



Media Kit 2026

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**TEXTILE
TECHNOLOGY**

**Technical
Textiles**

**Nonwovens
Trends**

**Melliand
International**

**Man-Made Fibers
International**



PORTRAIT

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PRINT

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NEWSLETTER



PRINT



DIGITAL

OUR PORTFOLIO



TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN

is the leading bilingual (English/German) international trade journal for purchasing decision-makers and the entire management level of the manufacturers, the suppliers and the users of technical textiles. It is published 5 times a year.

www.technical-textiles.com



NONWOVENS TRENDS

is the bilingual (English/German) special for purchasing decision-makers and the entire management level who deal intensively with the topics of nonwovens technologies and innovations. It is a special within the magazine "Technical Textiles / Technische Textilien".



MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE

is the bilingual textile technical trade journal for opinion leaders and top decision makers in the companies of the international textile industry. It is published 6 times a year with worldwide circulation.

www.melliand.com



MAN-MADE FIBERS INTERNATIONAL

is the English-language international trade journal for purchasing decision-makers and the entire management who deal with the topics of man-made fiber production and man-made fiber innovations. It is published 4 times a year. In addition the Man-Made-Fibers Year Book is published at the end of the year.

www.man-made-fibers.com

TEXTILE
TECHNOLOGY

Our digital umbrella brand is international, well-founded and undoubtedly unique!

We bring together all the information, news, insights and deep dives from the textile technical industry on three digital platforms.



**OUR DIGITAL
UMBRELLA
BRAND!**

MELLIAND CHINA

is published 6 times per year in Chinese and is distributed to fiber and textile professionals in Chinese textile enterprises and companies, Chinese universities and ministries.

01 → PRINT



PORTRAIT – TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN

is the leading bilingual (English/German) international trade journal for purchasing decision-makers and the entire management level of the manufacturers, the suppliers and the users of technical textiles.

