

“Textile Care”
2020 MEDIA KIT

THE N°1 MEDIA
FOR PROFESSIONALS
IN THE FRENCH
TEXTILE CARE
INDUSTRY

- ➔ Magazine
- ➔ Buyer's Guide
- ➔ URBH Magazine
- ➔ Web site
- ➔ e-newsletter
- ➔ Online Showroom
- ➔ Database
- ➔ 2020 Editorial Calendar



+ **NEW IN 2020!**
TEXTILE & LINEN
SECTION



texcare
international

PARIS
SANTEXPO
SALON INTERNATIONAL
SANTÉ & INNOVATION

GEIST
Groupement des Entreprises Industrielles de Services Textiles



For further information, contact Marie-Pierre Serre
mps@entretien-textile.fr or
info@entretien-textile.fr
+33 6 80 00 16 62

THE MAGAZINE

The only media in the textile care industry!



The only communication resource available on the french market!

Penetration rate

85 %

On Laundries, Dry cleaners, Industrial laundries, Hospital laundries, ESAT.

The only magazine in the sector read by nearly all actors in the textile care industry. A targeted circulation 100% useful!

N°1 in circulation

Average circulation per issue
July 1st 2018 to 30 June 30th 2019

12.800
copies

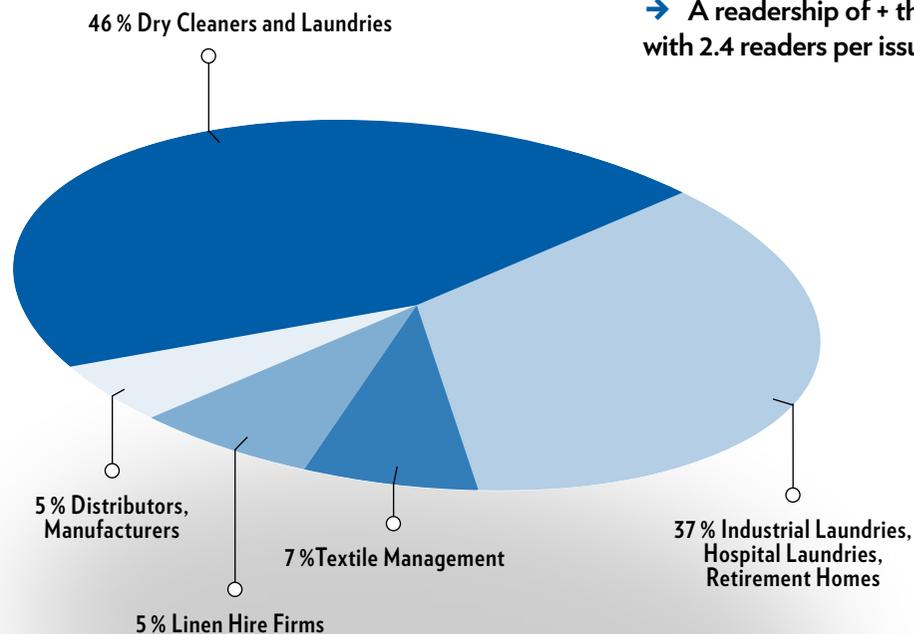
Entretien Textile "Textile Care" is the only communication medium for professionals in the textile care industry and has provided solutions for their specific needs for over 20 years.

Entretien Textile is a unique, information source for textile care professionals. We assist Industrial and Hospital Laundries, Retirement homes, Hotels & Restaurants, Public administration, Dry Cleaners, Laundry owners, Textile and Linen hire firms, and of course Suppliers and Distributors... In their need for up-to-date, practical, and technical information on what's happening in the sector.

Every 2 months, a highly qualified team of journalists offer

unique, relevant editorials about the latest, most comprehensive information in the sector on new products, the market status, new regulations and legal evolution, risk factors, professional standards, new equipment, useful feedback, exclusive interviews with major decision makers in the sector, case studies...

