



Media Kit 2022

Products > Prices > Topics

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



PORTRAIT

3 OUR PORTFOLIO

PRINT

- 5 PORTRAIT - TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN
- 8 PORTRAIT - NONWOVENSTRENDS
- 11 PORTRAIT - MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE
- 15 PORTRAIT - CHEMICAL FIBERS INTERNATIONAL
- 18 ADVERTISING FORMATS AND PRICES 2022
- 19 PRICE LIST TEXTILE TECHNICAL PRINT AND E-PAPER 2022

DIGITAL

- 21 TEXTILETECHNOLOGY
- 22 WEBSITE BANNER ADVERTISEMENT
- 24 NEWSLETTER BANNER ADVERTISEMENT
- 25 PRICE LIST TEXTILETECHNOLOGY DIGITAL 2022
- 26 EXCLUSIVE NEWSLETTER
- 27 ONLINE ADVERTORIAL

- 28 CONTACTS



Our general terms and conditions can be found here:
WWW.DFV.DE/SERVICE/AGB

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.

TEXTILE TECHNOLOGY

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.



OUR DIGITAL CONTENT HOME!

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.



4 The *Political Revolution* by Rashid...
 The author, The Political Revolution by Rashid...
 188

His investigations have the...
 To Usual, Abrar Zamani gives a platform to...
 The works of Rashid Muneer, Pakistan Centre and...
 Abrar Zamani included in this chapter express the...
 urge, the drive, or other alternative histories from...
 a critical attitude towards official history and the...
 medium that contribute to it. They do so in the...
 vision that they can turn our perspective on the...
 world on its head, or at least alter it, by pushing...
 concentrated attention to the marginalized...
 deconstructed space for them by means of their work...
 platform on which others, people who are often...
 ignored, are given a voice—others than us. Both...
 historical, are more than the others than us. Both...
 Rashid Muneer and Pakistan Centre give the...
 move people who appear in history, especially...
 that through a longer life by judging them, serving...

The works (...)
 included in this
 offer express
 urge, the drive,
 offer alternative
 histories from
 critical attitude
 towards official
 hist

01 → PRINT

PORTRAIT - 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.

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*

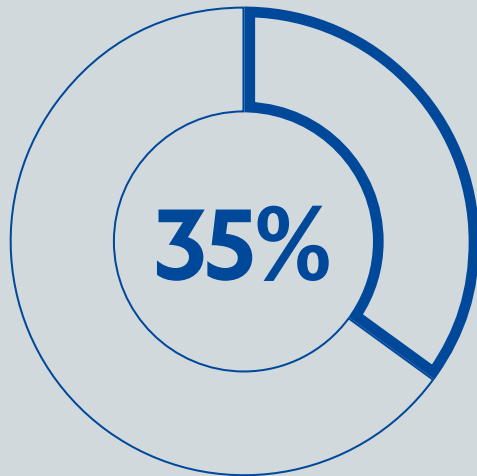
Germany	47%	2,218 copies
Europe	21%	1,000 copies
North/Latin America	15%	700 copies
Asia	17%	823 copies

*Source: in-house count effective October, 2021

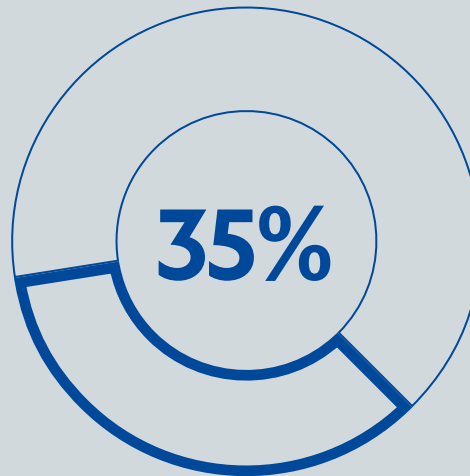


RELEVANT TARGET GROUPS*

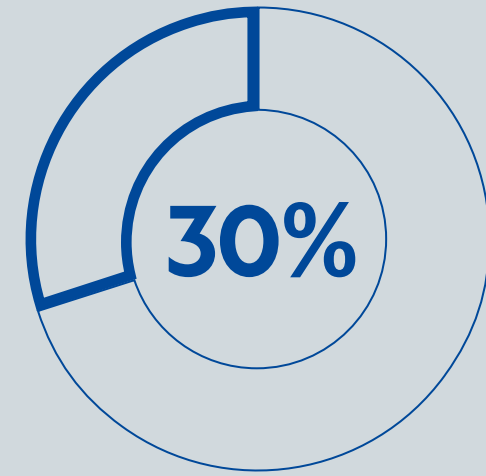
TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN



