

# entretien textile

## “Textile Care” 2026 MEDIA KIT

THE LEADING  
FRENCH MEDIA FOR  
TEXTILE CLEANING  
DECISION-MAKERS!

- Print
- Buyer's Guide
- Textile Cleaning Directory **NEW!**
- URBH Magazine
- Digital
- Marketplace
- Database
- 2026 Editorial Calendar



**NEW!**



- INDUSTRIAL & HOSPITAL LAUNDRIES
- SUPPORT AND WORK ASSISTANCE LAUNDRIES ESTABLISHMENT
- DRY CLEANING & LAUNDRIES
- LAUNDRY FUNCTION
- DISTRIBUTORS
- INSTALLER

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

**SANTEXPO**

**EXPO DETERGO INTERNATIONAL**

**URBH**  
UNION DES RESPONSABLES DE  
BLANCHISSERIE HOSPITALIERE

**EQUIPHOTEL PARIS**  
THE HOSPITALITY & FOOD BUSINESS PLACE

**GEIST**  
Groupement des Entreprises industrielles de Services Textile

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 media in the sector that addresses to all market players in textile care business, Industrial Laundries or Dry Cleaners

Penetration rate

# 85 %

On Laundries, Dry cleaners, Industrial laundries, Hospital laundries, Support and Work Assistance Laundries.

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

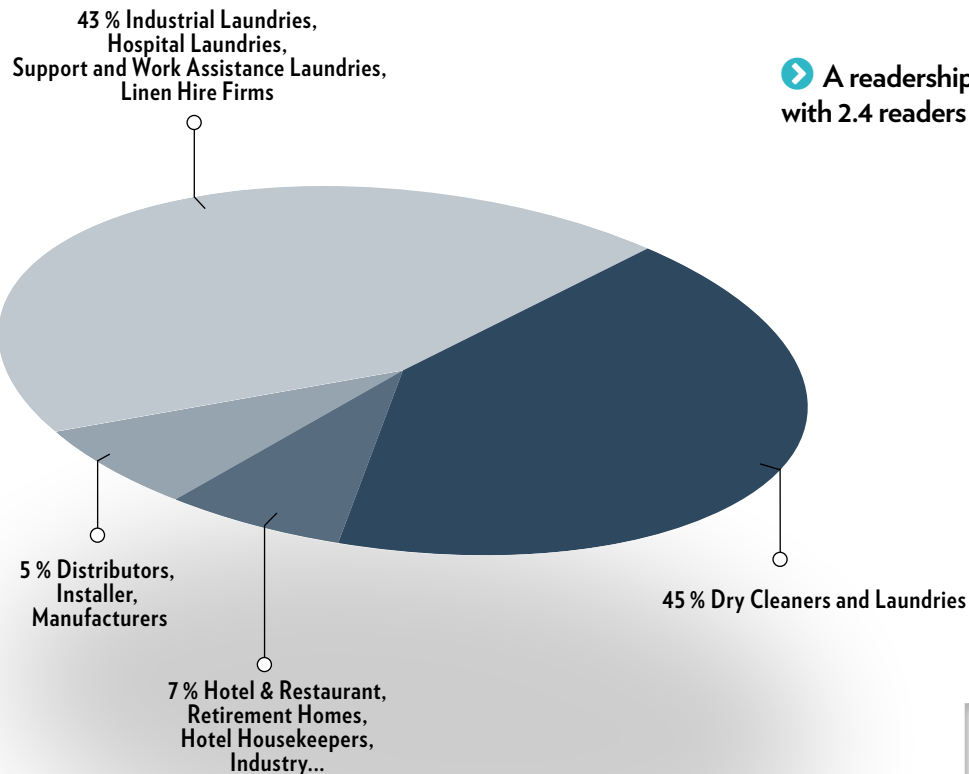
Average circulation per issue  
July 1st 2024 to 30 June 30th 2025

# 11.555 copies

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

**Entretien Textile** is the first information source for textile care professionals. We assist Industrial and Hospital Laundries, Support and Work Assistance Laundries, 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 27.720 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)  
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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 AND HOSPITAL LAUNDRIES, SUPPORT AND WORK ASSISTANCE 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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**EQUIPHOTEL PARIS**  
THE HOSPITALITY & FOOD BUSINESS PLACE

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

For further information, contact Marie-Pierre Serre  
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[info@entretien-textile.fr](mailto:info@entretien-textile.fr)  
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# PRINT

