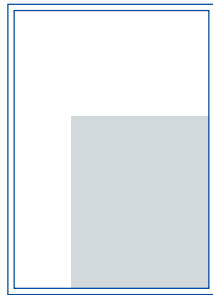


# ADVERTISING FORMATS AND PRICES 2022



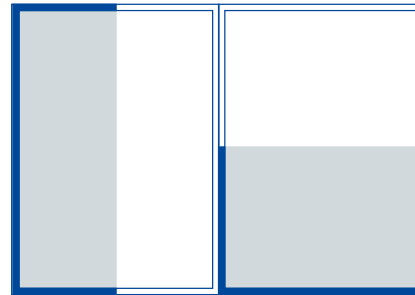
1/1 page  
185 × 256 mm

1/1 page  
bleed  
210 × 297 mm



1/2 page junior  
120 × 190 mm

1/2 page junior  
bleed  
130 × 204 mm\*

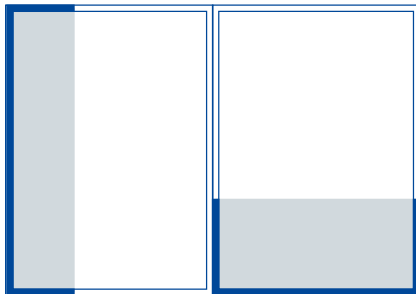


1/2 page vertical  
89 × 256 mm

1/2 page vertical  
bleed  
99 × 297 mm\*

1/2 page horizontal  
185 × 128 mm

1/2 page horizontal  
bleed  
210 × 139 mm\*

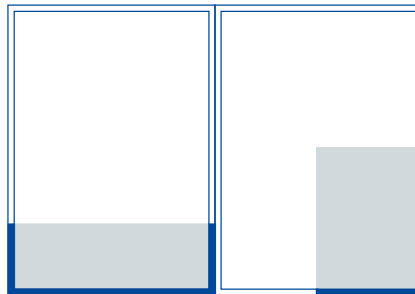


1/3 page vertical  
57 × 256 mm

1/3 page vertical  
bleed  
67 × 297 mm\*

1/3 page horizontal  
185 × 85 mm

1/3 page horizontal  
bleed  
210 × 100 mm\*



1/4 page horizontal  
185 × 60 mm

1/4 page horizontal  
bleed  
210 × 75 mm\*

1/4 page 2 column  
89 × 125 mm

1/4 page 2 column  
bleed  
99 × 139 mm\*

→ **TITLE PAGE**  
210 × 203 mm plus bleed

## TERMS OF PAYMENT

Net amount within 30 days from the date of invoice.

## BANK DETAILS

Deutscher Fachverlag GmbH  
Frankfurter Sparkasse  
Frankfurt am Main

**BIC** HELADEF1822

**IBAN** DE56 5005 0201 0000 0349 26

## DISCOUNTS

If purchased within 12 months (insertion year) the following discounts are available:

2 ads	3 %
3 ads	5 %
5 ads	10 %
10 ads	15 %
20 ads	20 %

All charges are eligible for discount with the exception of additional technical costs and postage.

# PRICE LIST PRINT AND E-PAPER 2022



Format	Technical Textiles/Technische Textilien/Melliand International/Melliand Textilberichte reversible cover EN / DE		nonwovensTRENDS	Chemical Fibers International	melliand China
	Occupancy in the German and English magazine section	Occupancy either in the German or the English magazine section	Bilingual EN / DE	English language	
Front page	6,500 €	-	5,800 €	5,800 €	3,000 €
2nd/3rd/4th cover pages	6,360 €	-	5,700 €	5,700 €	2,800 €
1/1	6,320 €	5,600 €	5,600 €	5,600 €	2,490 €
1/2 Junior	4,140 €	3,780 €	3,780 €	3,780 €	1,845 €
1/2	3,540 €	3,180 €	3,180 €	3,180 €	1,245 €
1/3	2,440 €	2,190 €	2,190 €	2,190 €	830 €
1/4	1,930 €	1,750 €	2,190 €	1,750 €	685 €
Bound insert up to 2 pages					
Loose insert to 25 g	4,500 €	-	4,500 €	4,500 €	-
Bound insert up to 4 pages					
Loose insert to 50 g	5,600 €	-	5,600 €	5,600 €	-

