

entretien textile

“Textile Care” 2027 MEDIA KIT

THE LEADING
FRENCH MEDIA FOR
TEXTILE CLEANING
DECISION-MAKERS!

- Print
- Buyer's Guide
- URBH Magazine
- Digital
- Marketplace
- Database
- 2027 Editorial Calendar



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



SANTEXPO
texcare
FRANCE

URBH
UNION DES RESPONSABLES DE
BLANCHISSERIE HOSPITALIÈRE

EQUIPHOTEL PARIS
THE HOSPITALITY & FOOD BUSINESS PLACE

GEIST
Groupe des Entreprises Industrielles de Services Textile

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



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 2025 to 30 June 2026

11.584
copies

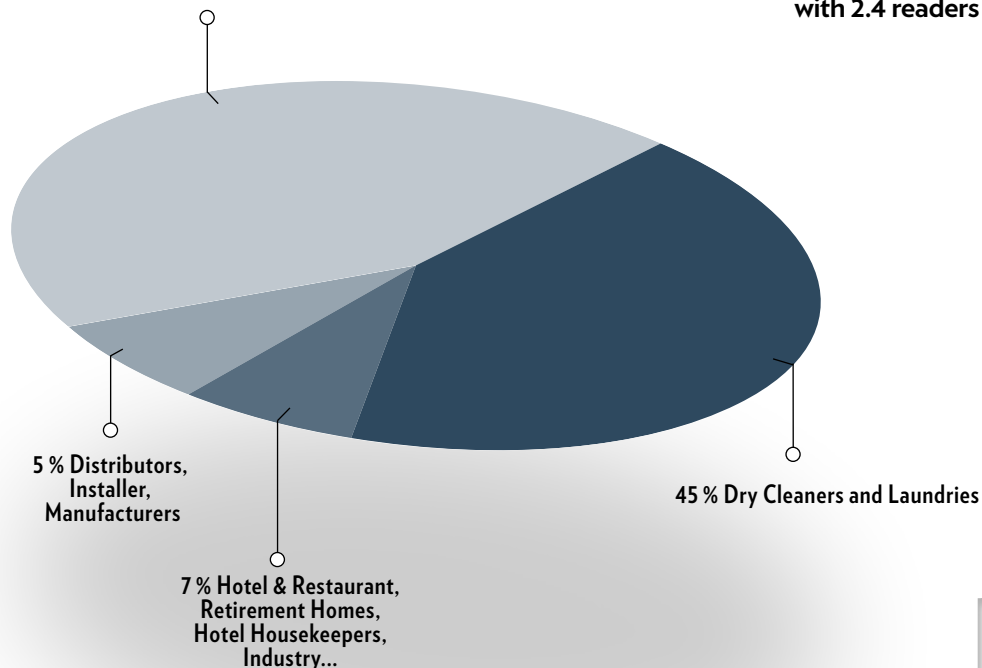
THE MAGAZINE

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

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.

43 % Industrial Laundries,
Hospital Laundries,
Support and Work Assistance Laundries,
Linen Hire Firms



➤ A readership of + than 27.802 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 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
THE HOSPITALITY & FOOD BUSINESS PLACE

MEDIA PARTNER
BONUS CIRCULATION!
ON THE EVENTS

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PRINT

2027 Advertising Rates (€)

THE LOWEST RATE ON THE MARKET!
Cost per thousand impressions (CPM):
 (Page price / Circulation x 1,000)
€312 per thousand copies distributed!



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	4.692 €
On Cover	Front 210 x 150 / Back 210 x 297	4.998 €
1st Cover	210 x 180	4.488 €
2nd Cover	210 x 297	3.519 €
3rd Cover	210 x 297	3.529 €
4th Cover	210 x 297	4.182 €
Page	210 x 297	3.621 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	2.448 €
1/4 Page	91 x 124	1.428 €
Special Advertising Section	210 x 297	3.978 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		3.743 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		4.886 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		4.580 €
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
 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 2027 URBH (Hospital Laundries Union) Magazine, a complementary communication tool!



The 2027 URBH Magazine (Hospital Laundries Union Magazine)

Edited by **Entretien Textile magazine**, will be distributed in October 2027 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

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 (11.584 copies) with July and showcased at the **TEXCARE 2027** trade show!

