

Because advertising matters...



Textile Times®

A Monthly Magazine



Advertise with a Difference



Media Kit 2023

www.textiletimes.com



Winter January 2023	Summer July 2023
Winter February 2023	Summer August 2023
Spring March 2023	Autumn September 2023
Spring April 2023	Autumn October 2023
Spring May 2023	Autumn November 2023
Summer June 2023	Winter December 2023

- History & Introduction
- Global Circulation
- Special Editorial
- Editorial Programme
- Advertising Rates
- Success Stories
- Digital File Specifications
- Online Digital Advertising Rates





ITMA 2023

Textile Times

Faisalabad

New York

Lahore

Amsterdam

Texas

North Carolina

Berlin

Rome

Paris

Munich

Milano

Brussels

Zurich

Istanbul

Barcelona

Shanghai

London

Manchester

Dhaka

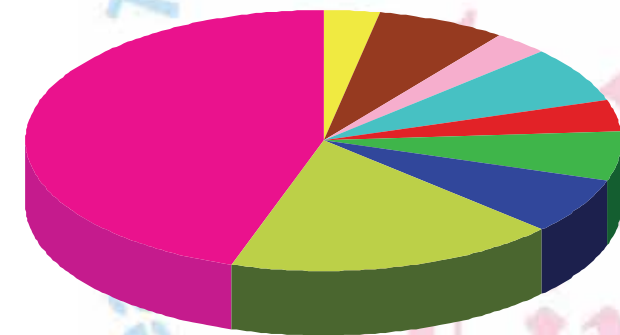
Historical Background and Introduction

Dear Readers

- The Textile Journal, Tex Mach International was found in 1997 and was Published on annual basis, from 2005 it was Re-organized and Published Bi-yearly, its quality and workmanship was Globally appreciated and due to good response we started to Publish it Quaterly from 2007.
- Tex Mach International Exhibited First time at ITMA 2007, Highest visitors level, record breaking circulation and best feedback was the outcome of ITMA 2007, Munich to go for a Bi-Monthly Publication. From 2012 we have decided to publish Textile Times on Monthly Basis.
- Because of the reason many textile companies are registered as texmach which created confusion and misunderstandings in the past, therefore we are pleased to announce the new trade name of our magazine as Textile Times from October 2009, which is now registered with the Government of Pakistan Press and Media Department.
- This magazine provides an excellent opportunity to promote your business and services through articles and advertisements at very competitive rates.
- It introduces the textile manufactures, traders and buyers world-wide and serves the second largest industry of the world.
- Textile Times, prides itself on giving its reader the most up-to-date coverage of the advances made in the world of Textile manufacturing.
- A strong relationship with Textile Industry and major trade associations enables Textile Times to get the inside story on the trends and events that are shaping the global Textile Industry.
- Our highly qualified and out standing editorial staff in Asia & Europe follows Textile industry trends and issues, conduct market surveys and technology updates and tracks the latest textile news around the globe. Few magazines have as loyal of a readership base as textile Industry, which is widely reconized as the largest and most important publication covering this industry.
- Special updated global textile news and informative, research based innovative articles from textile professionals, institutions, textile machinery manufacturers, Textile Chemists, Technologists, Traders, Organisations, Consultants and Retail Fashion Brands.

Global Circulation

GLOBAL CIRCULATION OF TEXTILE TIMES



● Pakistan	45%	● EU	18%	● N. America	7%
● China	6%	● India	4%	● Middle East	3%
● Bagladesh	6%	● Asia Pacific	7%	● Turkey	4%

Total Copies - 5000

Asia 77.77% 3850

- Bangladesh 200
- Hong Kong 56
- India 180
- Indonesia 23
- Iran 22
- Japan 26
- Korea 21
- Malaysia 16
- Pakistan 3000
- Philippines 12
- PR China 175
- Singapore 18
- Sri Lanka 12
- Syria 30
- Taiwan 44
- Thailand 19
- Vietnam 25
- others 21

North America 2.61% 94

- Canada 29
- USA 65

Western Europe 15.30% 551

- Benelux 45

- France 42
- Germany 155
- Italy 88
- Portugal 26
- Scandinavia 35
- Spain 34
- Switzerland 45
- Turkey 60
- United Kingdom 47

Eastern Europe 1.694% 61

- Czech Rep. 6
- Hungary 5
- Poland 10
- Russia 10
- Romania 12
- Slovenia 15
- Ukraine 3

