

entretien textile

“Textile Care”

2024 MEDIA KIT

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

- Print
- Buyer's Guide
- URBH Magazine
- Digital
- Marketplace
- Database
- 2024 Editorial Calendar



SANTEXPO

GEIST
Groupement des Entreprises Industrielles de Services Textiles

URBH
UNION DES RESPONSABLES DE
BLANCHISSERIE HOSPITALIERE

texcare
international

EQUIPHOTEL PARIS
THE HOSPITALITY & FOOD BUSINESS PLACE

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

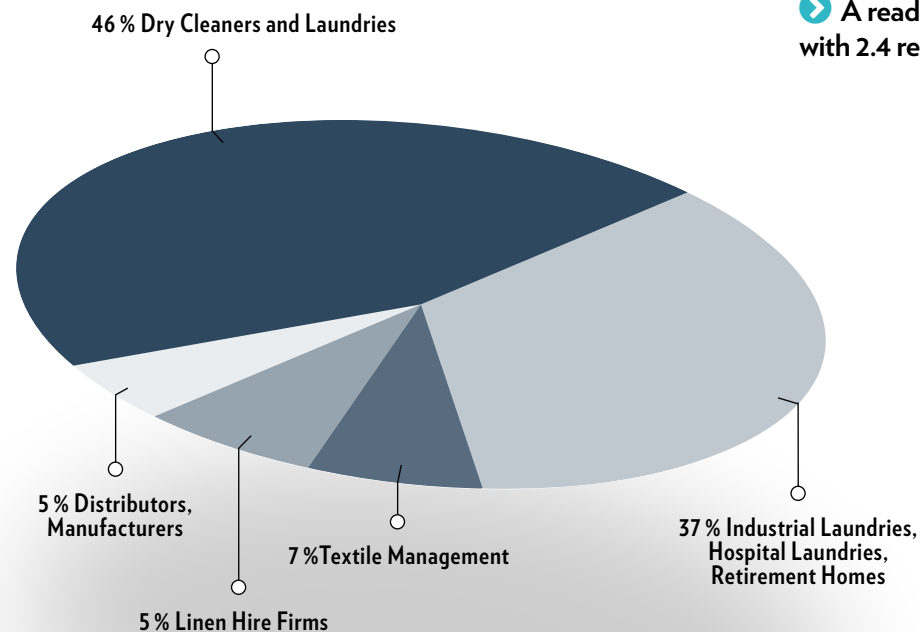
Average circulation per issue
July 1st 2022 to 30 June 30th 2023

11.800
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 28.300 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, LINEN MANAGEMENT, 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.



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PRINT

2024 Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	4.600 €
On Cover	Front 210 x 150 / Back 210 x 297	4.800 €
1st Cover	136 x 198	4.300 €
2nd Cover	210 x 297	3.300 €
3rd Cover	210 x 297	3.300 €
4th Cover	210 x 297	3.900 €
Page	210 x 297	3.400 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.300 €
1/4 Page	91 x 124	1.300 €
Special Advertising Section	210 x 297	3.700 € (Frais de maquette/ rédaction: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		3.500 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		4.500 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.300 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	660 € 995 € 1.655 €

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-entretientextile.fr 1 month before tradeshow date
- + Top Banner marketplace e-entretien-textile.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 %
3.000 € instead of 6.000 €

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-entretientextile.fr
- + Top Banner on e-entretientextile.fr for 1 month

-25 %
4.530 € instead of 6.040 €

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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PRINT

The 2024 URBH Magazine, a complementary communication tool!



The 2024 URBH Magazine (Hospital Laundries Union Magazine), edited by **Entretien Textile magazine**, will be distributed in September 2024 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	3.075 €
3rd cover	210 x 297	3.075 €
4th cover	210 x 297	3.250 €
Page	210 x 297	2.850 €
1/2 Page	Horizontale : 181 x 126 Verticale : 91 x 257	1.750 €
1/4 Page	91 x 124	1.045 €

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PRINT + DIGITAL

The MarketPlace + Annual Buyer's Guide bi-media offer: generate more demands and contacts for your products!