## Classified ads

### Vacancies

Price per mm height and column width 42 mm 4c 4.95 € / mm  
b/w 3.60 € / mm

### Job wanted

Price per mm height and column width 42 mm b/w 3.20 € / mm

Cipher fee 15.00 €

Buyer's guide

4c 5.50 € / mm  
b/w 4.65 € / mm

## DELIVERY ADDRESS PRINTER FOR BOUND AND LOOSE INSERTS

ColorDruck solutions  
Ms. Heidrun Sauer  
attn. "magazine no. Xx"  
Gutenbergstr. 4  
69181 Leimen Germany

# 02 → DIGITAL





# TEXTILETECHNOLOGY

## Our new digital home is international, well-founded and for sure unique!

We bring together all the information, news, insights and deep dives from the textile technical industry on one digital platform.

### textiletechnology.net

#### OUR MAIN TARGET GROUPS:

Man-Made Fiber Industry, Textile Industry, Technical Textile Industry and Nonwovens Industry ...a daily must click and read business source to stay up to date!

#### OUR PERFORMANCE

per month

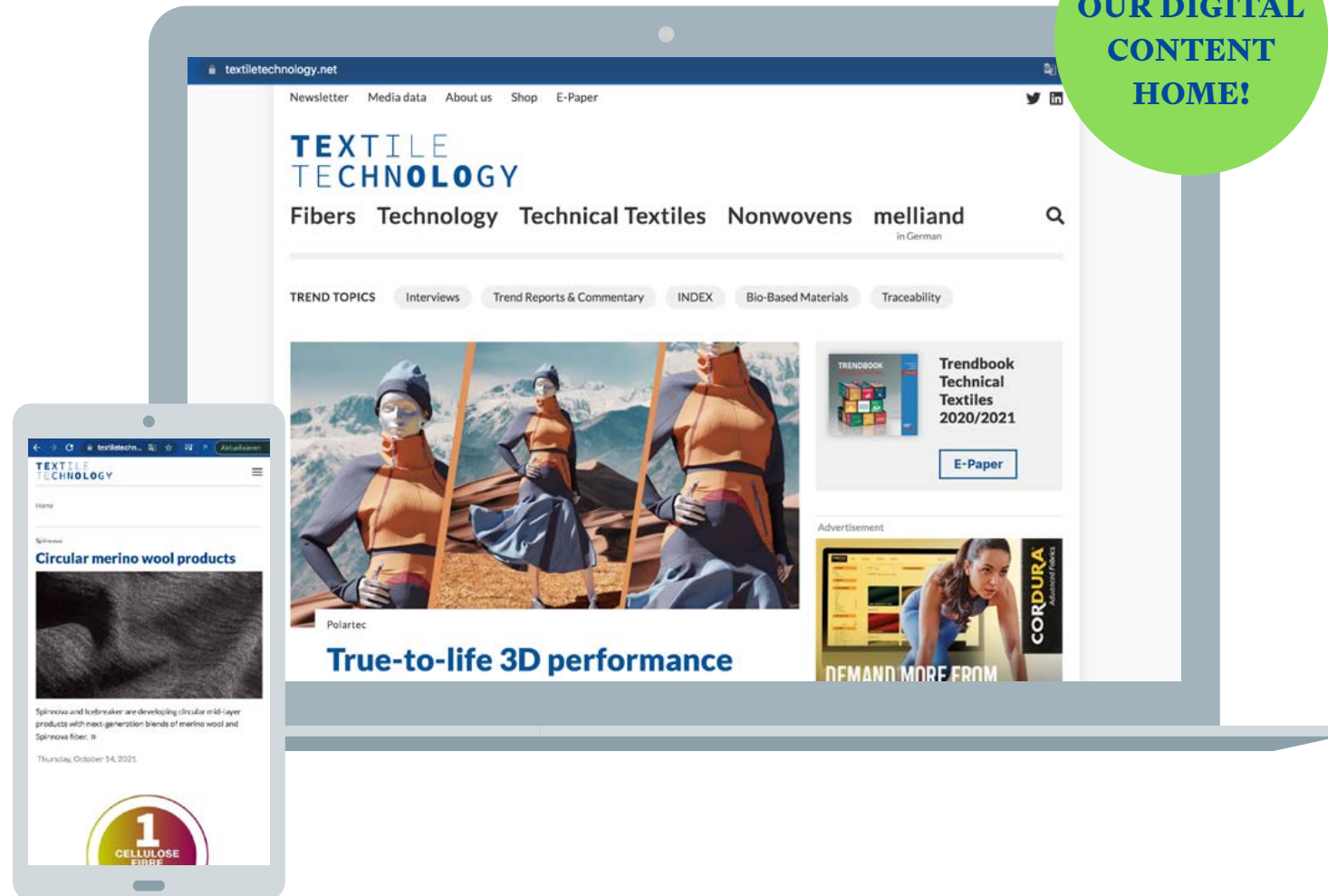
PAGE IMPRESSIONS: 28,722

VISITS: 17,954

UNIQUE USERS: 11,164

Source: Piwik Pro, October 2021

OUR DIGITAL CONTENT HOME!



# WEBSITE BANNER ADVERTISEMENT

## WALLPAPER

DESKTOP ONLY:

980 × 150 PX + 160 × 600 PX

- > Homepage
- > Index pages
- > Article pages

## SKYSCRAPER

DESKTOP ONLY (LEFT OR

RIGHT SIDE): 160 × 600 PX

- > Homepage
- > Index pages
- > Article pages

## SUPERBANNER

DESKTOP: 980 × 150 PX

MOBILE: 300 × 120 PX

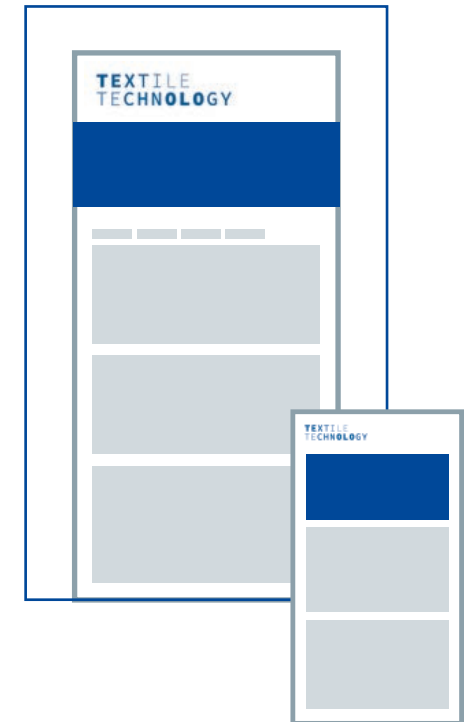
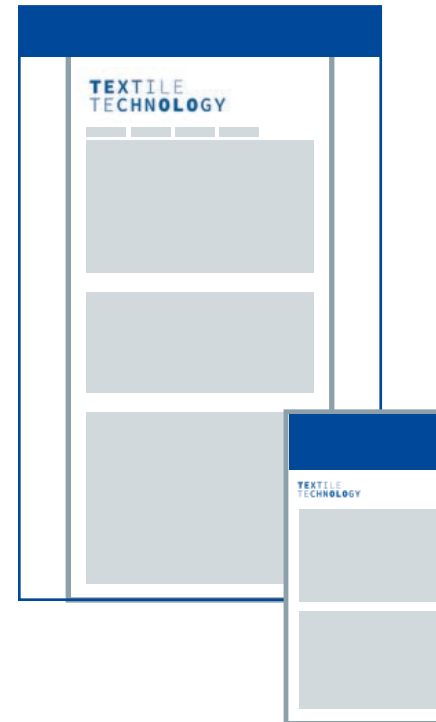
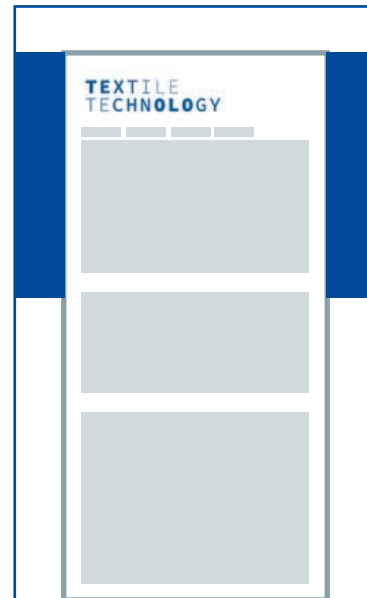
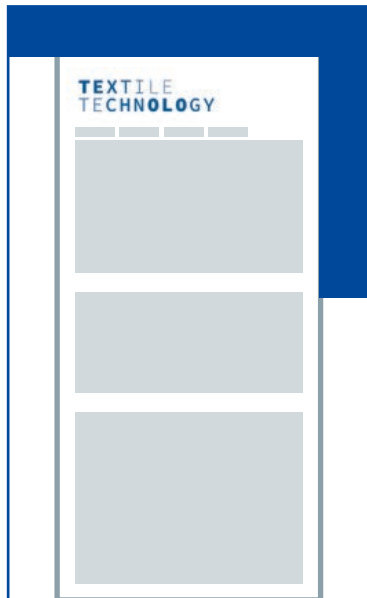
- > Homepage
- > Index pages
- > Article pages