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
Ad closing date	February 2, 2022	March 22, 2022	May 17, 2022	September 27, 2022	November 17, 2022
Publication date	February 23, 2022	April 12, 2022	June 9, 2022	October 19, 2022	December 8, 2022
Main Topics	<ul style="list-style-type: none"> • Technical fibers/yarns • Polyester fibers/yarns • Smart textiles • Textile filters • Filtech preview • Composites • Construction textiles • Mobile textiles • Nonwovens innovations • Finishing of technical textiles • Technical making-up • Current market reports 	<ul style="list-style-type: none"> • Technical fibers • Polyamide fibers/yarns • Mobile textiles • Workwear and protective clothing • Medical textiles • Finishing of technical textiles • Nonwovens technologies and innovations • Techtextil preview • Texprocess preview • Technical making-up • Current market reports 	<ul style="list-style-type: none"> • Technical fibers/yarns • Industrial textiles • Sportswear & Smart textiles • Geotextiles • Finishing of technical textiles • Nonwovens technologies and innovations • Techtextil preview • Texprocess preview • Machinery for the production and processing of technical textiles • Technical making-up • Current market trends 	<ul style="list-style-type: none"> • Polypropylene fibers • Carbon fibers • Protective textiles & Sportswear • Textiles for transportation • Industrial textiles • Construction textiles • Filter technology • Hofer Nonwovenstage: preview • Hofer Vliesstofftage • Techtextil review • ITMA Asia + CITME preview • Current market trends 	<ul style="list-style-type: none"> • Cellulosic fibers & Polyester fibers • Technical knits • Protective textiles • Medical textiles • Construction textiles • Flame resistant textiles • Nonwovens technologies and innovations • Technical making-up • Current market trends
Conferences & Trade Shows	<p>Bautex 2022 January 26-27, 2022 in Chemnitz/Germany</p> <p>Middle East & North Africa Nonwovens Symposium February 2-3, 2022 in Dubai/UAE and Hybrid</p> <p>Filtech 2022 March 8-10, 2022 in Cologne/Germany</p> <p>JEC World 2022 March 8-10, 2022 in Paris/France</p> <p>IDEA 22 March 28-31, 2022 in Miami Beach, FL/USA</p>	<p>Techtextil North America 2022 May 17-19, 2022 in Atlanta, GA/USA</p> <p>Texprocess Americas 2022 May 17-19, 2022 in Atlanta, GA/USA</p>	<p>ITM 2022 June 14-18, 2022 in Istanbul/Turkey</p> <p>Techtextil & Texprocess 2022 June 21-24, 2022 in Frankfurt/Germany</p> <p>Cinte Techtextil China 2022 September 6-8, 2022 in Shanghai/China</p> <p>Dornbirn GFC (Global Fiber Congress) 2022 September 14-16, 2022 in Dornbirn/Austria</p> <p>Innotrans 2022 September 20-23, 2022 in Berlin/Germany</p> <p>13th World Filtration Congress October 5-9, 2022 in San Diego, CA/USA</p>	<p>35th Hofer Vliesstofftage November 9-10, 2022 in Hof/Germany</p> <p>ITMA Asia + CITME 2022 November 20-24, 2022 in Shanghai/China</p> <p>Aachen-Dresden-Denkendorf ITC 2022 December 1-2, 2022 in Aachen/Germany</p> <p>Ispo Munich November 28-30, 2022 in Munich/Germany</p>	

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
-----------	--------------

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



Issue 4/2021

www.TextileTechnology.net

Inhalt / Contents

Aktuelles aus der Vliesstoffindustrie
Current information from the nonwovens industry (Advansa, Andritz, Autoneum, BWF, Fraunhofer ITMW, ISRA Vision, PILL, Reifenhäuser, TFP, Trütschler) ..83-91

Western Europe chemical fiber titer program for nonwovens 202192-99

Nonwovens made from blends of banana/polypropylene fibers
(N.B. Timble)100

Zertifiziert zirkulär und erneuerbar – neue nachhaltige und hochreine Polymere für Hygiene-Vliesstoffe
Certified circular and renewable – new sustainable high-purity polymers for nonwovens in personal hygiene
(J. Bosovic-Vucik)102

Elektrostatisch aufgeladene Meltblown-Materialien
Electrostatically charged meltblown material
(Oerlikon Nonwoven/Innovatec)108

Development of sustainable and aesthetic acoustic nonwovens
(U.B. Dalbudak, A. Gümus)112

Balancing environmental sustainability improvements and economic constraints
(C. Ross)114

Messe-Vorschauberichte zur Index Trade fair previews for the Index ..116-149

Re-ducing, re-using and re-cycling – interview with F. Heimann, Advansa.....150

Firmenindex / Company Index149

Impressum / Imprint149

Published by

Technische Textilien
Journal of Technical Textiles

Technical Textiles
Journal of Technical Textiles








Your reliable Partner in the Nonwoven Industry

Oerlikon Nonwoven is a leading solution provider of a wide range of nonwoven technologies – with spunbond, meltblown and airlaid solutions, we cover the disposable and durable nonwoven markets.

We are ...
your reliable partner for hygiene, wipes and medical applications and for technical nonwoven solutions like geotextiles, filters and roofing.

We offer ...
low production costs through high capacity production, low waste rate, low energy consumption and higher yield.

We promise ...
High product performance with low basis weight to meet the leading market requirements.







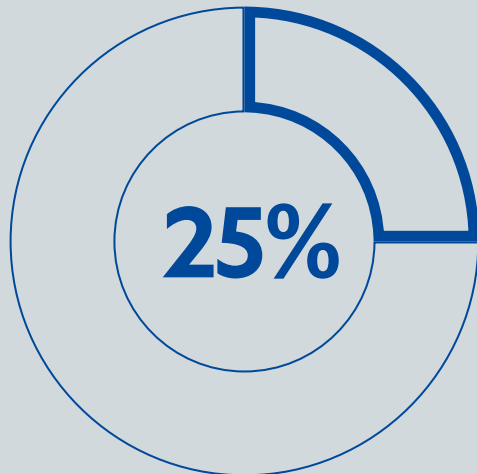
For further information visit us at
www.oerlikon.com/nonwoven



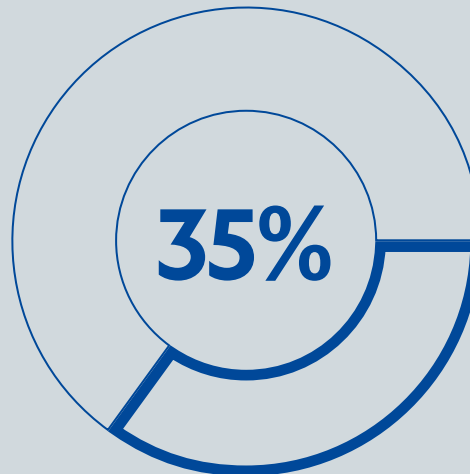
*Source: in-house count effective October, 2021

RELEVANT TARGET GROUPS*

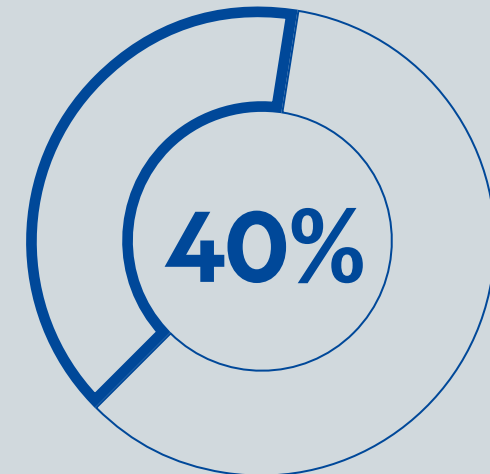
nonovensTRENDS



FIBERS / CHEMICALS / TEXTILE AUXILIARIES



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



MANUFACTURING OF HYGIENE NONWOVENS, WIPES AND TECHNICAL NONWOVENS
→ MEDICAL NONWOVENS
→ TECHNICAL NONWOVENS (AUTOMOTIVE / INDUSTRY / CONSTRUCTION / GEOTEXTILES & AGROTEXTILES / ECOTEXTILES ETC.)

