

entretien textile

“Textile Care” 2025 MEDIA KIT

THE LEADING
FRENCH MEDIA FOR
TEXTILE CLEANING
DECISION-MAKERS!

- Print
- Buyer's Guide
- URBH Magazine
- Digital
- Marketplace
- Database
- 2025 Editorial Calendar



SANTEXPO

GEIST
Groupement des Entreprises Industrielles de Services Textiles

URBH
UNION DES RESPONSABLES DE
BLANCHISSERIE HOSPITALIÈRE

texcare

EQUIPHOTEL PARIS
THE HOSPITALITY & FOOD BUSINESS PLACE

For further information, contact Marie-Pierre Serre
mpe@entretien-textile.fr or
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

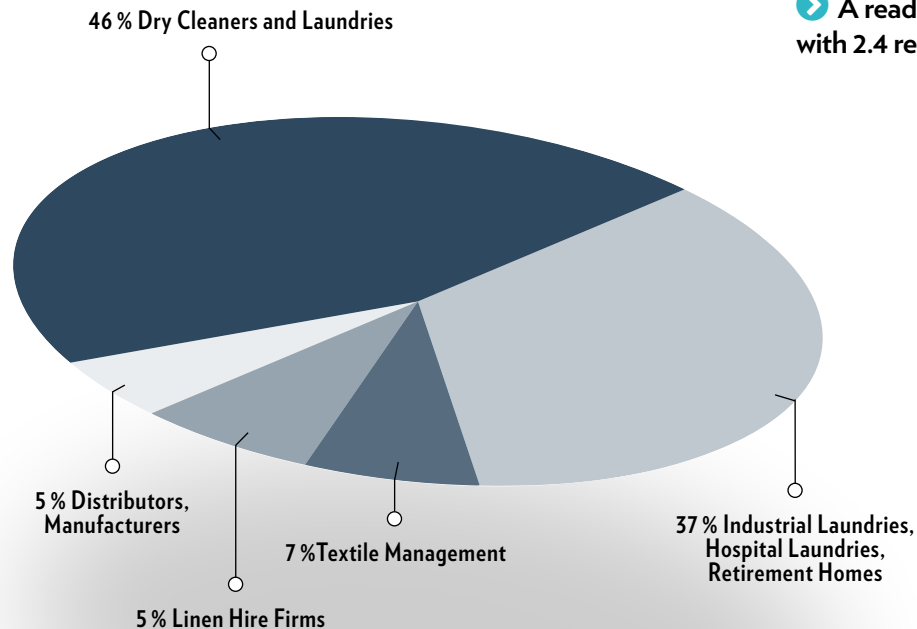
Average circulation per issue
July 1st 2023 to 30 June 30th 2024

11.767 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

2025 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	4.900 €
1st Cover	210 x 297	4.400 €
2nd Cover	210 x 297	3.400 €
3rd Cover	210 x 297	3.400 €
4th Cover	210 x 297	4.000 €
Page	210 x 297	3.500 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.350 €
1/4 Page	91 x 124	1.350 €
Special Advertising Section	210 x 297	3.800 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		3.600 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		4.700 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.400 €
Classified ads:		
1 module,	1 module : 85 x 58	670 €
2 modules,		1.015 €
3 modules		1.690 €

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 %
3.125 € instead of 6.250 €

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 %
4.837 € instead of 6.450 €

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 2025 URBH Magazine, a complementary communication tool!



The 2025 URBH Magazine (Hospital Laundries Union Magazine), edited by **Entretien Textile magazine**, will be distributed in September 2025 to all union members during their annual meeting at La Rochelle 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	3.150 €
3rd cover	210 x 297	3.150 €
4th cover	210 x 297	3.300 €
Page	210 x 297	2.900 €
1/2 Page	Horizontale : 181 x 126 Verticale : 91 x 257	1.800 €
1/4 Page	91 x 124	1.100 €

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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 (11.77 copies) with July issue and distributed on trade shows where we are media partner including **2025 Textcare!**

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 € **225 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

The MarketPlace + Annual Buyer's Guide 2025 bi-media
(1 year, including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	450 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

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



In 2024 :
17.250 Unique Visitors
57.500 Viewed Pages

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	1.150 €
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DIGITAL

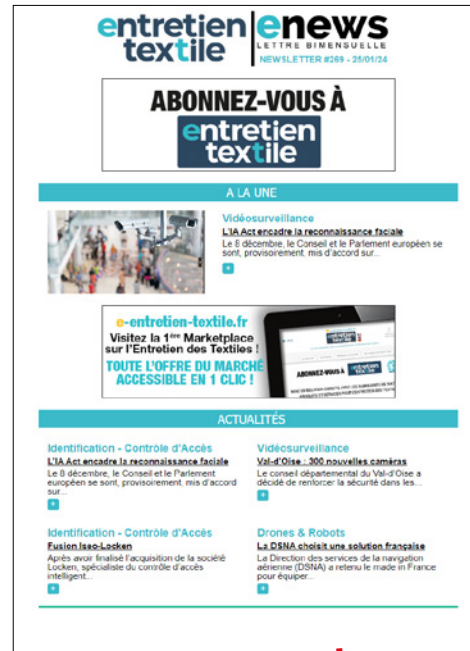
A global, digital information offer, available on all terminals!

