

## “Textile Care” 2021 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
- ➔ 2021 Editorial Calendar



**texcare**  
international



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, 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 2019 to 30 June 2020

# 13.100

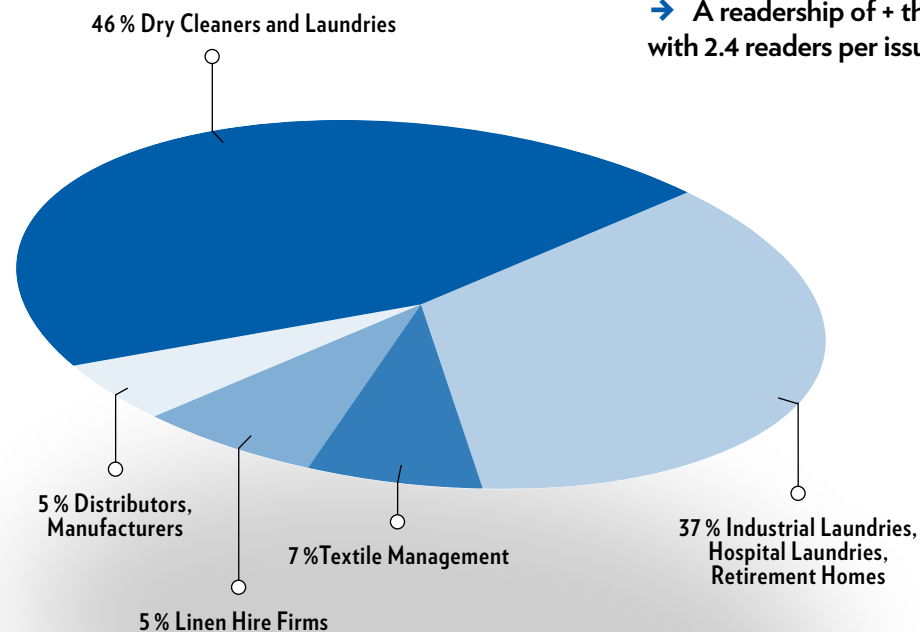
copies

**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 31.500 readers, with 2.4 readers per issue!

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

# 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, 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.



**texcare**  
international

**URBH**  
UNION DES RESPONSABLES DE  
BLANCHISSERIE HÔPITALIÈRE

**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

## 2021 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, 2 modules, 3 modules	1 module : 85 x 58	640 € 960 € 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](http://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  
[mps@entretien-textile.fr](mailto:mps@entretien-textile.fr) or  
[info@entretien-textile.fr](mailto:info@entretien-textile.fr)  
+33 6 80 00 16 62

# THE BUYER'S GUIDE

## To generate more demand and contacts!



### THE 2021 ANNUAL BUYER'S GUIDE

The **Entretien Textile** Annual Buyer's Guide is sent to all subscribers (13.100 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 2020 :**  
13.500 Unique Visitors  
45.000 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 31.500 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 2021

(Price not discountable)

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

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

# THE URBH MAGAZINE

## The 2021 URBH Magazine, a complementary communication tool!



The 2021 URBH Magazine (Hospital Laundries Union Magazine), edited by **Entretien Textile magazine**, will be distributed in October 2021 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 €

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



# WEB

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



**14.000 individual visitors monthly**

### THE COMPANION WEBSITE, **entretien-textile.fr**

More than 14.000 individual visitors monthly, 50.000 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!



**18.000 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 18.000 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!



For further information, contact Marie-Pierre Serre  
[mpps@entretien-textile.fr](mailto:mpps@entretien-textile.fr)  
[info@entretien-textile.fr](mailto:info@entretien-textile.fr)  
 +33 6 80 00 16 62

# WEB

## 2021 Web Advertising Rates (€)

**THE COMPANION SITE** [entretien-textile.fr](http://entretien-textile.fr)  
**THE ONLINE DIRECTORY** [e-entretientextile.fr](http://e-entretientextile.fr)  
 (en rotation)

	PIXELS (1xh)	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 (1xh)	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

Magazine + Web - 5 %

### SITE ADVERTISING FORMATS

The screenshot shows the homepage of [entretien-textile.fr](http://entretien-textile.fr). It features a top banner, a main banner, and several square ads. There are also sections for 'Native Advertising News' and 'Native Advertising What's New'. The website has a clean, professional layout with a blue and white color scheme.

