

entretien textile

“Textile Care” 2022 MEDIA KIT

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

- Print
- Buyer's Guide
- URBH Magazine
- Digital **NEW** Web Site!
- e-newsletter
- Marketplace **NEW!**
- Database
- 2022 Editorial Calendar



**MEDIA
PARTNER**
BONUS
CIRCULATION!
ON THE EVENTS

EXPOdetergo
INTERNATIONAL

SANTEXPO

URBH
UNION DES RESPONSABLES DE
BLANCHISSERIE HOSPITALIERE

EQUIPHOTEL PARIS
THE HOSPITALITY & FOOD BUSINESS PLACE

**HEALTHCARE
MEETINGS**

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

THE MAGAZINE

The only media in the textile care industry, a professional multi-target coverage!



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

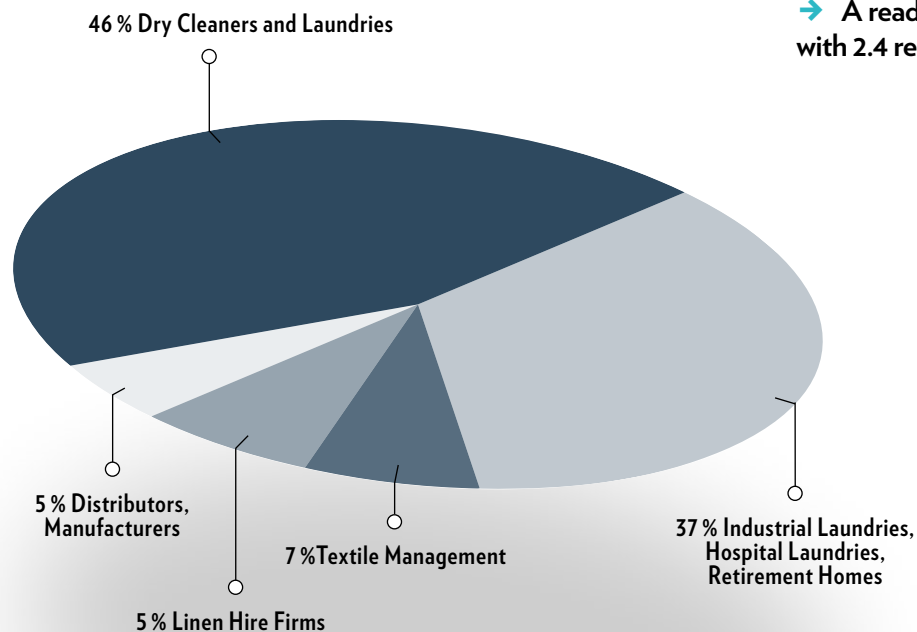
Average circulation per issue
July 1st 2020 to 30 June 30th 2021

12.600 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 30.240 readers, with 2.4 readers per issue!

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PRINT

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, TEXTILE & LINEN SECTION... 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.



PRINT

2022 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

Print + Digital - 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-entretien-textile.fr 1 month before tradeshow date
- + Top Banner marketplace e-entretien-textile.fr 1 month before tradeshow date
- + Top Banner annuaire-entretien-textile.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 marketplace e-entretien-textile.fr
- + Your product listed for 1 year on the online e-entretien-textile.fr
- + Top Banner on e-entretien-textile.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.

For further information, contact Marie-Pierre Serre
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PRINT

The 2022 URBH Magazine, a complementary communication tool!



The 2022 URBH Magazine (Hospital Laundries Union Magazine), edited by **Entretien Textile magazine**, will be distributed in September 2022 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 €

PRINT + DIGITAL

Annual Buyer's Guide + Marketplace: generate more demands and contacts for your products!



THE 2022 ANNUAL BUYER'S GUIDE

The **Entretien Textile** Annual Buyer's Guide is sent to all subscribers (12.600 copies) with the July 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-entretien-textile.fr: to be sure to have all your products referenced online! Keep your name in front of your customers!

In 2021 :
15.000 Unique Visitors
50.000 Viewed Pages

e-entretien-textile.fr: THE 1ST TEXTILE CARE MARKETPLACE!

- The industry's only platform, connecting buyers and sellers!
- In your customer zone the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- Your products and videos are regularly highlighted throughout the year on this site and on the magazine's companion site.
- You present as many products as you want, you can modify them during the year whenever you want!
- Starting € 207.50 only per product for the whole year! **Includes the Annual Buyer's Guide!**
- A complementary platform to your own merchant site.

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 30.240 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 2022

(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 €

Marketplace e-entretien-textile.fr

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

PER PRODUCT	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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DIGITAL

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

THE COMPANION WEBSITE, entretien-textile.fr

More than 15.500 individual visitors monthly, 55.000 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!



16.000 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 16.000 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, for more efficiency!