Africa 1.88% 68

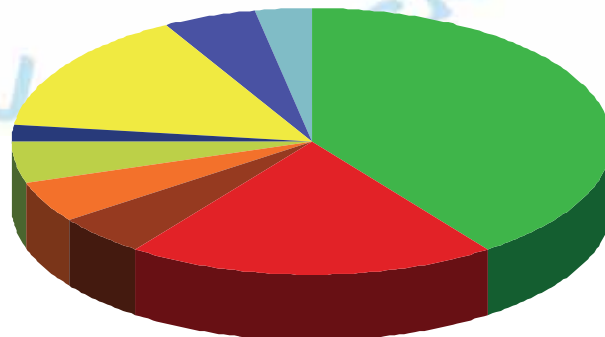
- Egypt 12
- Kenya 10
- Marocco 11
- Nigeria 8
- South Africa 22
- Tunesia 5

Total circulation* 100.0% 5000

Publisher's Policy

1. Invoice once rendered at date of publication and are due within 30 days.
2. We offer agency commission i.e., 15%, agency commission will be disallowed on all over due invoices.
3. TMI Publishing holds both the advertiser and its dedicated Advertising agency jointly and severally liable for all moves due and payable to TMI

Divisional Circulation



● Textile & Clothing manufacturing	40%	● Textile Machinery & Equipment	20%
● Textile Chemicals	5%	● Non-Woven	5%
● Home Textiles	5%	● Technical Textiles	2%
● Apparel and Retail / Fashion	14%	● Exhibitions	5%
● Knitting	4%		

Special Editorial Programme 2023



 Textile Times® <small>INTERNATIONAL</small> Spring April 2023	 Textile Times® <small>INTERNATIONAL</small> Spring May 2023	 Textile Times® <small>INTERNATIONAL</small> Summer June 2023
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 Denim Times Edition Denim & Apparel April 2023 	 Home Textile Times Special Edition May 2023	 ITMA 2023 Edition
 index 23 THE WORLD'S LEADING NONWOVENS EXHIBITION 18-21 APRIL 2023 PALEXPO, GENEVA	 SalpasFabric 5 to 8 April 2023 Vietnam Saigon	 ITMA 2023 Preview ITMA Edition 2023  China Textile Machinery Edition 中国纺织机械协会 China Textile Machinery Association
 VDMA German Textile Machinery Special Dyeing Machines 	 FESPA GLOBAL PRINT EXPO Munich 21 - 26 May 2023	 techtexil NORTH AMERICA 10 - 12 May 2023
 CHINA INTERDYE ID indigo-dyeing 	 Denim by Premiere Vision 26-27 May 2023 Milan Italy	 swiss textile machinery Swiss Textile Machinery Spinning 
 Non Woven & Technical textiles 	 Spinning Machines 	 Weaving Machines 
 Beach & Hotel Towels 	 Yarn Trends 	 HOMETEX 16-20 May 2023 
 Cotton World & Market 	 Man Made Fiber Summer Collection 2023 	 ACIAIT ITALIAN TEXTILE MACHINERY Focus 
 Winding & Doubling 	 British Textile Machines Textile testing 	 Dyeing & Finishing 
 Stenter Frames Towel Trends 	 amc amtex Circular Knitting Machines Spanish Textile Machines 	
 VDMA German Textile Machines Outlook 	 Embroidery Innovations Denim Brands & Technologies 	 Denim Laser Technology Textile Chemicals 
 TEMSAD Turkish Machines Swiss Textile Machinery Special Coverage 	 Spinning Back Process 	 Digital Printing Innovations 
 Textile Chemicals Carpet Technologies 	 Technical Textiles Textile Certifications 	 TEMSAD Turkish Machines 

Note: Our each edition tends for the coverage of all possible textile categories, is also dedicated to the special editorial programme as mentioned for the each edition.