FREQUENCY OF PUBLICATION: 5 X P.A.
FORMAT: A4

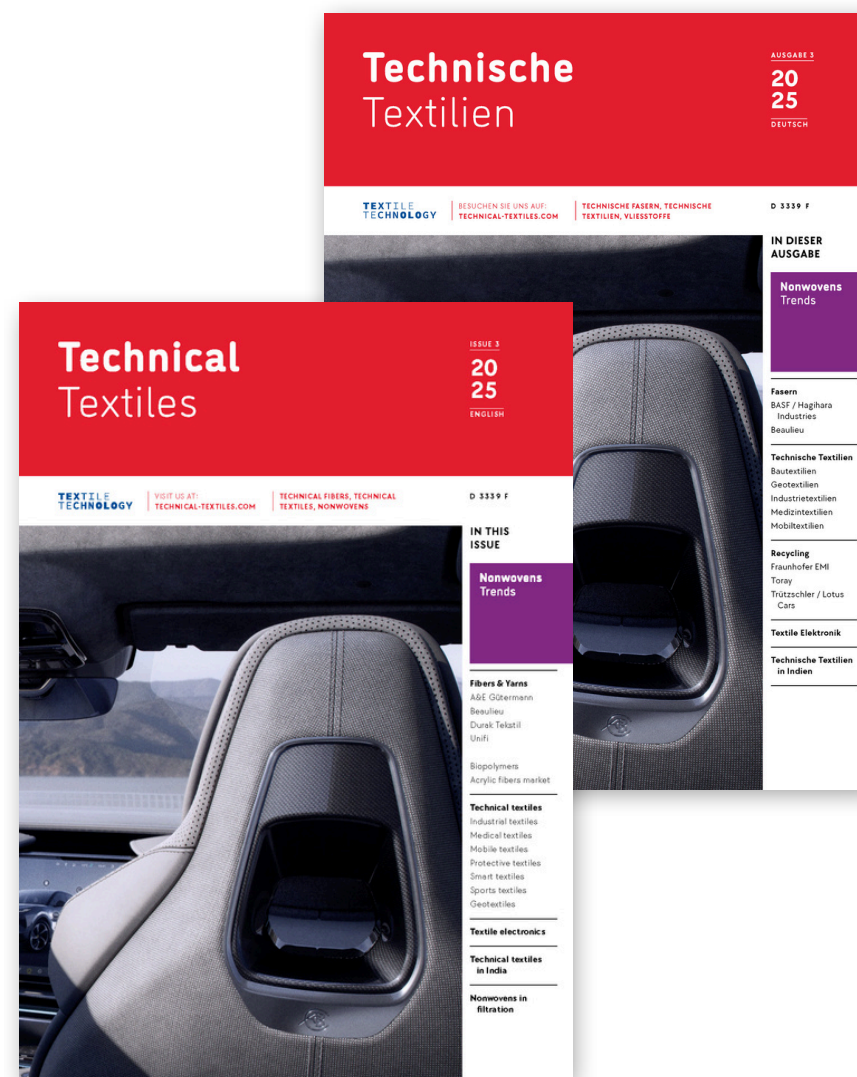
CIRCULATION ANALYSIS*

Print-run	5,100 copies
Digital Print-run	7,800 copies

GEOGRAPHIC CIRCULATION ANALYSIS*

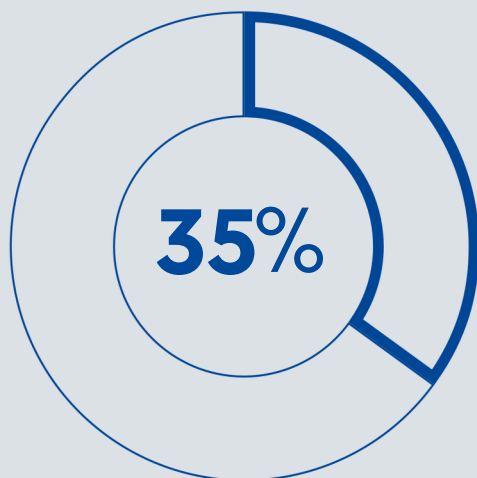
Germany	42%
Europe	22%
Asia	21%
North/Latin America	15%

*Source: in-house-count effective October, 2025

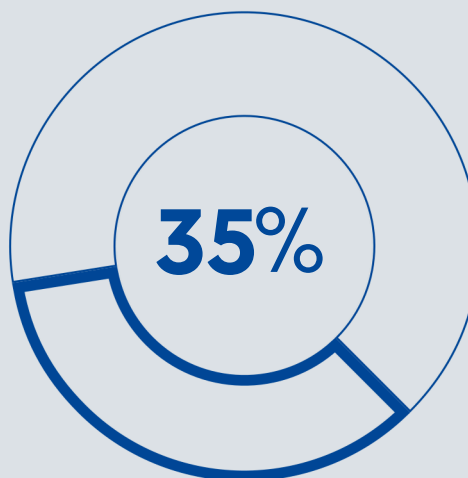


RELEVANT TARGET GROUPS*

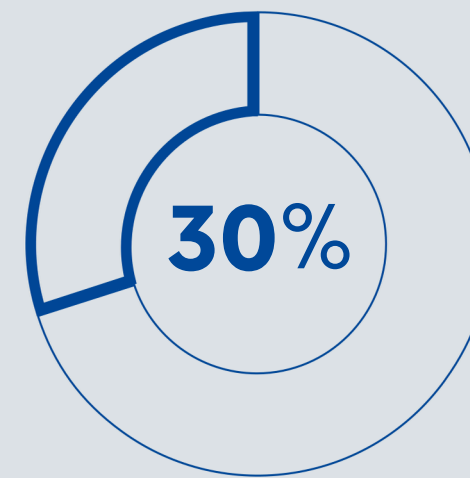
TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN



TECHNICAL FIBERS / CHEMICALS / TEXTILE AUXILIARIES



MACHINERY AND TECHNOLOGIES FOR THE
PRODUCTION AND PROCESSING OF
TECHNICAL TEXTILES AND TECHNICAL
NONWOVENS



MANUFACTURING OF TECHNICAL TEXTILES
AND TECHNICAL NONWOVENS

- INDUSTRIAL TEXTILES
- MOBILITY TEXTILES
- CONSTRUCTION TEXTILES
- MEDICAL TEXTILES
- SMART TEXTILES
- GEOTEXTILES
- AGROTEXTILES
- ECOTEXTILES ETC.