Website



e-Newsletter



LinkedIn



Marketplace

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DIGITAL

2022 Digital Advertising Rates (€)

THE COMPANION SITE entretien-textile.fr THE MARKETPLACE e-entretien-textile.fr (rotating)

	PIXELS (l 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		3.100 €	2.400 €	1.600 €
Native Advertising What's New		2.400 €	1.900 €	1.300 €
Video	420 px - 2 Mo	-	-	2.000 €

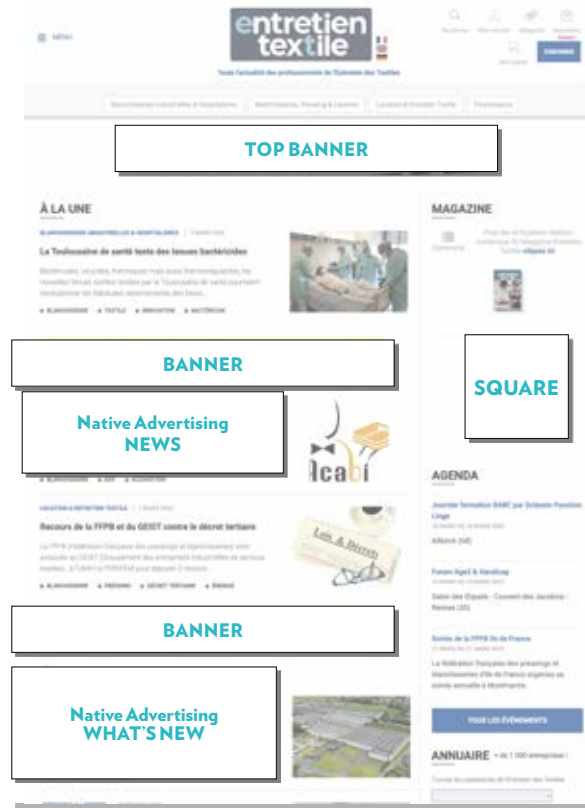
LA E-NEWSLETTER (Watch out! Limited advertising space!)

	PIXELS (l 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		4.400 €	3.050 €	2.250 €
Native Advertising What's New		3.800 €	2.650 €	1.900 €

BI MÉDIA PACK

Print + Digital - 5%

SITE ADVERTISING FORMATS



DIGITAL PACK

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

E-NEWSLETTER ADVERTISING FORMATS



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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 15.000 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)
15.000 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 €	

**BOOST YOUR GROWTH
AND INCREASE YOUR
CUSTOMER PORTFOLIO**

thank's to:
Our subscribers
 +
**E-newsletter readers
 database**

2022 EDITORIAL CALENDAR

N°	INDUSTRIAL & HOSPITAL LAUNDRIES, DRY CLEANING & LAUNDRIES, TEXTILE MANAGEMENT	DEADLINE
N° 300 Jan/Feb	<p>INDUSTRIAL & HOSPITAL LAUNDRIES: Press and centrifugal extractor</p> <p>DRY CLEANING & LAUNDRIES: Stain remover machines</p> <p>TEXTILE MANAGEMENT: Small integrated laundries</p> <p>TEXTILE & LINEN: Construction Industry : PPE & Workwear</p>	Dec 15
N° 301 Mar/Apr	<p>INDUSTRIAL & HOSPITAL LAUNDRIES: Cold wash & ozone</p> <p>DRY CLEANING & LAUNDRIES: Anti bed bugs, dust mites, fleas, moths...</p> <p>TEXTILE MANAGEMENT: Working with disabled workers</p> <p>TEXTILE & LINEN: Rental kits for hospitality</p>	Feb 15
N° 302 May/June	<p>INDUSTRIAL & HOSPITAL LAUNDRIES: Tunnel finishers</p> <p>DRY CLEANING & LAUNDRIES: Ironing tables</p> <p>TEXTILE MANAGEMENT: Nurseries linen cleaning</p> <p>TEXTILE & LINEN: SANTEXPO SPECIAL SECTION Media Partner – Bonus Trade show circulation ! Health professionals clothing</p> 	Apr 15
Jul/Aug	2022 ANNUAL BUYER'S GUIDE (sent with issue n° 303)	Jun 15
N° 303 Jul/Aug	<p>INDUSTRIAL & HOSPITAL LAUNDRIES: Wastewater process</p> <p>DRY CLEANING & LAUNDRIES: Large capacity Washer & Dryer</p> <p>TEXTILE MANAGEMENT: Textile services for care home</p> <p>TEXTILE & LINEN: Supplying local authorities</p>	Jun 15
N° 304 Sept/Oct	<p>EXPODETERGO 2022 SPECIAL SECTION Media Partner – Bonus Trade show circulation !</p> <p>INDUSTRIAL & HOSPITAL LAUNDRIES: Industrial batch washers</p> <p>DRY CLEANING & LAUNDRIES: Wet-cleaning</p> <p>TEXTILE MANAGEMENT: Linen renting or buying?</p> <p>TEXTILE & LINEN: Apron is back!</p> <p>URBH (Hospital Laundries Union) seminar – Media Partner – Bonus circulation !</p>  	Aug 16
Oct	THE 2021 URBH (Hospital Laundries Organisation) MAGAZINE (Circulation on Hospital Laundries Union seminar + sent with november issue n° 305)	Sept 15
N° 305 Nov/Dec	<p>INDUSTRIAL & HOSPITAL LAUNDRIES: Delivery and pick-up tracking</p> <p>DRY CLEANING & LAUNDRIES: Solvents</p> <p>TEXTILE MANAGEMENT: EQUIPHOTEL! Media Partner – Bonus Trade show circulation ! Hotel: how to make profit with textile cleaning</p> <p>TEXTILE & LINEN: HEALTHCARE SPECIAL SECTION Media Partner – Bonus Trade show circulation ! Green label & certification</p>  	Oct 15
N° 306 Jan/Feb	<p>INDUSTRIAL & HOSPITAL LAUNDRIES: Laundry dosing systems</p> <p>DRY CLEANING & LAUNDRIES: Energy saving dryer</p> <p>TEXTILE MANAGEMENT: Organising a linen room</p> <p>TEXTILE & LINEN: Linen recycling</p>	Dec 15



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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.