EDITORIAL PROGRAM 2022

nonwovensTRENDS



ISSUE	TECHNICAL TEXTILES 1 / FEBRUARY	TECHNICAL TEXTILES 2 / APRIL	nonwovensTRENDS 1 / JUNE	nonwovensTRENDS 2 / OCTOBER	TECHNICAL TEXTILES 5 / DECEMBER
Ad closing date	February 2, 2022	March 22, 2022	May 17, 2022	September 27, 2022	November 17, 2022
Publication date	February 23, 2022	April 12, 2022	June 9, 2022	October 19, 2022	December 8, 2022
Main Topics	<ul style="list-style-type: none"> Fibers & Auxiliaries for nonwovens Nonwovens production Machinery for the nonwovens market Filtech 2022: preview Nonwovens for technical textiles IDEA 2022: preview Current market reports 	<ul style="list-style-type: none"> Fibers & Auxiliaries for nonwovens Nonwovens production Machinery for the nonwovens market Filtech 2022: review Nonwovens for technical textiles Current market reports 	<ul style="list-style-type: none"> Fibers & Auxiliaries for nonwovens Current information from the nonwovens market ITM 2022: preview (nonwovens machinery) Techtextil 2022: preview (fibers & machinery for nonwovens, nonwovens) Nonwovens production Machinery for the nonwovens market Nonwovens for technical textiles Nonwovens technologies and innovations Nonwovens for the hygiene market Wipes Current market trends 	<ul style="list-style-type: none"> Fibers & Auxiliaries for nonwovens Current information from the nonwovens market ITMA Asia + CITME 2022: preview (nonwovens machinery) Nonwovens production Machinery for the nonwovens market Nonwovens for technical textiles Nonwovens technologies and innovations Nonwovens for the hygiene market Wipes Current market trends 	<ul style="list-style-type: none"> Fibers & Auxiliaries for nonwovens Nonwovens production Machinery for the nonwovens market Nonwovens for technical textiles Hofer Vliesstofftage: review Current market trends
Conferences & Trade Shows	<p>3rd International Conference on Cellulose Fibres February 2-3, 2022 in Cologne/Germany and Hybrid</p> <p>MENA Symposium & Exhibition February 9-10, 2022 in Dubai/UAE and Hybrid</p> <p>Filtech 2022 March 8-10, 2022 in Cologne/Germany</p> <p>IDEA 22 March 28-31, 2022 in Miami Beach, FL/USA</p> <p>FiltXpo 2022 March 29-31, 2022 in Miami Beach, FL/USA</p>	<p>Nonwovens Innovation Academy May 11-12, 2022 in Jyväskylä/Finland and Hybrid</p>	<p>ITM 2022 June 14-18, 2022 in Istanbul/Turkey</p> <p>Techtextil 2022 June 21-24, 2022 in Frankfurt/Germany and hybrid</p> <p>Andtex 2022 July 6-8, 2022 in Bangkok/Thailand</p> <p>Cinte Techtextil China 2022 September 6-8, 2022 in Shanghai/China</p> <p>61st Dornbirn GFC Global Fiber Congress September 14-16, 2022 in Dornbirn/Austria</p> <p>13th World Filtration Congress October 5-9, 2022 in San Diego, CA/USA</p>	<p>35th Hofer Vliesstofftage November 9-10, 2022 in Hof/Germany</p> <p>ITMA Asia + CITME 2022 November 20-24, 2022 in Shanghai/China</p> <p>Filtrex Europe 2022 November 2022 in Berlin/Germany</p> <p>Aachen-Dresden-Denkendorf ITC 2022 December 1-2, 2022 in Aachen/Germany</p>	

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*

MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE



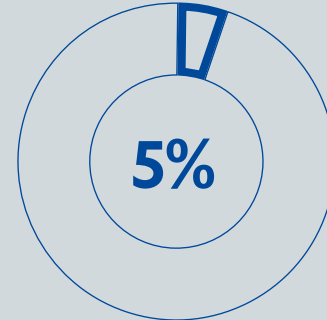
FIBERS / YARN PRODUCTION



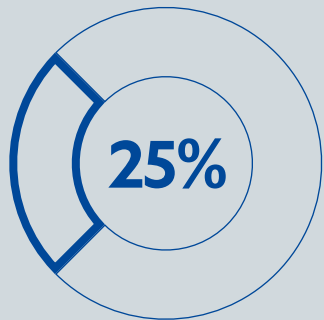
OTHER TEXTILE INDUSTRY



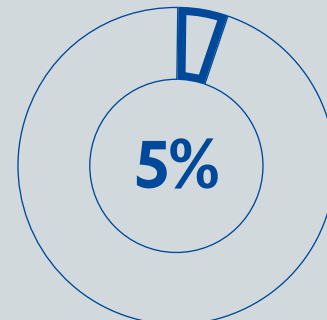
WEAVING / KNITTING
(INCL. NARROW FABRICS AND
BRAIDING INDUSTRY)