### WEB PACK

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

### E-NEWSLETTER ADVERTISING FORMATS

The screenshot shows an issue of the [entretien-textile.fr](http://entretien-textile.fr) e-newsletter. It features a top banner, a main banner, and several square ads. There are also sections for 'Native Advertising News' and 'Native Advertising What's New'. The newsletter has a clean, professional layout with a blue and white color scheme.

For further information, contact Marie-Pierre Serre  
[mpps@entretien-textile.fr](mailto:mpps@entretien-textile.fr) or  
[info@entretien-textile.fr](mailto:info@entretien-textile.fr)  
 +33 6 80 00 16 62



# 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 €	

# 2021 EDITORIAL CALENDAR

N°	INDUSTRIAL & HOSPITAL LAUNDRIES, DRY CLEANING & LAUNDRIES, TEXTILE MANAGEMENT	DEADLINE
N° 294 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Doormats cleaning DRY CLEANING & LAUNDRIES: Washers & Dosing systems TEXTILE MANAGEMENT: Automatic dispensers TEXTILE & LINEN: Doormats	Dec 15
N° 295 Mar/Apr	INDUSTRIAL & HOSPITAL LAUNDRIES: Wet linen handling & transports DRY CLEANING & LAUNDRIES: Stain removers TEXTILE MANAGEMENT: Residential and welfare homes laundries TEXTILE & LINEN: Mops & wipes	Feb 15
N° 296 May/Jun	INDUSTRIAL & HOSPITAL LAUNDRIES: Tumble dryers DRY CLEANING & LAUNDRIES: Hot cylinder ironers TEXTILE MANAGEMENT: Uniform marking TEXTILE & LINEN: Towels & bathrobes	Apr 15
Jul/Aug	<b>2021 ANNUAL BUYER'S GUIDE</b> (sent with issue n° 297)	Jun 15
N° 297 Jul/Aug	INDUSTRIAL & HOSPITAL LAUNDRIES: Softeners DRY CLEANING & LAUNDRIES: Conveyors TEXTILE MANAGEMENT: Hotel: Client's linen TEXTILE & LINEN: Corporate clothing	Jun 15
N° 298 Sept/Oct	INDUSTRIAL & HOSPITAL LAUNDRIES: Automatic folders DRY CLEANING & LAUNDRIES: Dry Cleaning & Laundries franchises TEXTILE MANAGEMENT: Health : sorting cabinets TEXTILE & LINEN: Duvets  <b>URBH (Hospital Laundries Union) seminar – Media Partner – Bonus circulation !</b>	Aug 16
Oct	<b>THE 2021 URBH (Hospital Laundries Organisation) MAGAZINE</b> (Circulation on Hospital Laundries Union seminar + sent with november issue n° 299)	Sept 15
N° 299 Nov/Dec	<b>2021 TEXCARE INTERNATIONAL SPECIAL SECTION</b> <b>INDUSTRY 4.0!</b> <b>Media Partner – Bonus circulation !</b>  INDUSTRIAL & HOSPITAL LAUNDRIES: Laundry disinfection DRY CLEANING & LAUNDRIES: Green chemicals TEXTILE MANAGEMENT: <b>SANTEXPO SPECIAL SECTION – Media Partner – Bonus circulation !</b> Retirement homes: Internalizing textile cleaning TEXTILE & LINEN: Personalised table linenn	Oct 15
N° 300 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Press and centrifugal extractor DRY CLEANING & LAUNDRIES: Stain remover machines TEXTILE MANAGEMENT: Small integrated laundries TEXTILE & LINEN: Construction Industry : PPE & Workwear	Dec 15



[www.entretien-textile.fr](http://www.entretien-textile.fr)

## ENTRETIEN TEXTILE

20, rue des Petites Écuries  
75010 Paris - France  
Tél: +33 1 45 23 33 78  
Fax: +33 1 48 00 05 03  
e-Mail: [info@entretien-textile.fr](mailto:info@entretien-textile.fr)

## ADVERTISING:

Marie Pierre SERRE:  
+33 6 80 00 16 62  
[mps@entretien-textile.fr](mailto:mps@entretien-textile.fr)

## TECHNICAL SERVICE:

Janyse SEBILLO:  
+33 1 45 23 33 78  
[js@entretien-textile.fr](mailto:js@entretien-textile.fr)

**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.