## BILLBOARD

DESKTOP: 940 × 250 PX

MOBILE: 300 × 120 PX

- > Homepage
- > Index pages
- > Article pages



# WEBSITE BANNER ADVERTISEMENT



## MEDIUM RECTANGLE

DESKTOP & MOBILE: 300 × 250 PX

- > Various positions homepage
- > Various positions index pages
- > Various positions article pages

## POSTER AD

DESKTOP: 940 × 850 PX

MOBILE: 300 × 480 PX

- > Homepage only

## CONTENT AD

DESKTOP: 617 × 250 PX

MOBILE: 300 × 120 PX

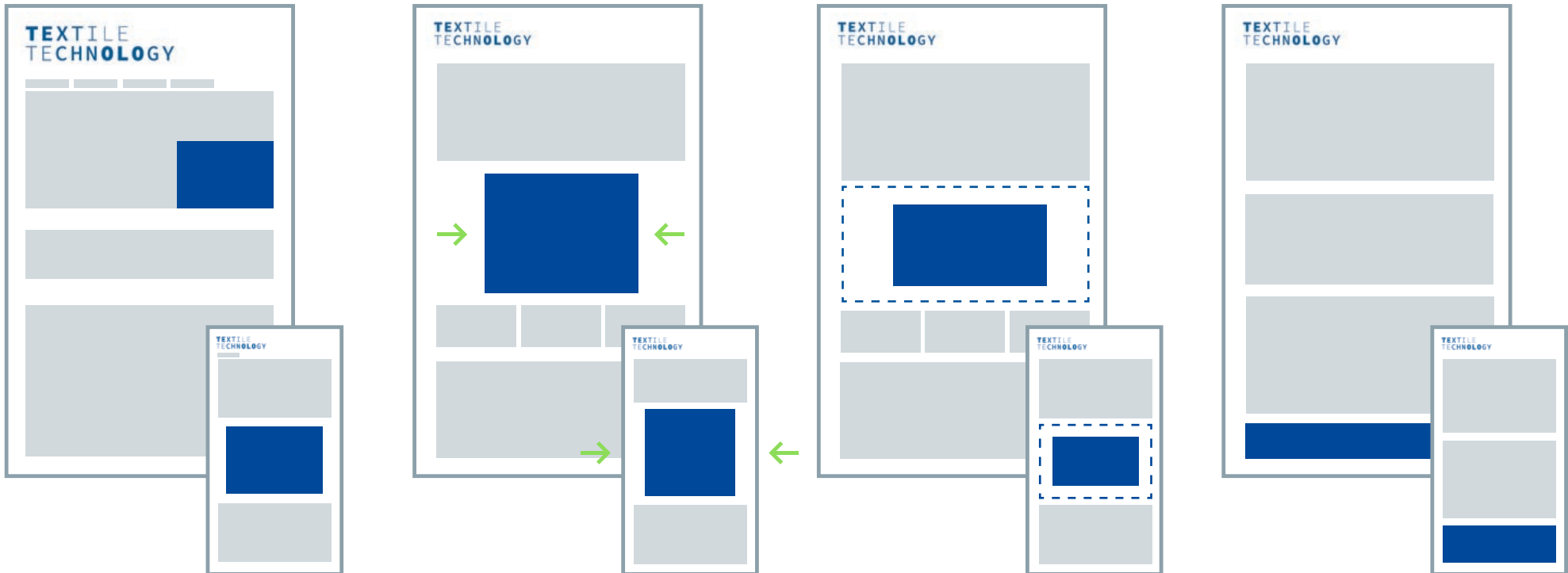
- > Homepage
- > Index pages
- > Article pages