The combined offer **MarketPlace + Annual Buyer's Guide** allows you to properly showcase your products to buyers in the sector, whether digitally or on paper. This bi-media exhibition allows you to fully cover the market with these two media.

The Annual Buyers' Guide, with its complete technical data sheets, filed by topics, is sent to all subscribers (11.800 copies) with July issue and distributed on trade shows where we are media partner.

As for the **MarketPlace e-entretien-textile.fr**, it is the 1st MarketPlace for professionals in the textile care industry in France.

- 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 € **220.00 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

The MarketPlace + Annual Buyer's Guide 2024 bi-media (1 year, including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	440 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th Cover	148 x 210 mm	3.380 €
Page	148 x 210 mm	2.305 €
1/2 Page	148 x 100 mm	1.690 €

Top Banner home page - 1 month	728 x 90 pixels	1.200 €
Banner (all pages) - 1 month	728 x 90 pixels	1.800 €

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 28.300 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.

Magazine's Buyer Guide

(Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.100 €
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DIGITAL

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

THE COMPANION WEBSITE, entretien-textile.fr

More than 16.200 individual visitors monthly, 58.000 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!



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 11.500 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

DIGITAL

2024 Digital Advertising Rates (€)

(rotating)

THE COMPANION SITE entretien-textile.fr

THE MARKETPLACE e-entretien-textile.fr

SITE ADVERTISING FORMATS

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTHS
Top Banner Dynamic Option (Desktop & tablet only. Your banner remains always visible when the user scrolls)	728 x 90 et 320 x 100	2.500 € Dynamic 2.800 €	1.850 € Dynamic 2.000 €	1.200 € Dynamic 1.300 €
Banner	728 x 90 et 320 x 100	2.150 €	1.650 €	1.060 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.300 € Dynamic 1.420 €	950 € Dynamic 1.040 €	700 € Dynamic 770 €
Wallpaper (Desktop & tablet only)		4.650 €	3.380 €	2.310 €
Native Advertising News Linkedin post included!		3.350 €	2.575 €	1.750 €
Native Advertising What's New Linkedin post included!		2.600 €	2.050 €	1.465 €
Pop-Up (Desktop & tablet only)		2.300 €	1.900 €	1.270 €
Interstitial (Mobile only)		2.300 €	1.900 €	1.270 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+900 €	+ 800 €	+500 €



BI MÉDIA PACK

Print + Digital - 5 %

DIGITAL PACK

2 Digital - 5 % (ex : E-newsletter + Companion Site)

3 Digital - 10 %

4 Digital - 15 %

5 Digital - 20 %

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DIGITAL

2024 Digital Advertising Rates (€)

THE 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	640 x 200	4.300 €	2.880 €	2.000 €
Banner	640 x 200	3.355 €	2.355 €	1.725 €
Square	200 x 200	2.460 €	1.830 €	1.300 €
Native Advertising News <i>Linkedin post included!</i>		4.700 €	3.300 €	2.450 €
Native Advertising What's New <i>Linkedin post included!</i>		4.110 €	2.880 €	2.100 €

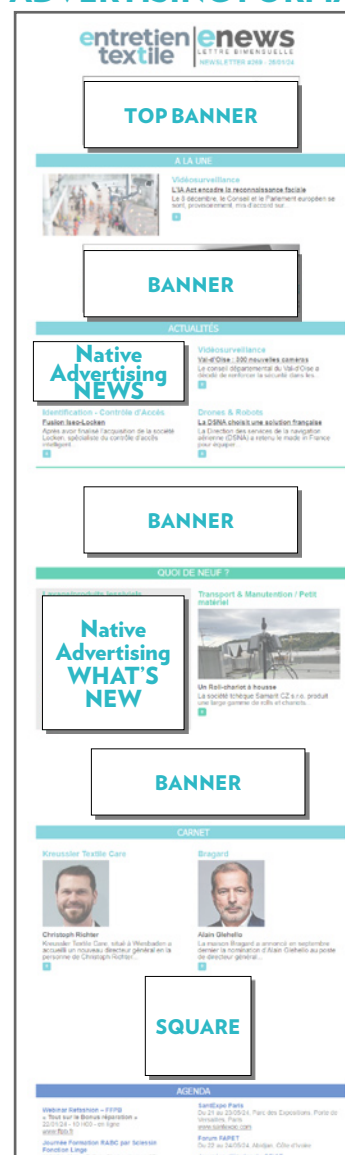
BI MÉDIA PACK

Print + Digital - 5 %

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...