DYES AND TEXTILE AUXILIARIES



TEXTILE FINISHING



APPAREL INDUSTRY

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

EDITORIAL PROGRAM 2022

MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE



ISSUE	1 FEBRUARY	2 APRIL	3 JUNE	4 AUGUST	5 OCTOBER	6 DECEMBER
Ad closing date	January 27, 2022	March 28, 2022	May 19, 2022	August 04, 2022	October 06, 2022	November 24, 2022
Publication date	February 17, 2022	April 20, 2022	June 13, 2022	August 25, 2022	October 27, 2022	December 15, 2022
Main Topics	<ul style="list-style-type: none"> • New fiber and yarn developments • Spinning innovations • Weaving technologies • News in home textiles • Textile floorcoverings • Textile finishing: new machinery and processes • Current market reports • News from the textile industry 	<ul style="list-style-type: none"> • Natural fiber trends • Spinning technologies • Weaving innovations • Knitting trends • Textile finishing: new developments • Current market reports • News from the textile industry 	<ul style="list-style-type: none"> • New fiber and yarn developments • Spinning innovations • Knitting developments • Weaving technologies • Textile finishing trends • ITM preview • Texprocess preview • Techtextil preview • News from the textile industry 	<ul style="list-style-type: none"> • Technical fibers/yarns • Man-made fiber processing • Spinning machinery news • Weaving machinery innovations • Knitting machinery innovations • Textile machinery deliveries worldwide • Textile finishing news • Current market reports 	<ul style="list-style-type: none"> • Global fiber trends • Spinning technologies • Knitting developments • Weaving technologies • ITMA Asia + CITME 2022: preview • Textile finishing trends • Clothing machinery developments • News from the textile industry 	<ul style="list-style-type: none"> • Natural and chemical fiber trends • Spinning news • Weaving technologies • Modern knitting technology • ITMA Asia + CITME 2022: review • Textile finishing innovations • Textile machinery world trade • News from the textile industry • Current market reports
Conferences & Trade Shows	<p>3rd International Conference on Cellulose Fibres February 2-3, 2022 in Cologne/Germany and Hybrid</p> <p>International Cotton Conference 2022 March 30-31, 2022 in Bremen/Germany and Hybrid</p>	<p>Texprocess Americas 2022 May 17-19, 2022 in Atlanta, GA/USA</p> <p>Techtextil North America 2022 May 17-19, 2022 in Atlanta, GA/USA</p>	<p>ITM 2022 June 14-18, 2022 in Istanbul/Turkey</p> <p>Texprocess 2022 June 21-24, 2022 in Frankfurt/Germany</p> <p>Techtextil 2022 June 21-24, 2022 in Frankfurt/Germany</p>	<p>Dornbirn GFC (Global Fiber Congress) September 14-16, 2022 in Dornbirn/Austria</p> <p>17th Chemnitzer Textiltechnik-Tagung (CTT) September 28-29, 2022 in Chemnitz/Germany</p>	<p>ITMA Asia + CITME 2022 November 20-24, 2022 in Shanghai/China</p> <p>JIAM 2022 November 30-December 3, 2022 in Osaka/Japan</p> <p>Aachen-Dresden-Denkendorf ITC 2022 December 1-2, 2022 in Aachen/Germany</p> <p>Ispo Munich November 28-30, 2022 in Munich/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*

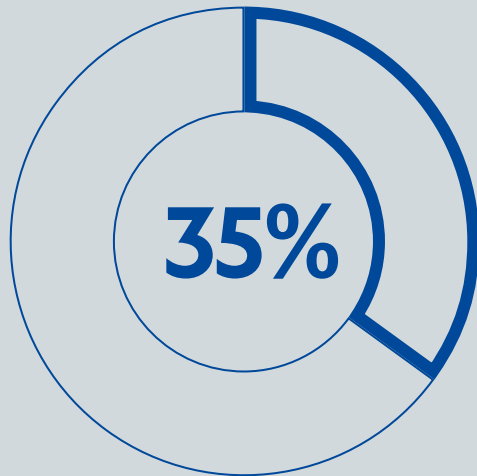
Asia	48.3%	2,318 copies
Western Europe	24.4%	1,172 copies
North/Latin America	14.5%	695 copies
Eastern Europe	5.0%	240 copies
Africa/Australia	2.2%	105 copies
Trade Fairs/Congresses	5.6%	270 copies