## STICKY FLOOR AD

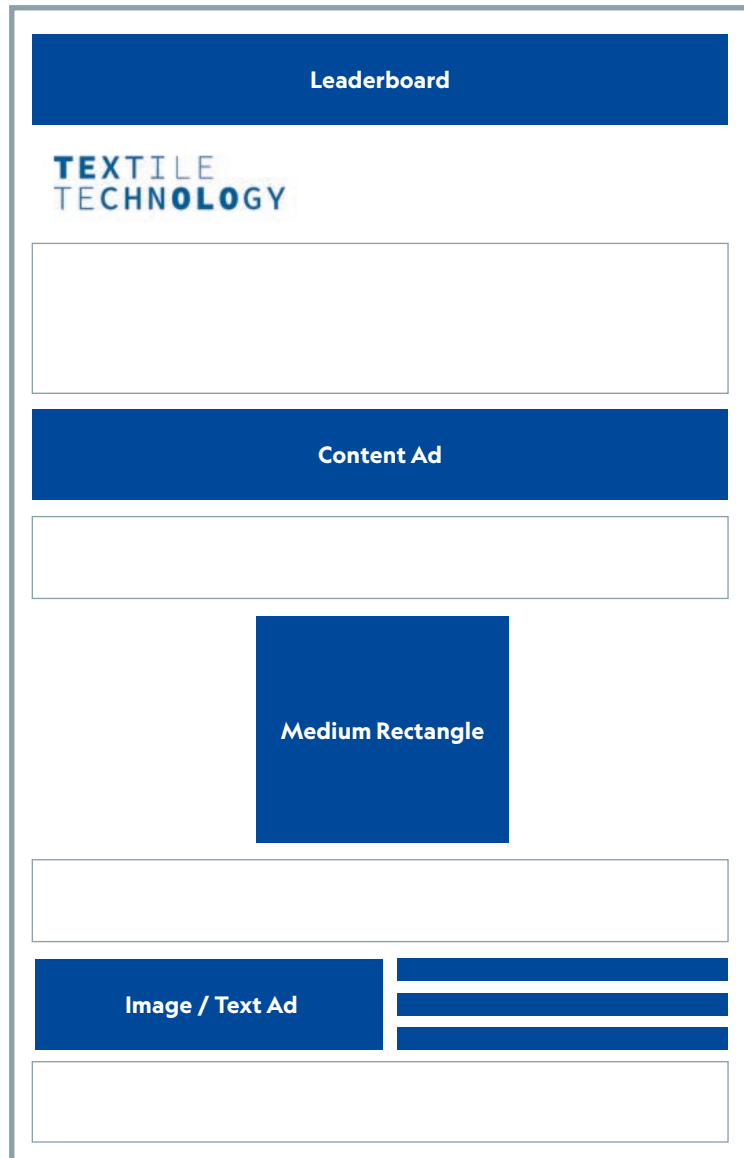
DESKTOP: 980 × 90 PX

MOBILE: 300 × 120 PX

- > Homepage only



# NEWSLETTER BANNER ADVERTISEMENT



**LEADERBOARD - ABOVE THE HEADER**  
DESKTOP & MOBILE: 630 × 75 PX



**CONTENT AD - BETWEEN THE NEWS**  
DESKTOP & MOBILE: 520 × 200 PX



**MEDIUM RECTANGLE - BETWEEN THE NEWS**  
DESKTOP & MOBILE: 300 × 250 PX



**IMAGE / TEXT AD - BETWEEN THE NEWS**  
DESKTOP & MOBILE: 200 × 175 PX  
Up to 400 signs incl. subject

## OUR PERFORMANCE\*:

- 8,900 subscribers
- 23% open rate

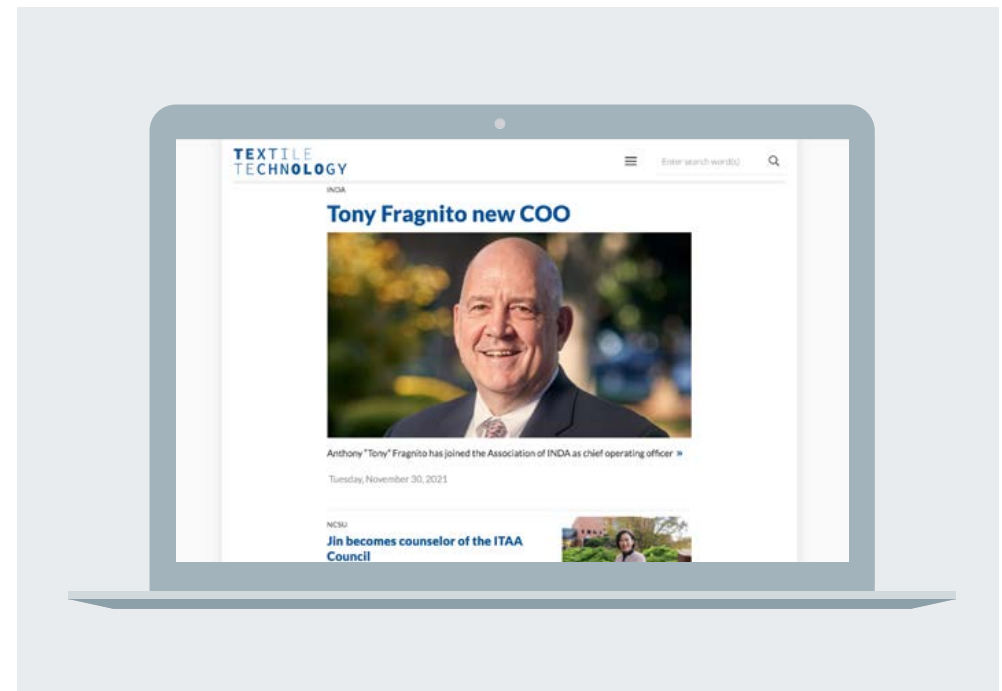
We send out 4 newsletters per week!  
In English-language. Your AD will be displayed 4 times within a 1 week booking.

\* Source: in-house count, status  
October 2021 / All prices subject to VAT

# PRICE LIST TEXTILETECHNOLOGY DIGITAL 2022

WEBSEITE BANNER	Per week Homepage	Per month Homepage	Per week Index page	Per month Index page	Per week Article page	Per month Article page
Wallpaper	790 €	2,390 €	790 €	2,390 €	790 €	2,390 €