## 2026 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 180	4.400 €
2nd Cover	210 x 297	3.450 €
3rd Cover	210 x 297	3.460 €
4th Cover	210 x 297	4.100 €
Page	210 x 297	3.550 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.400 €
1/4 Page	91 x 124	1.400 €
Special Advertising Section	210 x 297	3.900 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		3.670 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		4.790 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.490 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	680 € 1.035 € 1.724 €

### SPECIAL OFFERS

Post-it  
Adhesive sample  
White paper  
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

+ Button e-newsletter 1 month (2 nd-newsletter) before tradeshow date

**-50 %**  
3.255 € instead of 6.510 €

### 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

**-50 %**  
3.348 € instead of 6.695 €

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  
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# PRINT

## The 2026 URBH (Hospital Laundries Union) Magazine, a complementary communication tool!



The 2026 URBH Magazine (Hospital Laundries Union Magazine), edited by **Entretien Textile magazine**, will be distributed in October 2026 to all union members during their annual meeting at Nantes 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 **NEW!**

## The Textile Care 2027 Annual Directory + annuaire-entretientextile.fr! the only available database on the market!



### ANNUAIRE DE L'ENTRETIEN DES TEXTILES

The **2027 Textile Care Annual Directory** will be released and sent with January 2027 issue. The 1<sup>st</sup> Directory on Textile Care with more than 500 Manufacturers, Distributors and Installers, Associations..., referenced with contacts and details, classified by sectors of activity and by geographical area.



This Directory will also be available all year round on the website. [annuaire-entretientextile.fr](http://annuaire-entretientextile.fr)

Your logo + frame allows you, for a very low cost, to significantly improve your visibility on this Directory and on the website.

[annuaire-entretientextile.fr](http://annuaire-entretientextile.fr)



### 2027 Directory Advertising Rates (€) (Net prices, not commissionable)

PER COMPANY (Price not discountable)	In the paper Directory + 1 year on web site annuaire-entretientextile.fr	235 €
	In the paper Directory +1 year on web site annuaire-entretientextile.fr + framed logo + text	355 €

**For higher visibility!**

**DISCOUNT:** 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	4.400 €
Page	148 x 210 mm	3.250 €
1/2 Page	148 x 100 mm	2.450 €

# 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 (11.555 copies) with July.

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 € **227,5 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

The **MarketPlace + Annual Buyer's Guide 2026 bi-media** (1 year, including reporting, modifications, administration)

<b>PER PRODUCT</b>	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	<b>455 €</b>
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**DISCOUNT:** 2 to 3 products -25% - 4 products and more -50%

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

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



### 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)

<b>6 issues - 1 year</b>	Module 40 x 43 mm with logo, text and contacts	<b>1.150 €</b>
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For further information, contact Marie-Pierre Serre  
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# DIGITAL

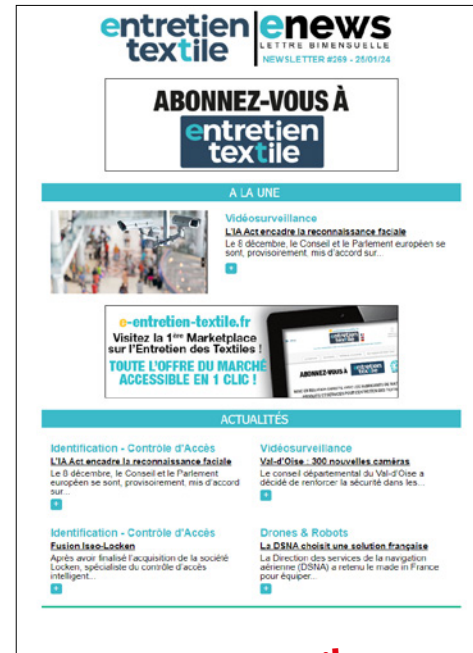
## A global, digital information offer, available on all terminals!

### THE COMPANION WEBSITE, [entretien-textile.fr](http://entretien-textile.fr)

More than 17.500 individual visitors monthly, 63.000 pages viewed every month, the companion website, [entretien-textile.fr](http://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](http://entretien-textile.fr) has definitely become the most dedicated website in the Textile Care sector!



**17.500 individual visitors monthly**



**11.495 subscribers**



**AVERAGE OPENING RATIO: 33,96%**  
**AVERAGE CLIC RATIO: 7,05%**  
**AVERAGE RESPONSE RATIO: 22,36%**  
 (Average ratio between Jan & June 25)



### THE E-NEWSLETTER

The first 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 11.495 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 8.500 subscribers!)