*Source: in-house count effective October, 2021

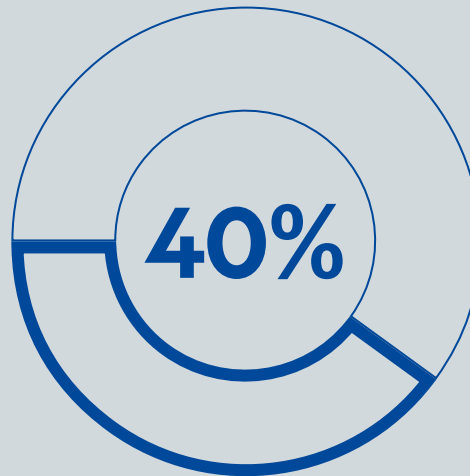
RELEVANT TARGET GROUPS*

CHEMICAL FIBERS INTERNATIONAL



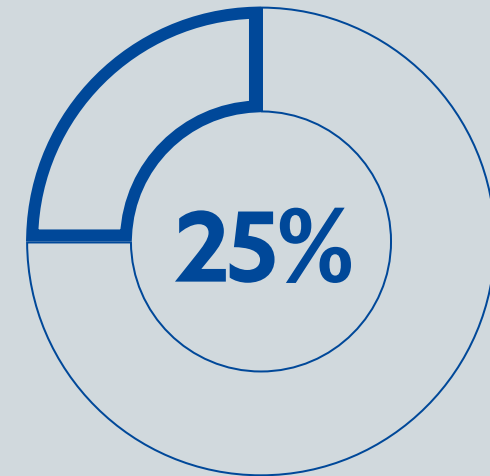
PRODUCERS OF

- 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

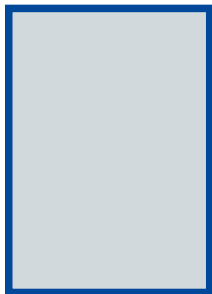
**Chemical Fibers
International**

Fiber Polymers, Fibers,
Texturing and Spunbonds

Textile
Technology

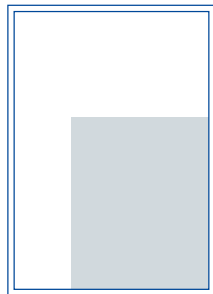
ISSUE	1 MARCH	2 MAY	3 SEPTEMBER	4 NOVEMBER
Ad closing date	March 7, 2022	May 5, 2022	August 18, 2022	October 11, 2022
Publication date	March 28, 2022	May 27, 2022	September 8, 2022	November 1, 2022
Main Topics	<ul style="list-style-type: none"> • Fiber raw materials • Cellulosic fiber specialties • Polypropylene fibers • Polyamide fibers • Developments in fibers for composites • Achema 2022: preview • European synthetic fiber producers: polyolefins • Filtech 2022: review • Nonwovens technologies • Industry news 	<ul style="list-style-type: none"> • Fiber raw materials • Polyester fibers • Bio-based fiber developments • Fibers for home textiles (Heimtextil) • Carpet fiber developments (Domotex) • ITM preview: machinery for fiber production, texturing, nonwovens production • Techtextil 2022: preview • European synthetic fiber producers: acrylics, PLA and cellulosic fibers • Nonwovens technologies • Fiber technology • Industry news 	<ul style="list-style-type: none"> • Fiber raw materials • K 2022: preview • Global fiber production • Technical fibers • Cellulosic fibers • Developments in fibers for composites • Fiber recycling • Elastic fiber developments • Project list: new polymer and chemical fiber plants 2022 • European synthetic fiber producers: high-performance and mineral fibers • Industry news 	<ul style="list-style-type: none"> • Fiber raw materials • Polyester fibers • Synthetic fiber specialties • Bio-based fiber developments • Lyocell fibers • Fibers for home textiles • Carpet fiber developments • Fiber technology • European synthetic fiber producers: bicomponent fibers, monofilaments • Fiber recycling • Spin finishes • Texturing technology (machinery, yarns, markets) • Industry news
Conferences & Trade Shows	<p>3rd Intern. Conference on Cellulose Fibres February 2-3, 2022 in Cologne/Germany and online</p> <p>MENA Nonwovens Symposium & Exhibition February 9-10, 2022 in Dubai/UAE</p> <p>Filtech 2022 March 8-10, 2022 in Cologne/Germany</p> <p>International Cotton Conference 2022 March 30-31, 2022 in Bremen/Germany and hybrid</p> <p>Achema 2022 April 4-8, 2022 in Frankfurt/Germany</p>	<p>Techtextil North America 2022 May 17-19, 2022 in Atlanta, GA/USA</p> <p>ITM 2022 June 14-18, 2022 in Istanbul/Turkey</p> <p>Techtextil 2022 June 21-24, 2022 in Frankfurt/Germany</p> <p>Cinte Techtextil China 2022 September 6-8, 2022 in Shanghai/China</p>	<p>61st Dornbirn Global Fibers Congress September 14-16, 2022 in Dornbirn/Austria</p> <p>K 2022 October 19-26, 2022 in Düsseldorf/Germany</p>	<p>35th Hofer Vliesstofftage November 9-10, 2022 in Hof/Germany</p> <p>Aachen-Dresden-Denkendorf ITC 2022 December 1-2, 2022 in Aachen/Germany</p> <p>Heimtextil 2023 January 10-13, 2023 in Frankfurt/Germany</p> <p>Domotex 2023 January 2023 in Hanover/Germany</p>

ADVERTISING FORMATS AND PRICES 2022



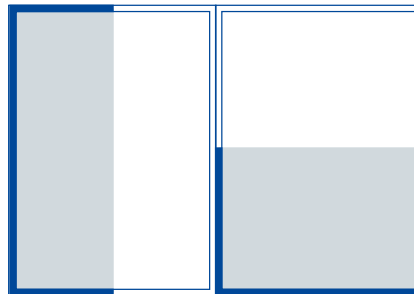
1/1 page
185 × 256 mm

1/1 page
bleed
210 × 297 mm



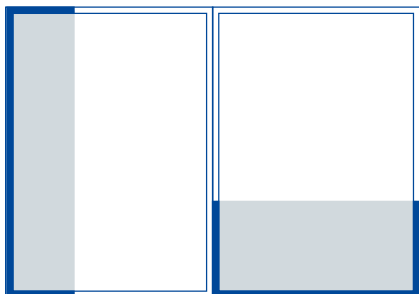
1/2 page junior
120 × 190 mm

1/2 page junior
bleed
130 × 204 mm*



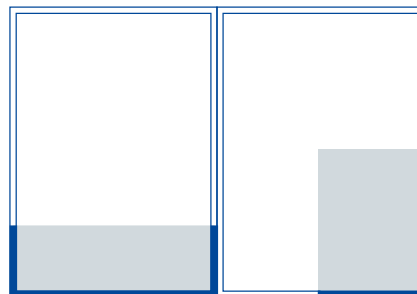
1/2 page vertical 1/2 page horizontal
89 × 256 mm 185 × 128 mm

1/2 page vertical 1/2 page horizontal
bleed bleed
99 × 297 mm* 210 × 139 mm*



1/3 page vertical 1/3 page horizontal
57 × 256 mm 185 × 85 mm

1/3 page vertical 1/3 page horizontal
bleed bleed
67 × 297 mm* 210 × 100 mm*



1/4 page horizontal 1/4 page 2 column
185 × 60 mm 89 × 125 mm

1/4 page horizontal 1/4 page 2 column
bleed bleed
210 × 75 mm* 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