Superbanner	690 €	1,990 €	690 €	1,990 €	690 €	1,990 €
Skyscraper	690 €	1,990 €	690 €	1,990 €	690 €	1,990 €
Billbord	690 €	1,990 €	690 €	1,990 €	690 €	1,990 €
Medium Rectangle	690 €	1,990 €	690 €	1,990 €	690 €	1,990 €
Poster Ad	590 €	1,600 €	-	-	-	-
Content Ad	690 €	1,990 €	690 €	1,990 €	690 €	1,990 €
Sticky Floor Ad	590 €	1,600 €	-	-	-	-

NEWSLETTER BANNER	Per week 4 sending outs	Per month 4 calendar weeks
Leaderboard	480 €	1,590 €
Text Ad, Content Ad	480 €	1,590 €
Medium Rectangle	480 €	1,590 €





# EXCLUSIVE NEWSLETTER



**We send your content to our readers!**

**OUR PERFORMANCE\*:**

- **8,900 subscribers**
- **23% open rate**

**YOUR BENEFIT:**

- Targeted communication to our readers
- Transfer your advertising message directly to your target group
- Link videos and websites
- 100 % exclusive – no other advertisement

**PRICES\*\*:**

€ 2,900 content and images provided by you  
€ 3,500 editorial revised newsletter

Including one correction loop! Further loops will be extra charged by 100 EUR each.