EDITORIAL PROGRAM 2026

TECHNICAL TEXTILES / TECHNISCHE TEXTILIEN



ISSUE	1 FEBRUARY	2 APRIL	3 JUNE	4 OCTOBER	5 DECEMBER
Ad Closing Date	January 30, 2026	March 20, 2026	May 28, 2026	September 21, 2026	November 23, 2026
Publication Date	February 20, 2026	April 14, 2026	June 19, 2026	October 12, 2026	December 14, 2026
Main Topics	• Technical fibers/yarns • Natural fibers • Smart textiles • Workwear and protective clothing • Mobile textiles • Construction textiles • Composites • NonwovensTrends • Finishing of technical textiles • Technical making-up • Current market reports	• Technical fibers/yarns • Techtextil 2026: preview • Fibers and auxiliaries for nonwovens • Textile filter • Mobile textiles • Medical textiles • Finishing of technical textiles • NonwovensTrends • Index26: preview • Technical making-up • Current market reports	• Fibers for technical textiles • Industrial textiles • Filtech 2026: preview • Sportswear • Smart textiles • Geotextiles • Textiles for transportation • Construction textiles • Finishing of technical textiles • NonwovensTrends • Technical making-up • Current market reports	• Technical fibers/yarns • Carbon fibers • Fibers and auxiliaries for nonwovens • Protective textiles • Sportswear • Industrial textiles • Textile filters • NonwovensTrends • Technical making-up • Current market trends	• Technical fibers/yarns • Technical knits • Protective textiles • Medical textiles • Construction textiles • Flame resistant textiles • NonwovensTrends • Textile filters • Technical making-up • Current market trends
Conferences & Trade Shows	Heimtextil 2026 January 13-16, 2026 in Frankfurt/Germany Domotex 2026 January 19-22, 2026 in Hanover/Germany Munich Fabric Start January 27-29, 2026 in Munich/Germany Bautextilien Symposium January 28-29, 2026 in Chemnitz/Germany VIATT 2026 February 26-28, 2026 in Ho Chi Minh City/Vietnam Forum Smart Textiles March 4-5, 2026 in Zeulenroda/Germany JEC World 2026 March 10-12, 2026 in Paris/France 3rd VDMA European Summit March 12-13, 2026 in Rome/Italy Performance Days March 18-19, 2026 in Munich/Germany Gartex Texprocess India April 9-11, 2026 in Mumbai/India	Aircraft Interiors Expo (AIX) 2026 April 14-16, 2026 in Hamburg/Germany Techtextil 2026 April 21-24, 2026 in Frankfurt/Germany Textiles Recycling Expo USA April 29-30, 2026 in Charlotte, NC/USA Index26 May 19-22, 2026 in Geneva/Switzerland ITM 2026 & Hightex 2026 June 9-13, 2026 in Istanbul/Turkey	Textiles Recycling Expo June 24-25, 2026 in Brussels/Belgium Munich Fabric Start July 21-23, 2026 in Munich/Germany Filtech 2026 June 28-July 2, 2026 in Cologne/Germany 65th Dornbirn Global Fibers Conference September 16-18, 2026 in Dornbirn/Austria	Performance Days October 14-15, 2026 in Munich/Germany 39th Hofer Vliesstofftage November 4-5, 2026 in Hof/Germany ITMA Asia + CITME 2026 November 20-24, 2026 in Shanghai/China Aachen-Dresden-Denkendorf ITC 2026 November 2026 in Germany ITME 2026 December 4-9, 2026 in Greater Noida/India	Heimtextil 2027 January 2027 in Frankfurt/Germany



PORTRAIT – NONWOVENSTRENDS

is the bilingual (English/German) special for purchasing decision-makers and the entire management level who deal intensively with the topics of nonwovens technologies and innovations. It is a special within the magazine "Technical Textiles / Technische Textilien".

FREQUENCY OF PUBLICATION: 5 X P.A.
FORMAT: A4

CIRCULATION ANALYSIS*

Print-run	5,100 copies
Digital Print-run	7,800 copies

GEOGRAPHIC CIRCULATION ANALYSIS*

Germany	42%
Europe	22%
Asia	21%
North/Latin America	15%

Nonwovens Trends

TEXTILE TECHNOLOGY | VISIT US AT: TEXTILETECHNOLOGY.NET | FIBERS, TECHNOLOGY AND MACHINERY FOR NONWOVENS

IN THIS ISSUE

News

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- Henkel
- ITA
- Lenzing
- Maxcess International
- STFI