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 € **232.5 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

The MarketPlace + Annual Buyer's Guide 2027 bi-media
(1 year, including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	465 €
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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 27.802 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

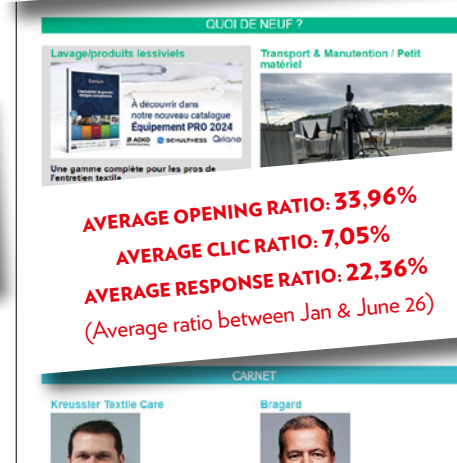
More than 33.500 individual visitors monthly, 41.000 pages viewed every month, the companion website, entretien-textile.fr, is clearly and by far the No 1 professional web portal in terms of audience, dedicated to Textile Care. With its News updated on a daily basis, its archives (accessible to paying 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!



Average of 33,633 monthly visitors
Average of 41,288 monthly page views



19.008 subscribers



AVERAGE OPENING RATIO: 33,96%
AVERAGE CLIC RATIO: 7,05%
AVERAGE RESPONSE RATIO: 22,36%
 (Average ratio between Jan & June 26)

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 19.008 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 11.000 subscribers!)



Website



e-Newsletter



LinkedIn



Marketplace

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DIGITAL

annuaire-entretien textile.fr
the only available database
on the market !

TEXTILE CARE 2027 ANNUAL DIRECTORY

Laundries, distributors, installers, after-sales service providers, auditors, trainers, and more: the [annuaire-entretien textile.fr](https://annuaire-entretien-textile.fr) directory is an invaluable tool when visitors are looking for a supplier. Listing your business here boosts your visibility at the critical moment a prospective client is searching for a service provider, thereby generating requests for information.

The site features nearly 1,000 listed companies—complete with contact details—organized by region. A featured listing with your logo allows you to significantly increase your visibility on the site at a very low cost.



Audit	Blanchisseries
Distributeurs - Installateurs	Formation
Occasion - Maintenance - SAV	Organisations professionnelles & Salons
Pressing & Laveries	Fabricants

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

PER COMPANY (Price not discountable)	1 year on web site annuaire-entretien-textile.fr	235 €
	1 year on web site annuaire-entretien-textile.fr + framed logo + text	355 €

For higher visibility !

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

Top Banner home page - 1 month	728 x 90 pixels	1.200 €
Top Banner your page - 1 year	728 x 90 pixels	1.600 €

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DIGITAL

2027 Digital Advertising Rates (€)

(rotating)

THE COMPANION SITE entretien-textile.fr

THE MARKETPLACE e-entretien-textile.fr

THE DIRECTORY annuaire-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	2.805 € Dynamic 3.320 €	2.040 € Dynamic	1.346 € Dynamic 1.607 €
Banner	728 x 90 et 320 x 100	2.361 €	1.821 €	1.178 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.499 € Dynamic 1.768 €	1.071 € Dynamic 1.285 €	806 € Dynamic 964 €
Wallpaper (Desktop & tablet only)		5.248 €	3.749 €	2.570 €
Native Advertising News Linkedin post included!		3.749 €	2.892 €	1.984 €
Native Advertising What's New Linkedin post included!		2.892 €	2.303 €	1.661 €
Pop-Up (Desktop & tablet only)		2.678 €	2.142 €	1.499 €
Interstitial (Mobile only)		2.570 €	2.142 €	1.392 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+1.018 €	+ 911 €	+590 €



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

2027 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	4.820 €	3.213 €	2.249 €
Banner	640 x 200	3.749 €	2.678 €	1.928 €
Square	200 x 200	2.785 €	2.035 €	1.499 €
Native Advertising News <i>Linkedin post included!</i>		5.783 €	3.856 €	2.678 €
Native Advertising What's New <i>Linkedin post included!</i>		5.462 €	3.641 €	2.570 €