Supporting Bodies:



Special Editorial Programme 2023



 <p>Textile Times[®] INTERNATIONAL Summer July 2023</p>	 <p>Textile Times[®] INTERNATIONAL Summer August 2023</p>	 <p>Textile Times[®] INTERNATIONAL Autumn September 2023</p>
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<p>Review Edition</p>  <p>8-14 JUNE, FIERAMILANO</p>	 	 <p>China Textile Machinery Edition</p>  <p>中国纺织机械协会 China Textile Machinery Association</p>
<p>hometextiles sourcing</p> <p>20-22 July 2023 New York, NY</p>  <p>Combing</p>	 <p>Swimwear Special</p> 	 <p>Home Textile Times Special Edition & Coverage</p> 
<p>TEXWORLD</p> <p>3 to 5 July 2023 Paris</p>  <p>Textile Jacquard Machines</p>	 	 <p>INTERNATIONAL EXHIBITION OF TEXTILE AND FASHION INDUSTRY</p>
 	  	 
<p>PREMIÈREVISION PARIS</p> <p>4-6 July 2023</p>  <p>Yarn Dyeing Production & Applications</p>	 <p>Sweden Textile Machinery</p>  <p>French Textile Machinery UCMTF</p>	 
 <p>Technical Fabrics</p> <p>Textile Dyestuff & Chemicals</p>		 <p>Yarn Dyeing & Washing</p> 
 <p>Cotton Trade</p>  <p>Yarn Trade</p>	 <p>Dyeing</p>  <p>Quilting</p>	 <p>Bedding</p>  <p>Spares</p>
 <p>Narrow Fabrics Special</p>  <p>Denim Laser Applications</p>	 <p>Weaving</p>	 <p>MUNICH FABRIC START</p>  <p>Bottomwear Trends</p>
 <p>Yarn Winding and doubling</p>  <p>Textile Sizing Machines</p>	 <p>Industrial Machines</p> 	
 <p>Wrap Knitting</p>  <p>Symatex</p>	 <p>ACIAMIT ITALIAN TEXTILE MACHINERY</p>  <p>JETRO Japan Textile Machinery Special</p>	 <p>Embroidery & Denim</p> 

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Special Editorial Programme 2023



 <p>Textile Times[®] INTERNATIONAL Autumn October 2023</p>	 <p>Textile Times[®] INTERNATIONAL Autumn November 2023</p>	 <p>Textile Times[®] INTERNATIONAL Winter December 2023</p>
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 <p>Denim Times Edition Denim & Apparel October 2023</p> 	<p>EVTEKS Nov 2023 Istanbul</p> <p>Cotton arrives</p> 	 <p>Home Textiles Special heimtextil Preview January 2024</p>
 <p>swiss textile machinery Swiss Textile Machinery</p>  <p>German Textile Machinery Special</p>	 <p>November 2023 Dusseldorf, Germany</p>  <p>British Textile Machinery</p>	 <p>Christmas Home textile</p> 
 <p>Machines for Denim</p> 	 <p>Dyeing & Finishing</p>  <p>InterDye & Textile Printing Istanbul, Turkey 24 - 26 Nov 2023</p>	 
 <p>Spinning & Weaving</p> 	 <p>Review Edition</p> <p>Workwear</p> 	 <p>Pakistan Lawn Trends 2024</p> 
 	 <p>Textile Testing Equipments</p> 	 <p>Chemical Fibers & Plants</p> 
<p>Dyeing & Finishing</p> 	 <p>Textile Dyestuff & Chemicals</p>	 <p>Yarn Dyeing & Applications</p> 
 <p>TextileAsia INTERNATIONAL EXHIBITION 22-24 October 2023</p> 	 <p>IGATEX PAKISTAN</p>  <p>Towel World</p>	 <p>Textile Certifications Sustainability in Textile</p>  <p>CONFIDENCE IN TEXTILES Tested for harmful substances according to Oeko-Tex Standard 100</p>
<p>Digital Printing Special</p> 	 <p>Textile Industrial Machines</p> <p>Denim Production & Market Trends</p> 	 <p>Global Fashion Trends 2024</p> 
<p>Flat Knitting Machines</p>  	 <p>amec amtex Spanish Machines Special</p>  <p>Hotel Towels</p>	 <p>Textile Cadcam</p> 
 <p>Waste Water Treatment Plants</p> 	<p>Home Decor 2023</p> 	 <p>Carpet Machines</p> <p>Weaving Preparations</p> 

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Supporting Bodies:



