

ENGLISH TEXT SPINNING • WEAVING • KNITTING • DYEING • PRINTING • FINISHING • NONWOVEN

# tekstil & teknik

MEDIA

DATA

2025

PRINT COPIES

5.500

DIGITAL COPIES OVER

71.000

EXTRA DISTRIBUTION  
AT ALL MAJOR TRADE FAIRS

# Distribution Profile

tekstil&teknik is the world's most well-known monthly textile trade magazine, published bilingual in English and Turkish since 1985. Covering all topics related to textiles such as spinning, weaving, knitting, dyeing, printing, finishing, nonwoven, chemicals and dyes-tuff, software, hosiery, laboratory instruments, accessories and spare parts, it serves as a bridge between textile buyers and manufacturers.

tekstil & teknik ([www.tekstilteknik.com.tr](http://www.tekstilteknik.com.tr)) provides information about the latest developments and innovations through the most informative articles, reports and company news. It is distributed to around 10,000 companies related to the textile industry in rapidly developing countries.

## HARD COPY

### DISTRIBUTION PROFILE

Turkiye .....	4120
Europe .....	530
Middle East .....	418
Far East .....	127
CIS and Eastern Europe .....	133
North America .....	75
South America .....	115
<b>TOTAL .....</b>	<b>5.518</b>

## SOFT COPY DISTRIBUTION

Every issue of tekstil & teknik is e-mailed to over 55,000 professionals of the sector, academicians, industry and trade authorities and governmental circles around the world. .... **71.000**

## READER PROFILE

Spinners .....	625
Weavers .....	557
Knitters .....	563
Dyeing&printing&finishing manufacturers .....	1120
Fibre&nonwoven manufacturers .....	645
Hosiery manufacturers.....	127
Textile machinery and accessory manufacturers and their agents .....	664
Textile dyestuff and chemical producers.....	356
Apparel manufacturers.....	318
Software companies .....	162
Advertising agencies, universities, magazine stands and others .....	381
<b>TOTAL .....</b>	<b>5.518</b>

## FREQUENCY AND

### CLOSING DATES

- **Frequency**  
Monthly, Turkish/English
- **Printing date**  
First week of the month
- **Issue date**  
Second week of the month
- **Closing date for press releases**  
First week of month preceding date of issue
- **Booking deadline for ad space**  
23rd of month preceding date of issue
- **Closing date for ad materials**  
25th of month preceding date of issue (high resolution, minimum 300 dpi at pdf, tiff, jpeg format)
- **Cancellation**
  - No cancellation accepted after closing date for the inside ad page
  - No cancellation accepted for the front cover, inside front cover, first inside page, inside back cover ads

## MISCELLANEOUS

Publisher's protective close:  
The publisher reserves the right to decline any advertising which he feels does not conform to publication standards. Advertisers and advertising agencies assume responsibility for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claim arising there from against the publisher. Deliberate attempts to simulate editorial format are not permitted. The publisher can not be held liable for circumstances beyond his control affecting production or delivery in any manner.

# Editorial Calendar 2025

Special issues are prepared for these fairs and complimentary copies are distributed to exhibitors and visitors by our own team.

## EDITORIAL CALANDER 2025

### JANUARY

- Overview of 2025 Events
- Weaving Technologies
- Home Textiles Industry
- Carpet Weaving & Tufting & Finishing Technologies

### FEBRUARY

- Fiber and Yarn Technologies
- Egyptian Textile Market
- Filtration Textiles
- Coating & Laminating Technologies

### MARCH

- Recycling in the Textile Industry
- Special Issue on Italian Textile Machinery & Technologies
- Sock Technologies
- Spinning & Winding & Twisting Technologies
- Medical and Hygiene Textiles

### APRIL

- Special Issue on Swiss Textile Machinery & Technologies
- Knitting Technologies
- Nonwoven & Technical Textiles
- Textile Composites and Applications

### MAY

- German Textile Machinery Technologies Industry
- Automotive Textiles Industry
- Digital Printing
- Recycling in the Textile Industry
- High-Performance Textiles

### JUNE

- French Textile Machinery & Technologies Industry
- Sustainability and Environment in Textiles
- Textile Technologies for Bedding Applications
- Textiles for Filtration Purposes

### JULY

- Denim Finishing Special – Denim Issue
- Textile Finishing Technologies
- Textile Chemicals & Dyes
- Dyeing & Printing Technologies

### AUGUST

- Global Textile Markets
- Nano Technology Applications in Textiles
- Smart Textiles
- Quality Control & Testing Systems

### SEPTEMBER

- Turkish Textile Machinery Industry
- Spare Parts and Accessories for Textile Machinery
- Incentives & Financial Supports for the Textile Sector