THE COMPANION WEBSITE, entretien-textile.fr

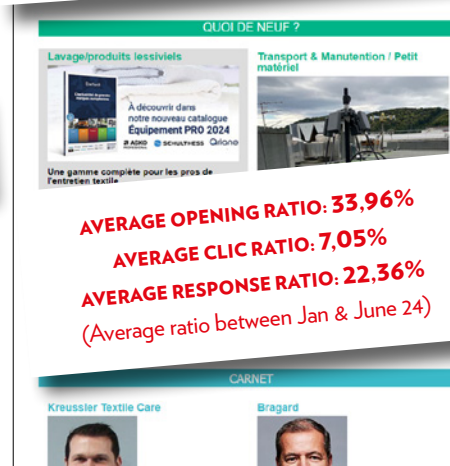
More than 17.500 individual visitors monthly, 63.000 pages viewed every month, the companion website, entretien-textile.fr, is clearly and by far the No 1 professional web portal in terms of audience, dedicated to Textile Care. With its News updated on a daily basis, its archives (accessible to paying 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!



17.500 individual visitors monthly



10.500 subscribers



AVERAGE OPENING RATIO: 33,96%
AVERAGE CLIC RATIO: 7,05%
AVERAGE RESPONSE RATIO: 22,36%
 (Average ratio between Jan & June 24)

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 10.500 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 with the tone of the section in which it appears: News (company information) or What's New (product information), for more efficiency! Whether it's News or What's New, this Native Advertising will also be featured on a LinkedIn post (over 7.000 subscribers!)



Website



e-Newsletter



LinkedIn



Marketplace

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DIGITAL

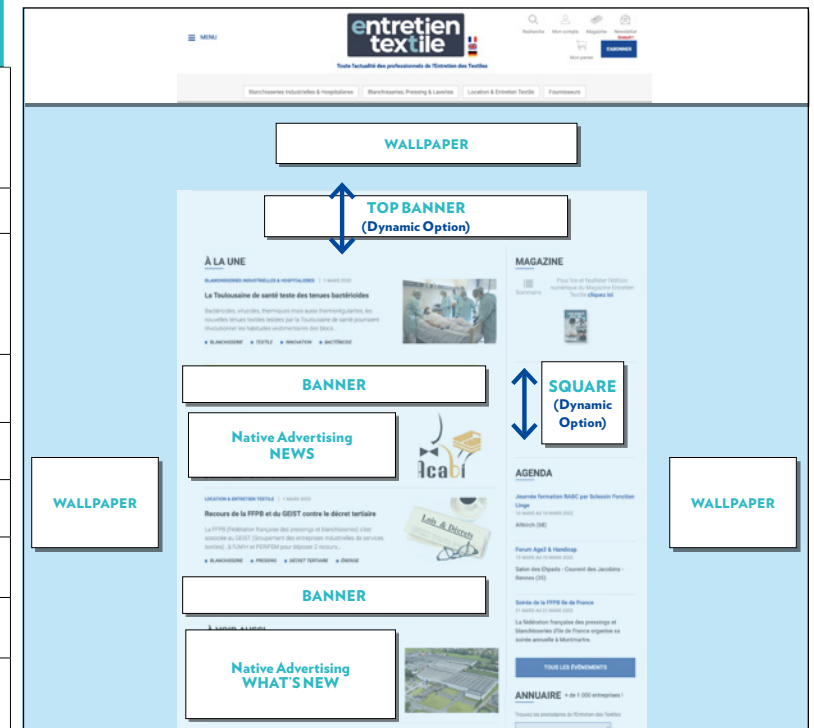
2025 Digital Advertising Rates (€)

(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	2.600 € Dynamic 3.100 €	1.900 € Dynamic 2.250 €	1.250 € Dynamic 1.500 €
Banner	728 x 90 et 320 x 100	2.205 €	1.700 €	1.100 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.400 € Dynamic 1.650 €	1.000 € Dynamic 1.200 €	750 € Dynamic 900 €
Wallpaper (Desktop & tablet only)		4.900 €	3.500 €	2.400 €
Native Advertising News Linkedin post included!		3.500 €	2.700 €	1.850 €
Native Advertising What's New Linkedin post included!		2.700 €	2.150 €	1.550 €
Pop-Up (Desktop & tablet only)		2.500 €	2.000 €	1.400 €
Interstitial (Mobile only)		2.400 €	2.000 €	1.300 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+950 €	+ 850 €	+550 €