Chemical fiber titer program for nonwovens 2024

Automotive nonwovens market

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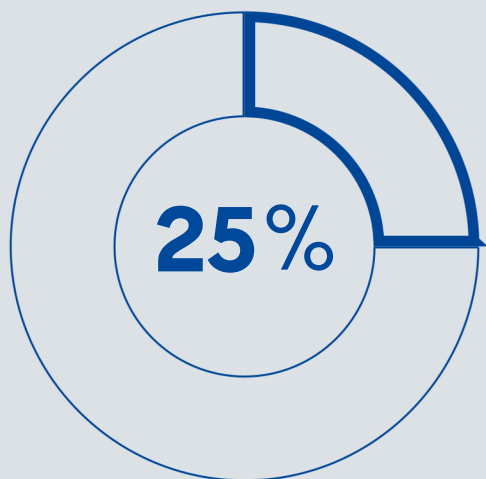
Hofer Vliesstofftage
6-7 Nov. - Hof, Germany

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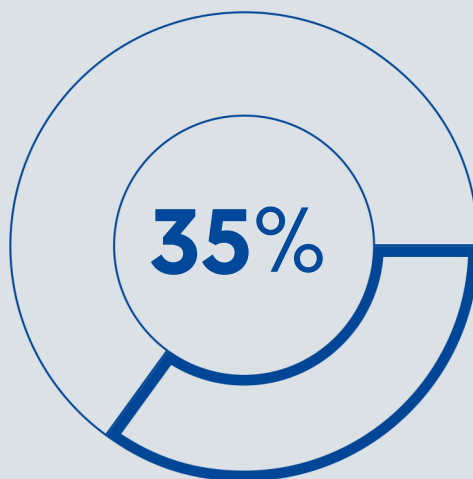
*Source: in-house count effective October, 2025

RELEVANT TARGET GROUPS*

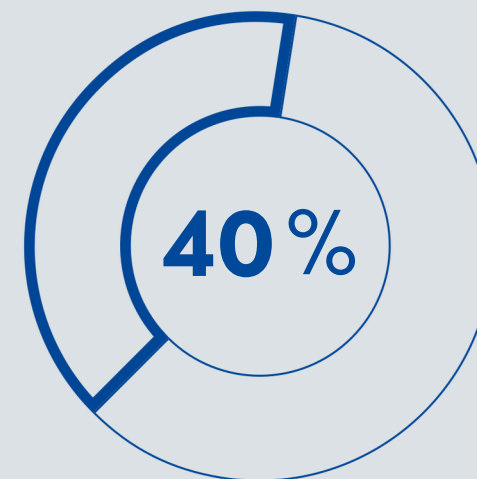
NONWOVENS TRENDS



**FIBERS / CHEMICALS / TEXTILE AUXILIARIES
FOR NONWOVENS**



**MACHINERY AND TECHNOLOGIES FOR THE
PRODUCTION AND PROCESSING OF TECHNICAL
NONWOVENS, MEDICAL NONWOVENS ETC.**



MANUFACTURING OF NONWOVENS

- MEDICAL NONWOVENS
- TECHNICAL NONWOVENS (AUTOMOTIVE / INDUSTRY / CONSTRUCTION / GEOTEXTILES & AGROTEXTILES / ECOTEXTILES ETC.)

PORTRAIT – MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE

is the leading bilingual (English/German) technical trade journal for the entire textile industry.