### OCTOBER

- Nano Technology Applications in Textiles
- High-Performance Textiles
- Ecological & Environmental Issues in Textiles
- Incentives & Financial Supports for the Textile Sector

### NOVEMBER

- Logistics & Warehousing in the Textile Industry
- Special Issue on Embroidery Technologies
- Industry 4.0 and Virtual Reality Applications in Textiles
- Automation in Textiles

### DECEMBER

- Medical and Hygiene Textiles
- High-Performance Textiles
- Nonwoven Surfaces & Technical Textiles

## EVENTS OF 2025 \*

### HEIMTEXTIL

Frankfurt, Germany  
January 14-17, 2024

### DOMOTEX

Hannover, Germany  
January 16-19, 2025

### IMM COLOGNE

Cologne, Germany  
January 12-16, 2025

### BARCELONA TEXTILE EXPO

Barcelona, Spain  
January 14-17, 2025

### INTERNATIONAL ISTANBUL YARN

FAIR  
Istanbul, Turkey  
February 13-15, 2025

### EGY STITCH & TEX

Cairo, Egypt  
February 20-23, 2025

### INGLEGMACH

Moscow, Russia  
March 11-14, 2025

### INTERZUM

Guangzhou, China  
March 28-31, 2025

### IGATEX

Karachi, Pakistan  
April 24-26, 2025

### FESPA GLOBAL PRINT

Berlin, Germany  
May 06-09, 2025

### BARCELONA TEXTILE EXPO

Barcelona, Spain  
June 02-04, 2025

### GAR-TEX

New Delhi, India  
July 01-03, 2025

### CAITME

Tashkent, Uzbekistan  
September 11-14, 2025

### TEXHIBITION

Istanbul, Turkey  
September 11-13, 2025

### ITMA ASIA & CITME

Singapore  
October 28-31, 2025

### FAST TEXTILE

Warsaw, Poland  
November 19-21, 2025

### JAPANTEX

Tokyo, Japan  
November 15-17, 2025

### CAIRO FASHION & MACHINERY

Cairo, Egypt  
December 19-22, 2025

\* Subject to modification

# Advertisement Rates

## TECHNICAL DATA

### SIZES

#### Ad format in mm width x height

Front cover bleed .....	220 x 230
Front cover non-bleed .....	200 x 220
2 page spread bleed .....	440 x 300
2 page spread non-bleed .....	420 x 280
1/1 page bleed .....	220 x 300
1/1 page non-bleed .....	200 x 280
1/2 page horizontal bleed .....	220 x 145
1/2 page horizontal non-bleed ...	200 x 135
1/2 page vertical bleed .....	105 x 300
1/2 page vertical non-bleed .....	95 x 280
1/4 page non-bleed .....	95 x 135
Trim size .....	200 x 280
Bleed size .....	220 x 300

## INSERTS

Bound/Glued inserts .....	220 x 300
Separate inserts .....	210 x 295

## BANNER SIZES

Top Banner .....	728 x 90 px
Side Banner .....	728 x 90 px

## WEB BANNER RATES / EURO

Position	1x	3x	6x	12x
Top Banner	750	2000	3500	5000
Side Banner	500	1300	2000	3500
Pop-Up	2000	3500	6000	8500

## ADVERTISEMENT RATES / EURO

### SIZE

#### 4 COLOR

1/1 page .....	2500
1/2 page .....	1300
1/4 page .....	700
Front cover .....	4000
Inside front cover .....	2850
First inside page .....	2850
Back cover .....	3000
Inside back cover .....	2750
Advertorial page .....	1250

## INSERT / EURO

### Bound/Glued

2 pages .....	4000
4 pages .....	6000

### Unbound/Separate

2 pages .....	4500
4 pages .....	6500

## FREQUENCY DISCOUNTS

3 ads .....	10 %
4,5,6 ads .....	20 %
7,8,9 ads .....	30 %
10,11,12 ads .....	40 %

## EDM (e-mailing) Advertising

We offer e-shot service for exporters, manufacturers, traders and distributors so that they can reach their target markets. Your specific information / advertisement designed at newsletter format will be sent to our database of over 71.000 international e-mail addresses. The recipients are mostly sector professionals, purchasing managers, CEO's, R&D departments in the industry. We hyperlink the material to your website so that potential buyers can see what you're offering.

We share after-delivery report including click numbers, country breakdown, visitor numbers, etc. After we send the email, we will give you all details such as which companies visited your website most and which ones stayed most. We receive demands from the interested parties and forward them to you. Alternatively, we can set your e-mail address to receive the demands and customers can write you directly and contact with you. We will prepare test e-mailing before sending and you can see the e-mail format before it is shot.

**E-mailing service for 1 time: 1,500 euro**  
**E-mailing specs: 750 (width) x 1500 pxl at html or jpeg format**

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