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

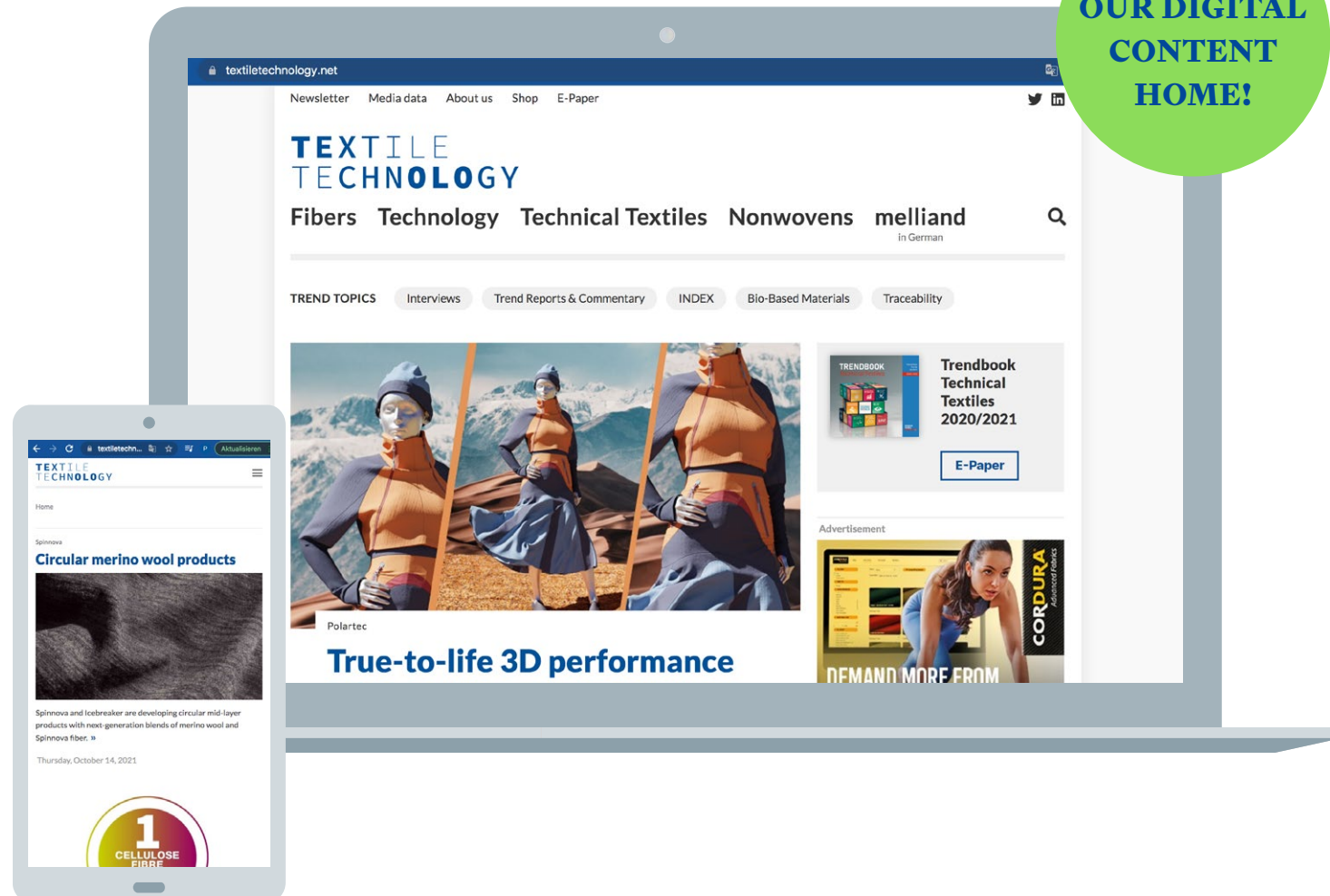
per month

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

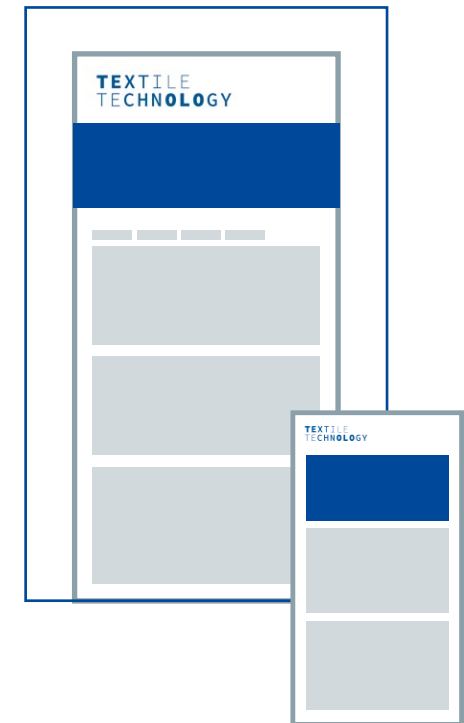
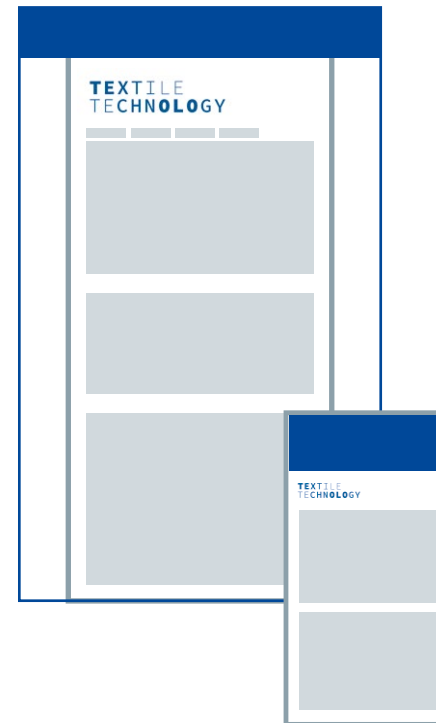
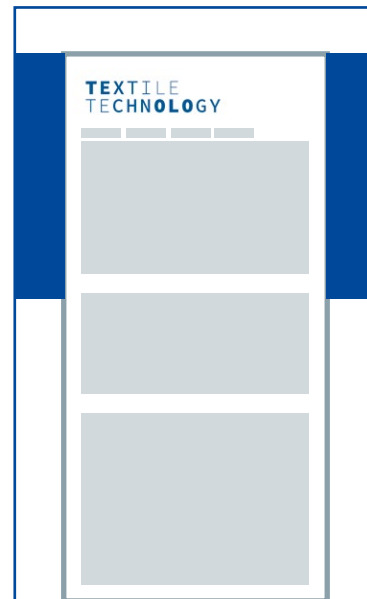
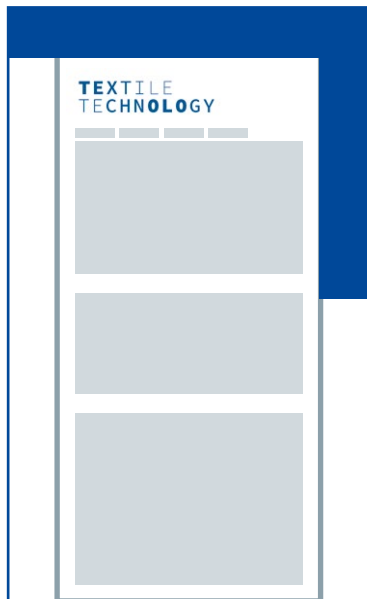
- > Homepage
- > Index pages
- > Article pages