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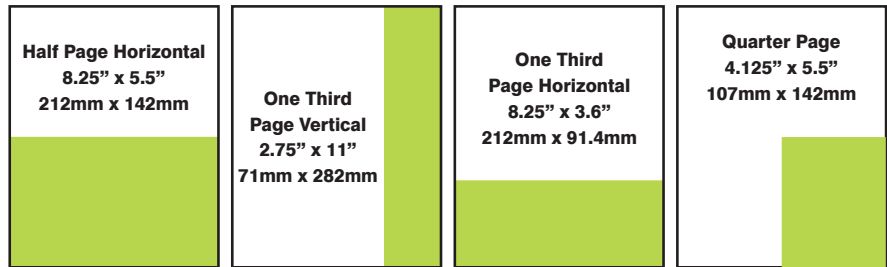
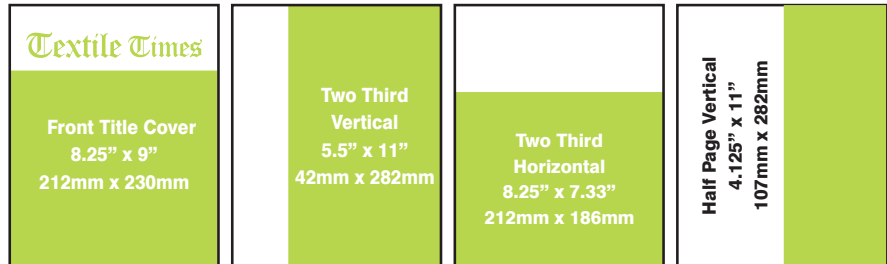
Textile Times[®]

A Monthly Magazine

Advertising Rates 2023

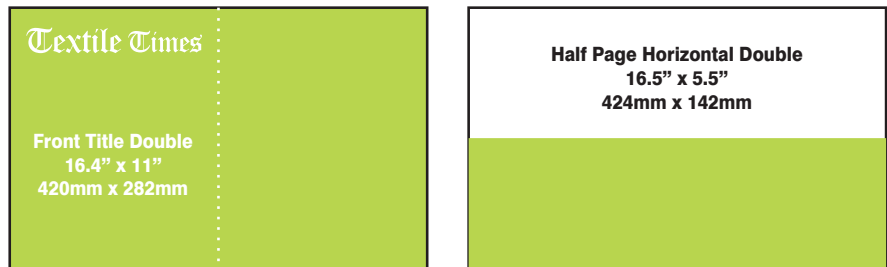
Print Ad Rates

Full Page Trim	€ 2000
Full Page Bleed	€ 2200
Double Page Bleed	€ 2800
2/3 Two Third Vertical	€ 1400
2/3 Two Third Horizontal	€ 1400
1/2 Half Page Vertical	€ 1200
1/2 Half Page Horizontal	€ 1200
1/3 Page Vertical	€ 950
1/3 Page Horizontal	€ 950
One Fourth	€ 600
Book Mark - Each Side	€ 400



Special Positions

Front Title Cover	€ 3400
Front Title Double	€ 4000
Inside Front Title	€ 2800
Back Cover	€ 3000
Inside Back Cover	€ 2800
1/2 Horizontal Double	€ 1800



Frequent Advertising Rates

	1x	3x	6x	12x
Front Title Cover	€ 3060	2754	2480	2232
Full Page Bleed	€ 1980	1782	1604	1444
2/3 Two Third	€ 1260	1134	1022	920
1/2 Half Page	€ 1080	972	875	788
1/3 Page	€ 855	770	693	624
1/4 Page	€ 540	486	438	396

Artwork / Printing Material Required:

Files are accepted on CDs or Flash Drive

Acceptable Files Formats include: CorelDraw, Photoshop, Tiff, JPEG, FreeHand, Illustrator, PDF. Contract proofs are required for having one made. We can not guarantee colour accuracy if the advertiser has not seen the contract proof. Resolution should be of 300dpi at the size to be published. Changes or Corrections to the fill will result in additional charges to the advertiser.

Covers & Special positions: Non-Cancellable.

Bleed: No charge

Cancellation: Cancellations must be made in writing by the 10th of the preceding month of the issue.

Advertising Material Deadlines: Material deadline is the 15th of preceding month.

Web Advertising

www.textiletimes.com

Top Board

The top board is the top of the page ad unit on our website, running adjacent to the Textiles Times logo. This is a great position for companies looking to balance high impact with high frequency.

Size: 728x90 Color: RGB Format: JPEG, GIF

Price: Euro 2000/3 months



BANNERAD / WELCOME PAGE

Our two primary rich media options are the Banner Ad unit and Welcome Page - both of which are great options for companies looking to make an impact.

BANNERAD

The banner ad is an ideal option for multimedia ads such as videos and slide shows. The size of the unit allows for plenty of text, images/ video and of course, a compelling call to action.