→ A readership of + than 30.700 readers, with 2.4 readers per issue!



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NEW IN 2020!
TEXTILE & LINEN
SECTION



THE MAGAZINE

To maximize your exposure and build brand awareness



The **NEWS PAGES**, all available information on the latest legislation, standards, market developments, new trends in material and equipment, social and regulatory monitoring, new business forms, calendars... Ending with an interview with a leading player in the textile care market.



COMPANY PORTRAIT, a «close-up» of a company in the sector, its history, its operation, its fleet of machines and products...



INDUSTRIAL LAUNDRIES, DRY CLEANERS AND LAUNDROMATS, LINEN MANAGEMENT, LINEN HIRE FIRMS... in each issue, reporting and extensive articles on trade practices, technical support, knowledge sharing and feedback, accounts and exchanges from top management and manufacturers in the textile care industry, to advise our readers in their daily decision making.



In **WHAT'S NEW**, all new products, launch, the latest trends and developments on the market, plus an interview with a manufacturer.



texcare
international

PARIS
SANT'EXPO
SALON INTERNATIONAL
SANTÉ & INNOVATION

AFL
Association Française des Liniers

URB
UNION DES RESPONSABLES DE
BLANCHISSERIE HOSPITALIERE

EQUIP HOTEL
PARIS

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THE MAGAZINE

2020 Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	4.500 €
On Cover	Front 210 x 150 / Back 210 x 297	4.700 €
1st Cover	136 x 198	4.200 €
2nd Cover	210 x 297	3.200 €
3rd Cover	210 x 297	3.200 €
4th Cover	210 x 297	3.800 €
Page	210 x 297	3.200 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.200 €
1/4 Page	91 x 124	1.250 €
Special Advertising Section	210 x 297	3.500 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		3.350 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		4.300 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.100 €
Classified ads:		
1 module,	1 module : 85 x 58	640 €
2 modules,		960 €
3 modules		1.600 €

SPECIAL OFFERS

Post-it
Adhesive sample
Banderole
Memento
Facsimile
Flap on 1st cover
Customized Buyer's Guide
Customized Directory
Bookmark

Contact us

BI MÉDIA PACK

Magazine + Web - 5 %

TRADESHOW PACK

Take advantage of **Entretien Textile's** large number of e-communication tools to be better positioned at tradeshows, generate more visitors and contacts, benefit from our converged media services to highlight your new products presentations!

1/2 Page 4 color + Editorial (tradeshow Special Feature)

- + Top Banner web site e-entretientextile.fr 1 month before tradeshow date
- + Top Banner e-entretientextile.fr 1 month before tradeshow date
- + Top Banner annuaire-entretientextile.fr 1 month before tradeshow date
- + Button e-newsletter 1 month (2 nd-newsletter) before tradeshow date

-50 %

2.800 € instead of 5.600 €

NEW PRODUCT & SERVICE PACK

New product or service to launch on the market? **Entretien Textile** offers an effective, customized tool to ensure a successful launch!

1/2 Page 4 Colour + What's New Editorial in magazine

- + What's New e-newsletter with a direct link to your product on e-entretientextile.fr
- + Your product listed for 1 year on the online e-entretientextile.fr
- + Top Banner on e-entretientextile.fr for 1 month

-25 %

3.986 € instead of 5.315 €

Special Position: + 10% - B&W and 2 colors = 4 color -20% - Payment terms: 30 days - Policy Regulation on www.entretien-textile.fr
Mechanical Requirements: High resolution 300dpi (jpeg) or Adobe Acrobat files (pdf) - Color proof required - Provide a 5 mm overflow.

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THE BUYER'S GUIDE

To generate more demand and contacts!



THE 2020 ANNUAL BUYER'S GUIDE

The **Entretien Textile** Annual Buyer's Guide is sent to all subscribers (12.800 copies) with the september issue. This is an essential working tool for our readers as it references all products, machines and equipment on the textile care market in the form of complete, technical data sheets, listed by topic. The Buyer's Guide, coupled with the 1st online showroom, e-entretientextile.fr: to be sure to have all your products referenced online! Keep your name in front of your customers!