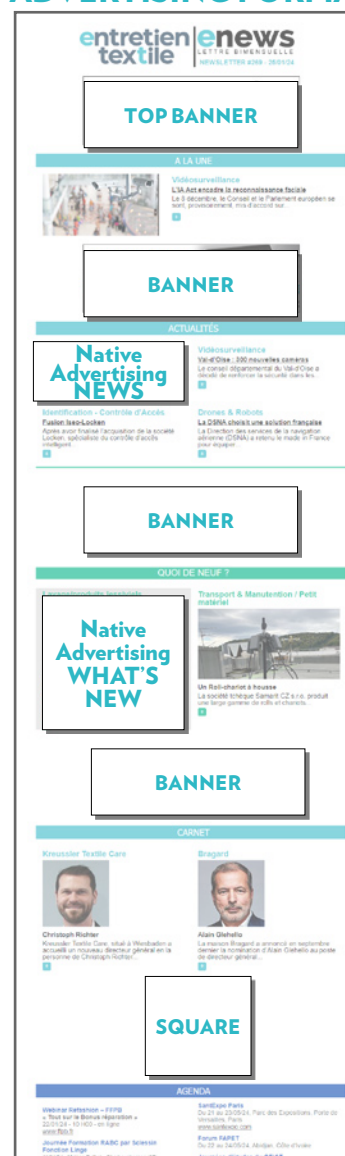
BI MÉDIA PACK

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...

11.500 nominative postal addresses and 19.000 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 € (l x h)
19.000 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 11.500 nominative addresses Targeting not available (price not discountable)	4.150 €

2027 EDITORIAL CALENDAR

N°	INDUSTRIAL & HOSPITAL LAUNDRIES, DRY CLEANING & LAUNDRIES, TEXTILE MANAGEMENT	DEADLINE
N° 330 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Pack differently DRY CLEANING & LAUNDRIES: Residential laundromats TEXTILE MANAGEMENT: Identify and trace residents' laundry TEXTILE & LINEN: Bath linens, elegant bathrobes!	Dec 10
N° 331 Mar/Apr	INDUSTRIAL & HOSPITAL LAUNDRIES: Energy self-consumption put to the test of reality DRY CLEANING & LAUNDRIES: Laundromat pods TEXTILE MANAGEMENT: Renting or buying laundry equipment? TEXTILE & LINEN: Tag your laundry !	Feb 12
N° 332 May/Jun	INDUSTRIAL & HOSPITAL LAUNDRIES: SANTEXPO SPECIAL SECTION – Media Partner – Bonus Exhibition circulation! Laundry products: make way for enzymes! DRY CLEANING & LAUNDRIES: Connected payment terminals TEXTILE MANAGEMENT: Treating mop heads and cleaning cloths yourself TEXTILE & LINEN: Heat-resistant suits GEIST (Association of Industrial Textile Service Companies) CONGRESS – Media Partner – Bonus circulation!	  Apr 14
Jul/Aug	2027 ENTRETIEN TEXTILE ANNUAL BUYER'S GUIDE (sent with July- August issue, n° 333 and on TEXTCARE 2027)	Jun 11
N° 333 Jul/Aug	INDUSTRIAL & HOSPITAL LAUNDRIES: Decarbonize your laundry operations! DRY CLEANING & LAUNDRIES: Energy-efficient dryers TEXTILE MANAGEMENT: Ecolabel and Ecocert laundry detergents TEXTILE & LINEN: Beach towels, look and comfort!	Jun 11
N° 334 Sept/Oct	INDUSTRIAL & HOSPITAL LAUNDRIES: RFID traceability and data: how to leverage them? DRY CLEANING & LAUNDRIES: Laundromat: a service tailored to everyone, thanks to the software! TEXTILE MANAGEMENT: Why switch to automatic dosing? TEXTILE & LINEN: PPE: watch out for maintenance! URBH (Union of Hospital Laundry Managers) CONGRESS – Media Partner – Bonus circulation!	 Aug 13
Oct	THE 2027 URBH (Union of Hospital Laundry Managers) MAGAZINE (Distributed at URBH Congress and with ENTRETIEN TEXTILE Nov-Dec issue)	 Sept 15
N° 335 Nov/Dec	EQUIP'HOTEL SPECIAL SECTION – Media Partner – Bonus Exhibition circulation! Cobotics or robotics? DRY CLEANING & LAUNDRIES: Automatic conveyors TEXTILE MANAGEMENT: Maintenance and troubleshooting: who should you call? TEXTILE & LINEN: ablecloths and napkins for beautifully set tables	 Oct 15
N° 336 Jan/Feb	INDUSTRIAL & HOSPITAL LAUNDRIES: Filtering and reusing: how commercial laundries save water DRY CLEANING & LAUNDRIES: AI is coming to dry cleaners TEXTILE MANAGEMENT: Installing a residential laundry room TEXTILE & LINEN: Recycling: identify the right system !	Dec 10

**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.