11.800 nominative postal addresses and 11.500 nominative emails.

With its new sponsored e-mailing offer, **Entretien Textile** allows you to publish an e-mailing using the magazine's brand, for an interview, a white paper, a file, or the presentation of a new product. Includes a 1 year online publication on the magazine's website and a 1 month digital push via its e-newsletter (Square)

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

thank's to:
Our subscribers



+

**E-newsletter readers
database**

E-MAILING	Fixed cost: 250 € (1 x h)
13.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	3.100 €
E-mailing with follow-up (1 month maxi after 1st campaign)	4.300 €
Entretien Textile sponsored e-mailing (Interview / Expert advice, White paper, News / Technical file, What's New) Included 1 year on the site + 2 push (e-newsletter Square for 1 month)	4.650 €
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 €	

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

2024 EDITORIAL CALENDAR

N°	INDUSTRIAL & HOSPITAL LAUNDRIES, DRY CLEANING & LAUNDRIES, TEXTILE MANAGEMENT	DEADLINE
N° 312 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Collecting & delivery equipments DRY CLEANING & LAUNDRIES: How to renegotiate your energy contracts TEXTILE MANAGEMENT: Integrated laundry designing in small spaces TEXTILE & LINEN: Kitchen outfits	Dec 14
N° 313 Mar/Apr	INDUSTRIAL & HOSPITAL LAUNDRIES: The ozone generators DRY CLEANING & LAUNDRIES: The drying ironers TEXTILE MANAGEMENT: Which equipment for mops & cloths? TEXTILE & LINEN: Ironing-free linen	Feb 10
N° 314 May/Jun	INDUSTRIAL & HOSPITAL LAUNDRIES: SANTEXPO SPECIAL SECTION Media Partner – Bonus Trade show circulation! The desinfectant cleaning products DRY CLEANING & LAUNDRIES: Small capacity washers & dryers TEXTILE MANAGEMENT: Marking resident clothing TEXTILE & LINEN: Healthcare professional cloths GEIST WORKSHOP DAY – Media Partner – Bonus Exhibition circulation!	Apr 10
 Jul/Aug	2024 ANNUAL BUYER'S GUIDE (sent with issue n° 315)	Jun 10
N° 315 Jul/Aug	INDUSTRIAL & HOSPITAL LAUNDRIES: Delivery, how to reduce your carbon footprint DRY CLEANING & LAUNDRIES: Ecolabel & Ecocert detergents TEXTILE MANAGEMENT: RABC implementation TEXTILE & LINEN: Blankets	Jun 12
N° 316 Sept/Oct	INDUSTRIAL & HOSPITAL LAUNDRIES: Wich information for a good traceability? DRY CLEANING & LAUNDRIES: Ironing tables TEXTILE MANAGEMENT: EQUIP'HOTEL SPECIAL SECTION – Media Partner – Bonus Exhibition circulation! Which linen carts for hotel? & with n°317 Nov-Dec TEXTILE & LINEN: Hotel bed sheets	Aug 12
 Oct	THE 2024 URBH (Hospital Laundries Organisation) MAGAZINE (Circulation on 2024 Hospital Laundries Union Workshop Days & sent with n°317 Nov-Dec issue)	Sept 10
N° 317 Nov/Dec	TEXCARE Francfort SPECIAL SECTION – Media Partner – Bonus Trade show circulation! AI : Which future for the textile cleaning industry? DRY CLEANING & LAUNDRIES: Environmental wet cleaning equipment TEXTILE MANAGEMENT: Retirement homes equipment TEXTILE & LINEN: Extra-soft bath towels	Oct 8
N° 318 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Recycling water DRY CLEANING & LAUNDRIES: Billing & management softwares TEXTILE MANAGEMENT: Externalising flay linen TEXTILE & LINEN: Tailor-made home textile	Dec 5

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