In 2019 :
13.000 Unique Visitors
43.000 Viewed Pages

e-entretientextile.fr : THE 1ST ONLINE TEXTILE CARE SHOWROOM!

A permanent, 365 days a year, online Trade Show!

- The only Product Guide available on the french market!
- On your stand, the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- You show how many products you want!
- A complementary marketing tool to your own website and exhibitions.

THE MAGAZINE BUYER'S GUIDE

The Magazine's Buyer Guide is a very practical section at the end of the magazine which provides complete, referential support and enables our readers to quickly locate a supplier by main category.

A regular, inexpensive press coverage with your logo and contacts! For a very low cost, you will systematically be seen by our 30.700 readers. We connect you with a highly targeted audience. Your clients and prospects will easily find you.

An inexpensive, complementary communication tool that enhances and maximizes your visibility in the sector.



Annual Buyer's Guide 2020

(Price not discountable)

PER PRODUCT	Specification sheet	315 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
4th Cover Page	148 x 210 mm	3.300 €
1/2 Page	148 x 210 mm	2.250 €
	148 x 100 mm	1.650 €

Online tradeshow e-entretientextile.fr

1 year, including reporting, modifications, administration
 (Price not discountable)

NB. OF PRODUCTS PER STAND	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	+ 100 €
DISCOUNT: 2 to 3 products -25% - 4 products and more -50%		
Top Banner home page - 1 month	728 x 90 pixels	1.000 €
Banner (all pages) - 1 month	728 x 90 pixels	1.600 €

Magazine's Buyer Guide

(Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1000 €
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THE URBH MAGAZINE

The 2020 URBH Magazine, a complementary communication tool!



The 2020 URBH Magazine (Hospital Laundries Union Magazine), edited by **Entretien Textile magazine**, will be distributed in October 2020 to all union members during their annual meeting and sent to **Entretien Textile** all hospital laundries subscribers with the November issue.

An ideal, complementary communication tool dedicated to Hospital Laundries of all sizes. We give you this exceptional opportunity to reach a specific, targeted niche market.

Watch out! Limited advertising space!

FORMAT	MM (L X H)	RATES (HT)
2nd cover (facing Summary)	210 x 297	3.000 €
3rd cover	210 x 297	3.000 €
4th cover	210 x 297	3.200 €
Page	210 x 297	2.700 €
1/2 Page	Horizontale : 181 x 126 Verticale : 91 x 257	1.650 €
1/4 Page	91 x 124	990 €

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WEB

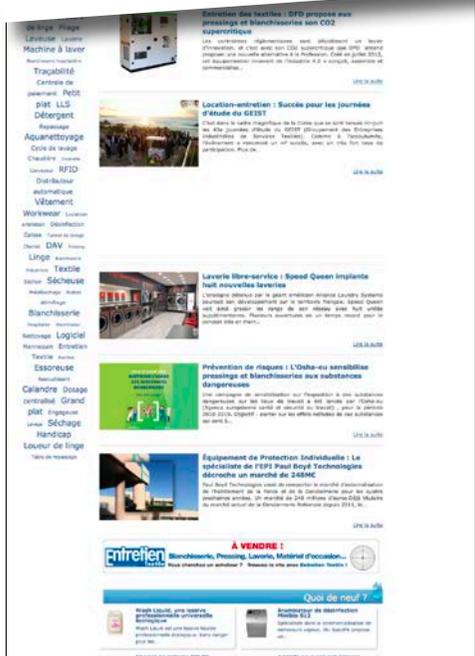
A global, digital information offer, available on all terminals!