BILLBOARD

DESKTOP: 940 × 250 PX

MOBILE: 300 × 120 PX

- > Homepage
- > Index pages
- > Article pages



WEBSITE BANNER ADVERTISEMENT

VIDEOS
can be embedded!

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

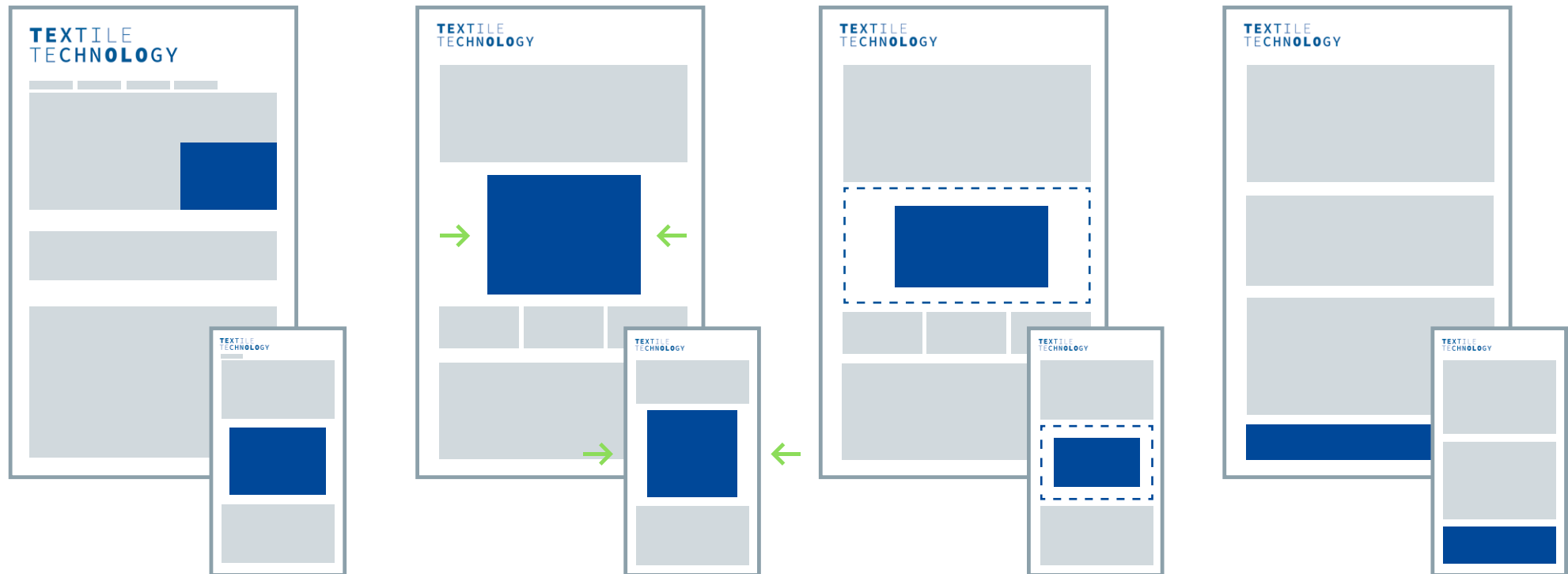
- > Homepage
- > Index pages
- > Article pages

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*:

- 11,189 subscribers
- 15.1 % open rate

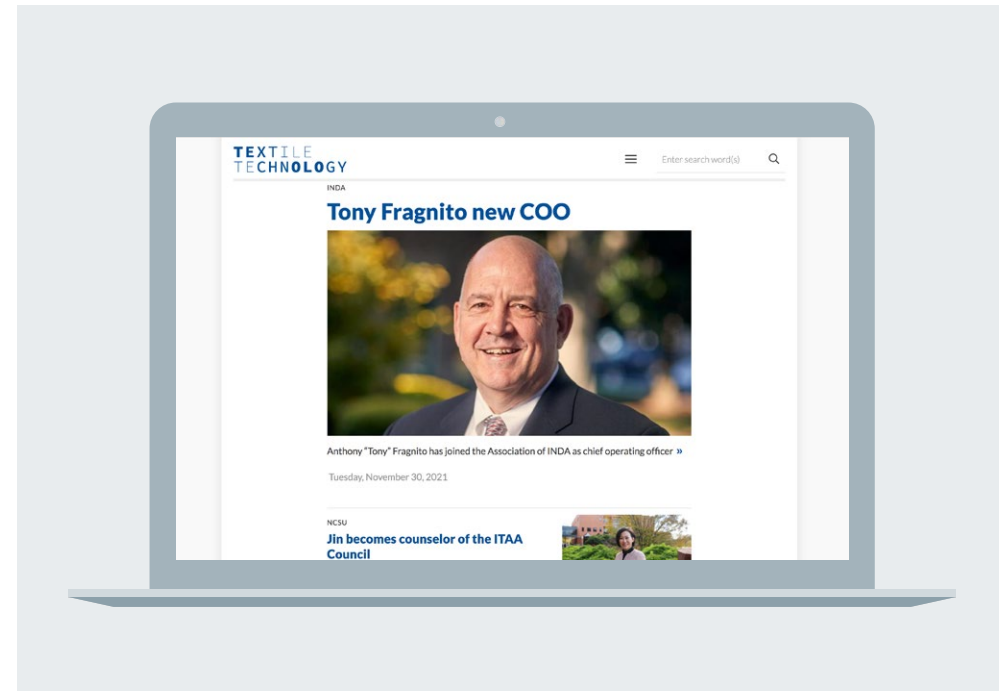
We send out 4 newsletters per week!
In English-language. Your AD will be displayed 4 times within a 1 week booking.