\*Source: in-house count, status October 2021 // \*\*All prices subject to VAT

# ONLINE ADVERTORIAL

## Your individual editorial article on our channels!

### OUR PERFORMANCE:

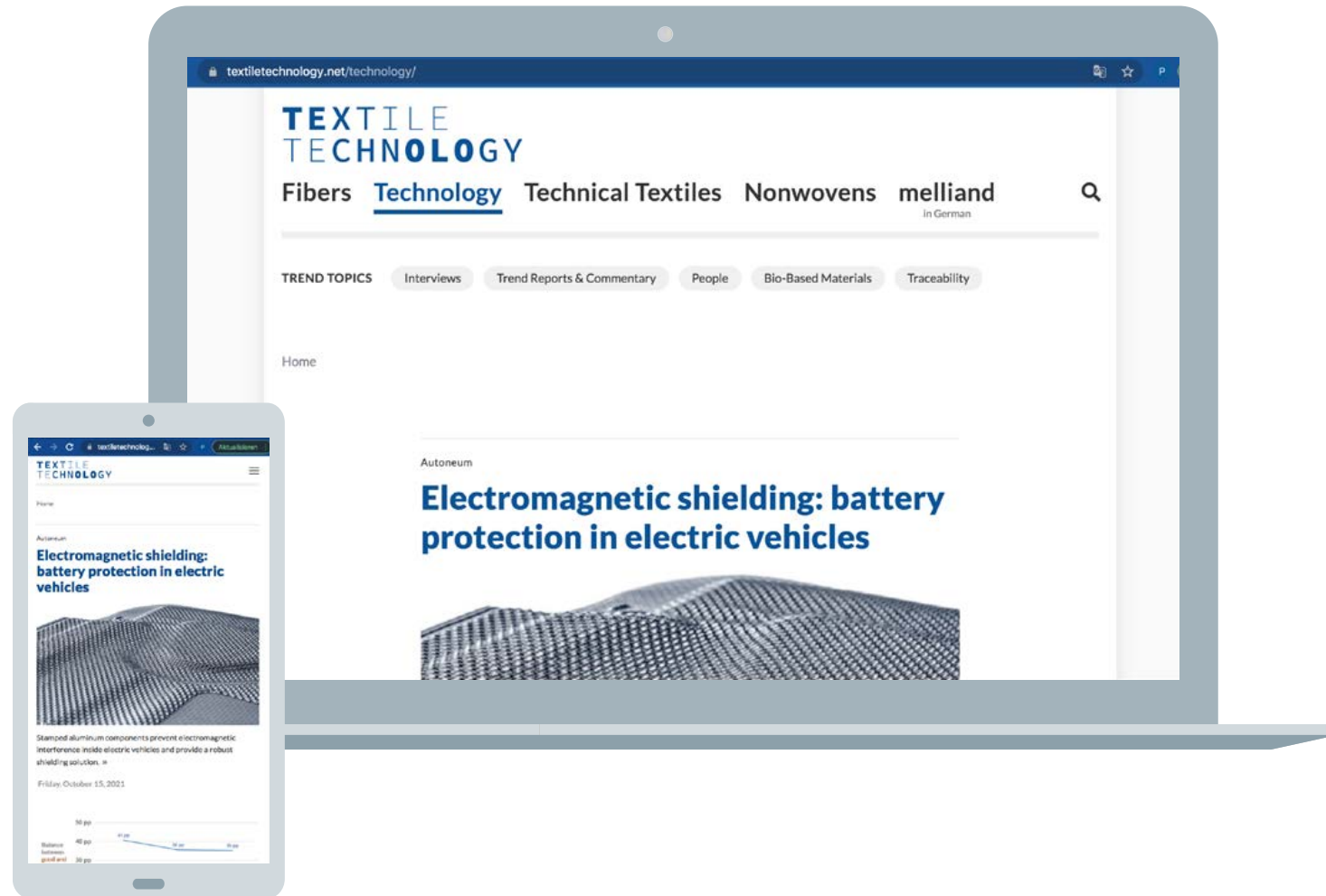
- Teaser article on homepage
- Teaser article in our newsletter
- An article on our website marked as advertorial

### YOUR BENEFIT:

- Your advertisement in our layout of an editorial article
- Boost your visibility and reach

### PRICE:

€ 2,900 for 1 weeks runtime



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60326 Frankfurt, Germany

[www.dfv.de](http://www.dfv.de)

## DELIVERY ADDRESS PRINTER

ColorDruck solutions

Ms. Heidrun Sauer

Issue No ...

Gutenbergstr. 4

69181 Leimen, Germany

We are looking forward to plan your individual crossmedia campaign together!

# Media Kit 2022

**Products > Prices > Topics**

Technical Textiles | nonwovensTRENDS | melliand | Chemical Fibers International | TextileTechnology