**Website**



**e-Newsletter**



**LinkedIn**



**Marketplace**

For further information, contact Marie-Pierre Serre  
[mrs@entretien-textile.fr](mailto:mrs@entretien-textile.fr) or  
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# DIGITAL

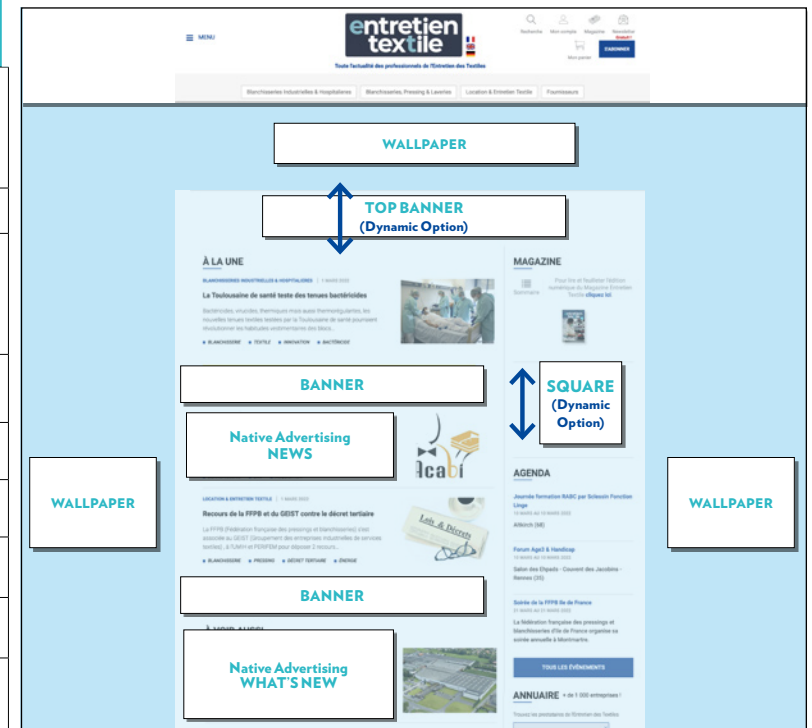
## 2026 Digital Advertising Rates (€)

(rotating)

THE COMPANION SITE [entretien-textile.fr](http://entretien-textile.fr)  
THE MARKETPLACE [e-entretien-textile.fr](http://e-entretien-textile.fr)

### SITE ADVERTISING FORMATS

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTHS
<b>Top Banner</b> <b>Dynamic Option</b> (Desktop & tablet only. Your banner remains always visible when the user scrolls)	728 x 90 et 320 x 100	<b>2.750 €</b> Dynamic <b>3.255 €</b>	<b>2.000 €</b> Dynamic <b>2.365 €</b>	<b>1.320 €</b> Dynamic <b>1.575 €</b>
<b>Banner</b>	728 x 90 et 320 x 100	<b>2.315 €</b>	<b>1.785 €</b>	<b>1.155 €</b>
<b>Square</b> <b>Dynamic Option</b> (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	<b>1.470 €</b> Dynamic <b>1.733 €</b>	<b>1.050 €</b> Dynamic <b>1.260 €</b>	<b>790 €</b> Dynamic <b>945 €</b>
<b>Wallpaper</b> (Desktop & tablet only)		<b>5.145 €</b>	<b>3.675 €</b>	<b>2.520 €</b>
<b>Native Advertising News</b> <b>Linkedin post included!</b>		<b>3.675 €</b>	<b>2.835 €</b>	<b>1.945 €</b>
<b>Native Advertising What's New</b> <b>Linkedin post included!</b>		<b>2.835 €</b>	<b>2.258 €</b>	<b>1.628 €</b>
<b>Pop-Up</b> (Desktop & tablet only)		<b>2.625 €</b>	<b>2.100 €</b>	<b>1.470 €</b>
<b>Interstitial</b> (Mobile only)		<b>2.520 €</b>	<b>2.100 €</b>	<b>1.365 €</b>
<b>VideoAd</b> <b>Top banner &amp; Banner</b> (We do not host your video)	420px – 2 Mo	<b>+998 €</b>	<b>+ 893 €</b>	<b>+578 €</b>



### 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 %

For further information, contact Marie-Pierre Serre  
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 +33 6 80 00 16 62

# DIGITAL

## 2026 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	4.725 €	3.150 €	2.205 €
Banner	640 x 200	3.675 €	2.625 €	1.890 €
Square	200 x 200	2.730 €	1.995 €	1.470 €
Native Advertising News <i>Linkedin post included!</i>		5.670 €	3.780 €	2.625 €
Native Advertising What's New <i>Linkedin post included!</i>		5.355 €	3.570 €	2.520 €

### 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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 mps@entretien-textile.fr or  
 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...