THE COMPANION WEBSITE, entretien-textile.fr

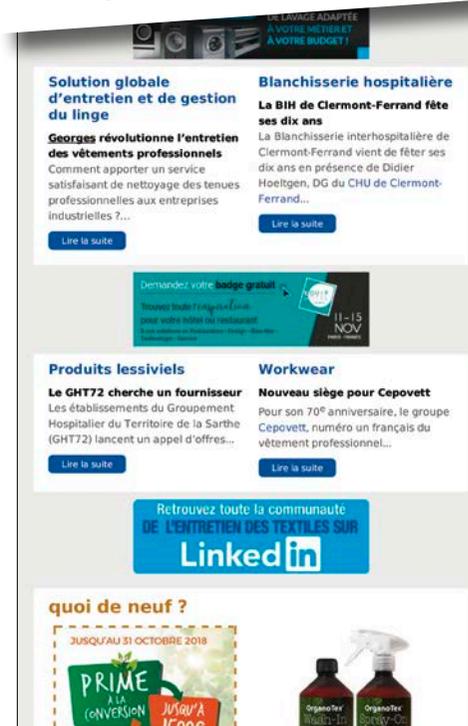
More than 13.000 individual visitors monthly, 40.000 pages viewed every month, the companion website, entretien-textile.fr, is clearly and by far the No 1 professional web portal in terms of audience, dedicated to Textile Care. With its News updated on a daily basis, its archives (accessible to paying subscribers only), the Special Features, the tradeshow agenda, the classified ads, its full range of new products and links to different **Entretien Textile** sites (directories, online showroom...), entretien-textile.fr has definitely become the most dedicated website in the Textile Care sector!



13.000 individual visitors monthly



17.000 subscribers



THE E-NEWSLETTER

The only bi-monthly e-newsletter in the sector, keeping our readers closely connected, more efficient, breaking news... The **Entretien Textile** e-newsletter is sent to over 17.000 subscribers. This quick pace and top quality exclusive business information (many of you have congratulated us on the quality of our articles) makes this an ideal source of web communication.

NATIVE ADVERTISING

Native advertising is a type of advertising online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as an article produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word «native» refers to this coherence of the content with the other media that appears on the e-newsletter or web site. Available on News or What's New section.

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WEB

2020 Web Advertising Rates (€)

**THE COMPANION SITE entretien-textile.fr
THE ONLINE DIRECTORY e-entretientextile.fr
(en rotation)**

	PIXELS (1 x h)	3 MONTHS	2 MONTHS	1 MONTH
Top Banners	728 x 90 et 320 x 100	2.350 €	1.700 €	1.100 €
Banner	728 x 90 et 320 x 100	2.000 €	1.500 €	980 €
Square	200 x 200	1.200 €	880 €	650 €
Native Advertising News		2.800 €	2.100 €	1.400 €
Native Advertising What's New		2.100 €	1.600 €	1.100 €
Video	420 px - 2 Mo	-	-	2.000 €

LA E-NEWSLETTER (Watch out! Limited advertising space!)

	PIXELS (1 x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	320 x 100	4.000 €	2.650 €	1.850 €
Banner	320 x 100	3.100 €	2.150 €	1.550 €
Square	200 x 200	2.250 €	1.650 €	1.200 €
Native Advertising News		4.100 €	2.750 €	1.950 €
Native Advertising What's New		3.500 €	2.350 € <td 1.600 €	

SITE ADVERTISING FORMATS

The screenshot shows the website layout with several ad placements: a large 'TOP BANNER' at the top right, a 'BANNER' below it, a 'SQUARE' on the left sidebar, and two 'Native Advertising' blocks (NEWS and WHAT'S NEW) integrated into the main content area.

E-NEWSLETTER ADVERTISING FORMATS

The screenshot shows the e-newsletter layout with ad placements: a 'TOP BANNER' at the top, a 'Banner' below it, a 'Native Advertising NEWS' block, a 'Native Advertising WHAT'S NEW' block, and a 'SQUARE' at the bottom.

WEB PACK

- 2 Web - 5% (ex : E-newsletter + Companion Site)
- 3 Web - 10%
- 4 Web - 15%
- 5 Web - 20%

BI MÉDIA PACK

Magazine + Web - 5%

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DATABASE



The most up to date, qualified, targeted base to maximize your multichannel marketing!