* 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*:

- **7,300 subscribers**
- **21% 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.



ONLINE ADVERTORIAL

Your individual editorial article on our channels!

OUR PERFORMANCE:

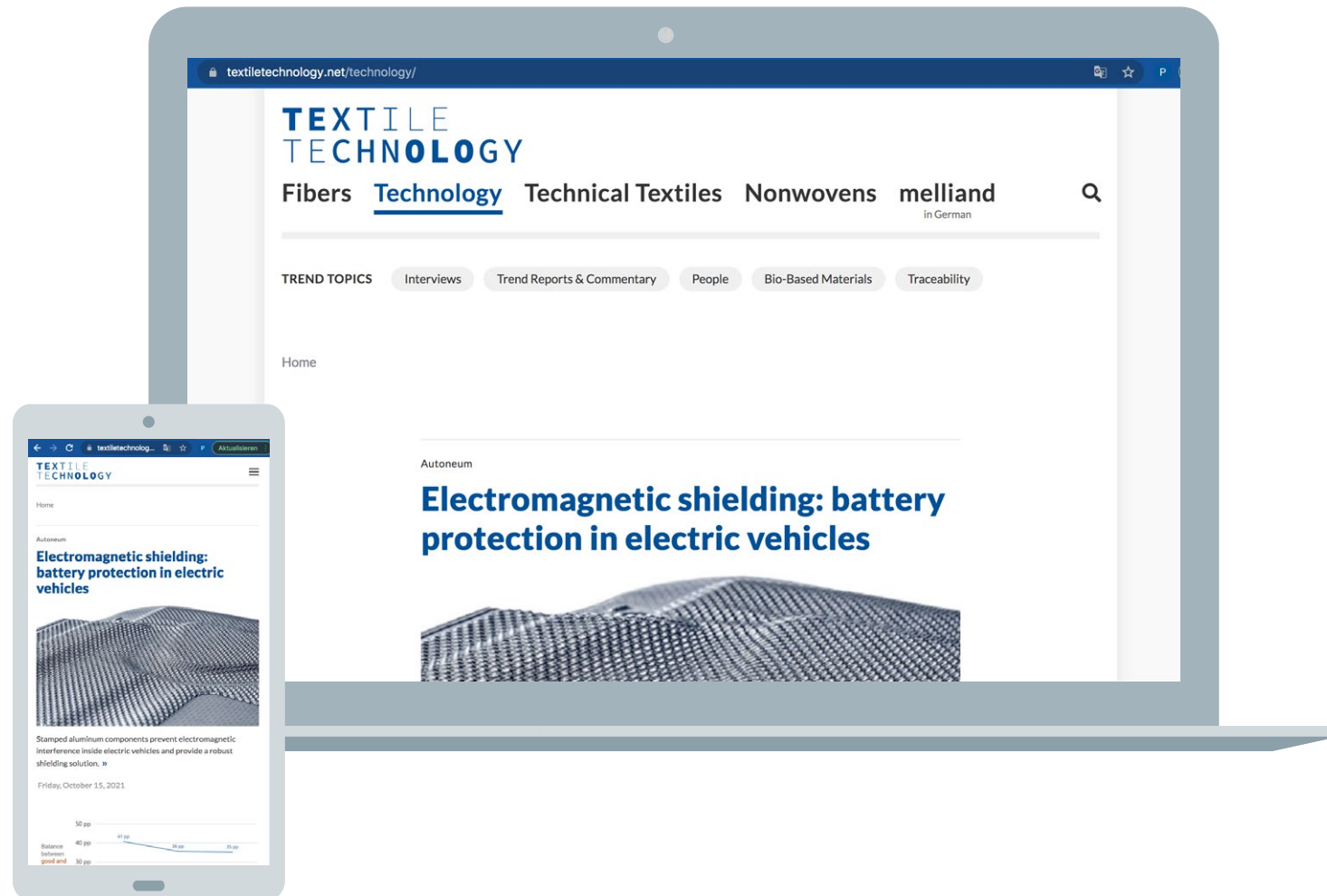
- Teaser article on homepage
- Teaser article in our newsletter
- An article on our website marked as advertorial

YOUR BENEFIT:

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

PRICE:

€ 2,900 for 1 weeks runtime



CONTACTS



SALES TEAM

Heidrun Dangl

Phone: +49 69 7595-2563
heidrun.dangl@dfv.de

Dagmar Henning

Phone: +49 69 7595-1722
dagmar.henning@dfv.de

Witold Smolinski

Phone: +49 69 7595-1294
witold.smolinski@dfv.de

EDITOR-IN-CHIEF

Claudia van Bonn

Phone: +49 69 7595-1393
claudia.vanbonn@dfv.de

EDITOR

Mechthild Maas

Phone: +49 69 7595-1392
mechthild.maas@dfv.de

PUBLISHING DIRECTOR TECHNICAL TRADE MEDIA

Dirk Lehmann

Phone: +49 69 7595-1291
dirk.lehmann@dfv.de

SENIOR MARKETING MANAGER

Mirko Lenhard

Phone: +49 69 7595-1293
mirko.lenhard@dfv.de

ADVERTISING SERVICE

Petra Amend

Phone: +49 69 7595-2035
tfz-anzeigen@dfv.de

FAX ADVERTISING DEPT.

+49 69 7595-1820

ONLINE PROJECT MANAGER

Katja Rühl

Phone: +49 69 7595-1542
katja.ruehl@dfv.de

DEUTSCHER FACHVERLAG GMBH

Mainzer Landstr. 251
60326 Frankfurt, Germany
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