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)
11.500 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	<b>3.100 €</b>
E-mailing with follow-up (1 month maxi after 1st campaign)	<b>4.300 €</b>
<b>Entretien Textile sponsored e-mailing</b> (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)	<b>4.650 €</b>
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 11.800 nominative addresses Targeting not available (price not discountable)	<b>4.150 €</b>

# 2026 EDITORIAL CALENDAR

N°	INDUSTRIAL & HOSPITAL LAUNDRIES, DRY CLEANING & LAUNDRIES, TEXTILE MANAGEMENT	DEADLINE
N° 324 Jan/Feb	<b>INDUSTRIAL &amp; HOSPITAL LAUNDRIES:</b> CMMS software <b>DRY CLEANING &amp; LAUNDRIES:</b> Electric or gaz dryers? <b>TEXTILE MANAGEMENT:</b> Steam irons <b>TEXTILE &amp; LINEN:</b> Hotel professional clothing	Dec 5
N° 325 Mar/Apr	<b>INDUSTRIAL &amp; HOSPITAL LAUNDRIES:</b> Water filtering and recycling <b>DRY CLEANING &amp; LAUNDRIES:</b> Preventing maliciousness <b>TEXTILE MANAGEMENT:</b> Semi-pro machines <b>TEXTILE &amp; LINEN:</b> Softshells	Feb 10
N° 326 May/Jun	<b>INDUSTRIAL &amp; HOSPITAL LAUNDRIES:</b> Buffer line <b>DRY CLEANING &amp; LAUNDRIES:</b> Ironing dryers <b>TEXTILE MANAGEMENT:</b> <b>SANTEXPO SPECIAL SECTION - Media Partner - Bonus Exhibition circulation!</b> Essential barrier washers <b>TEXTILE &amp; LINEN:</b> Recycling, find the right channel! <b>GEIST WORKSHOP DAY - Media Partner - Bonus Exhibition circulation!</b>	Apr 10
 Jul/Aug	<b>2026 ENTRETIEN TEXTILE ANNUAL BUYER'S GUIDE</b> (sent with July- August issue, n° 327)	Jun 12
N° 327 Jul/Aug	<b>INDUSTRIAL &amp; HOSPITAL LAUNDRIES:</b> The low temperature process <b>DRY CLEANING &amp; LAUNDRIES:</b> Which management software? <b>TEXTILE MANAGEMENT:</b> RABC method training <b>TEXTILE &amp; LINEN:</b> Work pants	Jun 12
N° 328 Sept/Oct	<b>INDUSTRIAL &amp; HOSPITAL LAUNDRIES:</b> <b>EXPODETERGO SPECIAL SECTION - Media Partner - Bonus Exhibition circulation!</b> Robots <b>DRY CLEANING &amp; LAUNDRIES:</b> Re-waterproofing and water-repellent treatments <b>TEXTILE MANAGEMENT:</b> How to prevent fires <b>TEXTILE &amp; LINEN:</b> Bed linen personalization	Aug 12
Oct	<b>2026 URBH MAGAZINE (THE 2026 HOSPITAL LAUNDRIES ASSOCIATION MAGAZINE)</b> (Circulation during The Hospital Laundries Association Congress in Nantes and sent with Nov - Dec issue n° 329)	Sept 15
N° 329 Nov/Dec	<b>INDUSTRIAL &amp; HOSPITAL LAUNDRIES:</b> ERP softwares <b>DRY CLEANING &amp; LAUNDRIES:</b> Press, mannequin or drying cabin? <b>TEXTILE MANAGEMENT:</b> <b>EQUIP'HOTEL SPECIAL SECTION - Media Partner - Bonus Exhibition circulation!</b> Multifunction trolleys <b>TEXTILE &amp; LINEN:</b> Kitchen outfits	Oct 8
 Jan/Feb	<b>2027 TEXTILE CLEANING DIRECTORY (Sent with Jan-Feb issue n° 330)</b>	<b>NEW!</b> Dec 5
N° 330 Jan/Feb	<b>INDUSTRIAL &amp; HOSPITAL LAUNDRIES:</b> Pack differently <b>DRY CLEANING &amp; LAUNDRIES:</b> Residential laundromats <b>TEXTILE MANAGEMENT:</b> Identify and trace residents' laundry <b>TEXTILE &amp; LINEN:</b> Bath linens, elegant bathrobes!	Dec 5

**entretien textile**  
www.entretien-textile.fr

## ENTRETIEN TEXTILE

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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.