Thanks to its wide base of online users (prospects, subscribers, and those registered to the e-Newsletter), **Entretien Textile** provides you with its client file.

As our database is continually updated during the year by phone calls, you are able to directly contact Dry Cleaners, Laundry owners, Industrial and Hospital Laundries, Textile and Linen Hire Firms...

10.500 nominative postal addresses and 10.000 nominative emails.

MAILING	Fixed cost: 250 €
One time rental 10.500 nominative addresses Targeting not available (price not discountable)	4.150 €

E-MAILING	Fixed cost: 250 € (1 x h)
10.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	2.950 €
E-mailing with follow-up (1 month maxi after 1st campaign)	4.100 €
The prices include: bulk emailing with one visual «ready to send» by client, format HTML or 1 image PDF, JPEG, GIF, price not discountable. Graphic design from self provided elements: 450 €	

2020 EDITORIAL CALENDAR



www.entretien-textile.fr

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IF YOU WISH TO INTERVENE ON A SUBJECT, DO NOT HESITATE TO CONTACT US.



We can then work with you on a joint deal editorial/advertising which will increase your exposure and achieve your goals within your budget.

10

SUMMARY RETURN

N°	INDUSTRIAL & HOSPITAL LAUNDRIES, DRY CLEANING & LAUNDRIES, TEXTILE MANAGEMENT	DEADLINE
N° 288 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Trolleys DRY CLEANING & LAUNDRIES: Detergents for wet cleaning TEXTILE MANAGEMENT: RFID Technology TEXTILE & LINEN: Fire-resistant textile	Dec 15
N° 289 Mar/Apr	INDUSTRIAL & HOSPITAL LAUNDRIES: Dosing systems DRY CLEANING & LAUNDRIES: Software solutions TEXTILE MANAGEMENT: WorkWear cleaning TEXTILE & LINEN: Bath towels	Feb 15
N° 290 May/June	INDUSTRIAL & HOSPITAL LAUNDRIES: Sorting dispensing units DRY CLEANING & LAUNDRIES: Toppers TEXTILE MANAGEMENT: Health: Textile hygiene TEXTILE & LINEN: Made in France	Apr 15
N° 291 Jul/Aug	INDUSTRIAL & HOSPITAL LAUNDRIES: CMMS maintenance softwares DRY CLEANING & LAUNDRIES: Large capacity dryers TEXTILE MANAGEMENT: Marking linen and labeling systems TEXTILE & LINEN: Bathrobes & Slippers	Jun 15
Sept/Oct	2020 ANNUAL BUYER'S GUIDE (sent with issue n° 292)	Aug 16
N° 292 Sept/Oct	INDUSTRIAL & HOSPITAL LAUNDRIES: Tunnel finishers DRY CLEANING & LAUNDRIES: Ironing tables TEXTILE MANAGEMENT: Disposable or reusable cloth SANTEXPO 2020 Special Section - Media Partner - Bonus circulation! TEXTILE & LINEN: Kitchen WorkWear	Aug 16
Oct	 THE 2020 URBH (Hospital Laundries Organisation) MAGAZINE (Circulation on Hospital Laundries Union seminar + sent with november issue n° 293)	Sept 15
N° 293 Nov/Dec	 INDUSTRIAL & HOSPITAL LAUNDRIES: Feeders DRY CLEANING & LAUNDRIES: Packaging systems TEXTILE MANAGEMENT: Furniture fabrics cleaning EQUIP'HOTEL 2020 Special Section - Media Partner - Bonus circulation! TEXTILE & LINEN: Hotel flat linen	Oct 15
N° 294 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Doormats cleaning DRY CLEANING & LAUNDRIES: Washers & Dosing systems TEXTILE MANAGEMENT: Automatic dispensers TEXTILE & LINEN: Doormats	Dec 15