Size (collapsed): 970 x 90 Size (expanded): 970 x 415 Color: RGB Format: JPEG, GIF

Price: Euro 1000/3 months

RECTANGLE ADS

Rectangle A

Rectangle A is the second 300x250 space, and is embedded within editorial content on the website. Just like Rectangle A, Rectangle B is a great multi-purpose ad unit and is one of the top performers for conversions.

Size: 300 x 250 Color: RGB Format: JPEG, GIF Price: Euro 300/3 months

Rectangle B

Rectangle B is the second 300x250 space, and is embedded within editorial content on the website. Just like Rectangle A, Rectangle B is a great multi-purpose ad unit and is one of the top performers for conversions.

Size: 300 x 250 Color: RGB Format: JPEG, GIF Price: Euro 300/3 months

E-Newsletters

What is an e-Newsletter?

e-Newsletters are the perfect companion to our monthly print magazine -promoting the latest news and content that Textiles Times can offer. With over 9,000 subscribers and very little overlap between our print and digital readership, an e-Newsletter sponsorship is perfect for companies looking to align themselves with editorial content. All of our e-Newsletters are mobile optimized and are an effective way to reach a pre-qualified digital audience.

Position	Pixels	Color Code	Format	Price
Position 1	600 x 150	RGB	JPG / GIF	€ 500/Month
Position 2	600 x 150	RGB	JPG / GIF	€ 500/Month
Position 3	400 x 150	RGB	JPG / GIF	€ 300/Month
Position 4	400 x 150	RGB	JPG / GIF	€ 300/Month
Position 5	400 x 150	RGB	JPG / GIF	€ 300/Month
Position 6	400 x 150	RGB	JPG / GIF	€ 300/Month



210mm X 57mm

**Position # 1
600x150**

Textile Times

**Position # 2
600x150**



**Position # 3
400x150 Banner**



**Position # 4
400x150 Banner**



**Position # 5
400x150 Banner**



**Position # 6
400x150 Banner**



Textile Times®

Mills Success Stories

Textile Times also provides the facilities to the manufacturing companies to have the opportunity for direct marketing, Personal marketing, Research work and public relations - these are supported with Clients Interviews, still digital photography, video-movie making and collection of active and latest market feed back of their respective products and the market position.



Equipped:

We are equipped with professional still photographers and moviemaker with high-class digital cameras and camcorders to facilitate the coverage of your machine and products.

Objectives:

- Marketing
- Worldwide References
- Public Relations
- Customer Relations Management
- Feed back
- Up-dated information
- Highlight the products
- Marketing the innovations and know-how
- Ready Reference Press Circulation

Charges:

Per Success Story – Euro 1800 + Traveling



Benefits:

The Reference Mills Success Stories have a very positive and practical effect by the marketing tool, “Word of mouth” the product sells in the market, that’s “using is believing”, the Top companies when install your machinery and use your product they feel proud to tell the others to use the same brand and product for the better production and quality efficiency.

The services are provided on come first - serve first basis therefore it's requested to please make your bookings and confirmations of the Success Stories at the earliest possible time.



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Textile Times Online Digital Advertising Rates 2023

Digital Advertising Media Kit 2023

www.textiletimes.com

Top Master Banner

1	Per Month	@€	1200
3	Per Month	@€	1000
6	Per Month	@€	100
12	Per Month	@€	500

Home Top Banner

1	Per Month	@€	1000
3	Per Month	@€	800
6	Per Month	@€	600
12	Per Month	@€	300

Centre Banner

1	Per Month	@€	800
3	Per Month	@€	600
6	Per Month	@€	400
12	Per Month	@€	200

Half Banner

1	Per Month	@€	600
3	Per Month	@€	500
6	Per Month	@€	300
12	Per Month	@€	150

Square Banner

1	Per Month	@€	300
3	Per Month	@€	200
6	Per Month	@€	150
12	Per Month	@€	100

Logo Banner

1	Per Month	@€	250
3	Per Month	@€	200
6	Per Month	@€	100
12	Per Month	@€	80

Textile Times Online Digital Advertising Rates 2023

Digital Specification of Online Banner Sizes

Top Master Banner
 (Static or Dynamic)

800 x 90
Pixels

Format Required: png, jpg, pdf, source file

Home Top Banner
 (Static or Dynamic)

728 x 90
Pixels

Format Required: png, jpg, pdf, source file

Centre Banner

728 x 90
Pixels

Format Required: png, jpg, pdf, source file

Half Banner *350 x 70*
Pixels

Logo
Banner
200 x 200
Pixels

Square
Banner
350 x 350
Pixels

Format Required: png, jpg, pdf, source file