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

2025 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	4.500 €	3.000 €	2.100 €
Banner	640 x 200	3.500 €	2.500 €	1.800 €
Square	200 x 200	2.600 €	1.900 €	1.400 €
Native Advertising News <i>Linkedin post included!</i>		5.400 €	3.600 €	2.500 €
Native Advertising What's New <i>Linkedin post included!</i>		5.100 €	3.400 €	2.400 €

BI MÉDIA PACK

Print + Digital - 5%

DIGITAL PACK

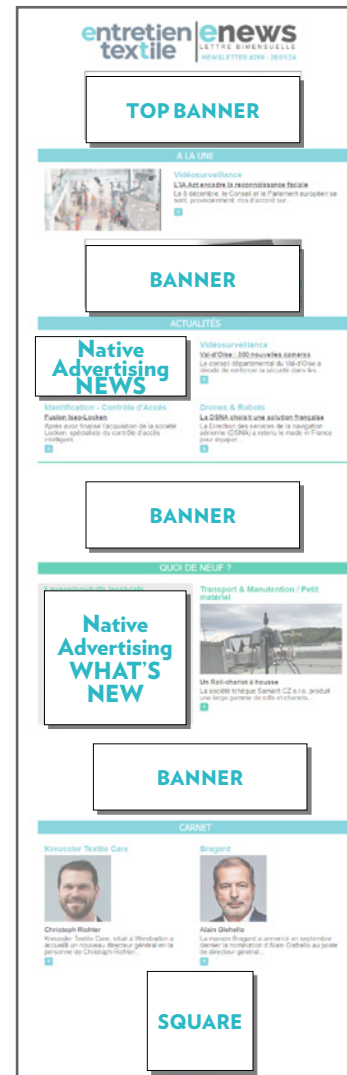
2 Digital - 5% (ex : E-newsletter + Companion Site)

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 10.500 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)
10.500 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 €

2025 EDITORIAL CALENDAR

N°	INDUSTRIAL & HOSPITAL LAUNDRIES, DRY CLEANING & LAUNDRIES, TEXTILE MANAGEMENT	DEADLINE
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
N° 319 Mar/Apr	INDUSTRIAL & HOSPITAL LAUNDRIES : Air conditioners and coolers DRY CLEANING & LAUNDRIES : Automatic dosing machines TEXTILE MANAGEMENT : Washer/dryer columns TEXTILE & LINEN : Recycled washcloths and mops	Feb 10
N° 320 May/June	INDUSTRIAL & HOSPITAL LAUNDRIES : SANTEXPO SPECIAL SECTION MEDIA PARTNER - BONUS CIRCULATION! Clothing vending machines DRY CLEANING & LAUNDRIES : Wrappers or reusable bags? TEXTILE MANAGEMENT : Which products to clean your lingerie? TEXTILE & LINEN : Health care workers clothing GEIST WORKSHOP DAY - Media Partner - Bonus Exhibition circulation!	Apr 10
Jul/Aug	2025 ANNUAL BUYER'S GUIDE (sent with issue n° 321)	Jun 10
N° 321 Jul/Aug	INDUSTRIAL & HOSPITAL LAUNDRIES : Presses and centrifuges DRY CLEANING & LAUNDRIES : Automatic deposit and withdrawal terminals TEXTILE MANAGEMENT : Buy or rent your laundry TEXTILE & LINEN : Bedspreads-duvets	Jun 12
N° 322 Sept/Oct	INDUSTRIAL & HOSPITAL LAUNDRIES : Industrial folding machines DRY CLEANING & LAUNDRIES : Delicate laundry, choose the right detergent! TEXTILE MANAGEMENT : Rent your equipment! TEXTILE & LINEN : Outfits for wellness professionals	Aug 12
Oct	THE 2025 URBH (Hospital Laundries Organisation) MAGAZINE (Circulation on 2025 La Rochelle Workshop Days & sent with n°323 Nov-Dec issue)	Sept 15
N° 323 Nov/Dec	TEXCARE France SPECIAL SECTION - MEDIA PARTNER - BONUS CIRCULATION! Laundries smart energy saving INDUSTRIAL & HOSPITAL LAUNDRIES : Residents' laundry equipment DRY CLEANING & LAUNDRIES : Which stain removers for aqua-cleaning? TEXTILE MANAGEMENT : Linen inventory softwares TEXTILE & LINEN : Recycling laundry for public procurements	Oct 8
N° 324 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES : CMMS software DRY CLEANING & LAUNDRIES : Electric or gaz dryers? TEXTILE MANAGEMENT : Steam irons TEXTILE & LINEN : Hotel professional clothing	Dec 5



entretien textile
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.