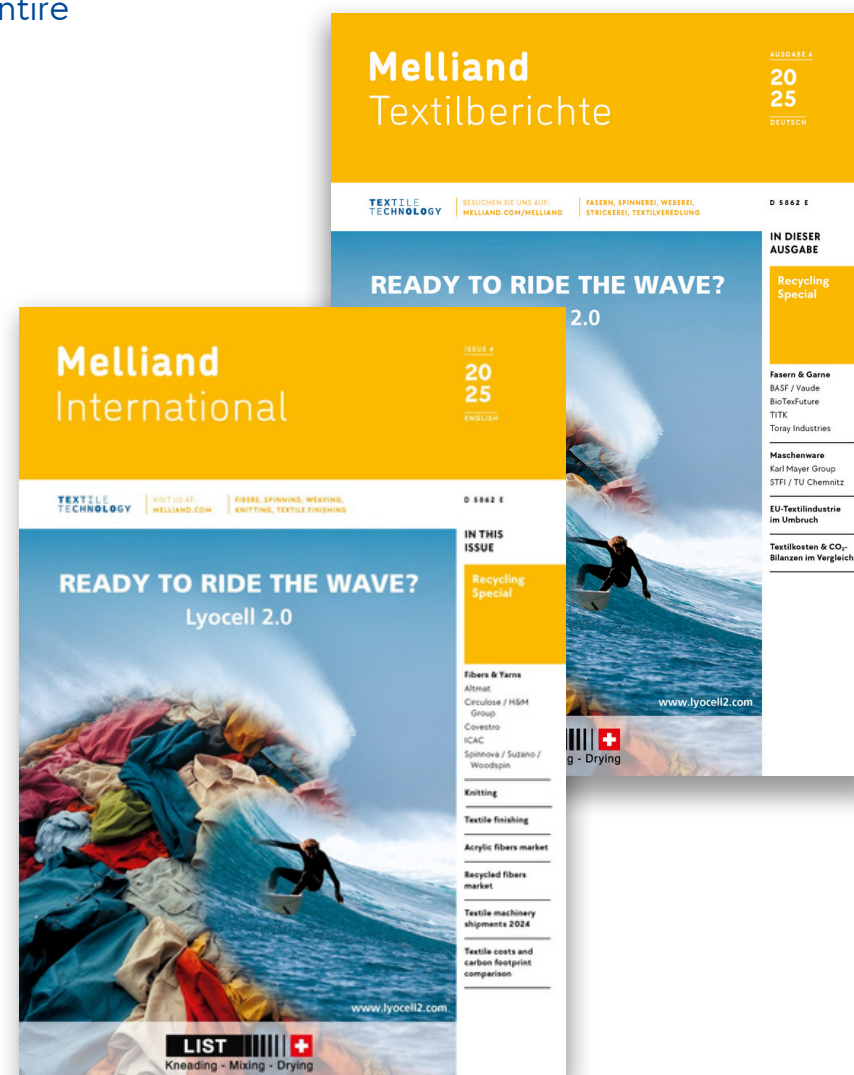
FREQUENCY OF PUBLICATION: 6 X P.A.
FORMAT: A4

CIRCULATION ANALYSIS*

Print-run	10,700 copies
Digital Print-run	7,800 copies

GEOGRAPHIC CIRCULATION ANALYSIS*

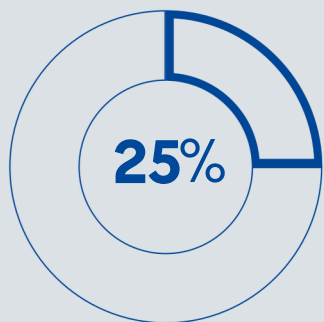
Asia	64.2%
Europe	16.2%
North/Latin America	16.0%
Africa	3.6%



*Source: in-house count effective October, 2025

RELEVANT TARGET GROUPS*

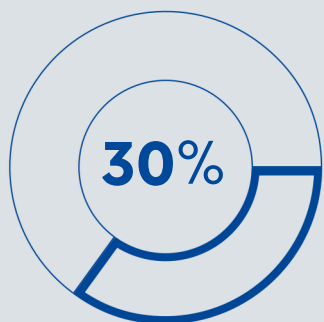
MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE



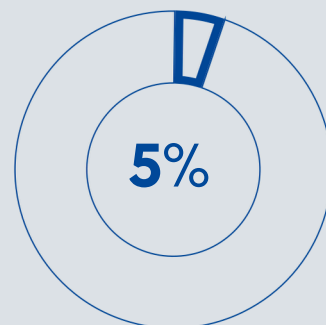
FIBERS / YARN PRODUCTION



OTHER TEXTILE INDUSTRY



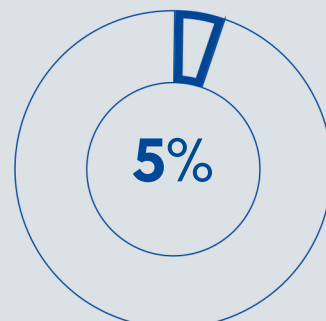
WEAVING / KNITTING
(INCL. NARROW FABRICS AND
BRAIDING INDUSTRY)



DYES AND TEXTILE AUXILIARIES



TEXTILE FINISHING



APPAREL INDUSTRY

* Including R&D / training | Source: in-house count effective October, 2024

EDITORIAL PROGRAM 2026

MELLIAND INTERNATIONAL / MELLIAND TEXTILBERICHTE

Melliand
International

Melliand
Textilberichte

ISSUE	1 FEBRUARY	2 APRIL	3 MAY	4 JULY	5 OCTOBER	6 DECEMBER
Ad Closing Date	January 21, 2026	March 20, 2026	April 29, 2026	July 4, 2026	September 17, 2026	November 13, 2026
Publication Date	February 13, 2026	April 8, 2026	May 22, 2026	August 6, 2026	October 5, 2026	December 2, 2026
Main Topics	- New fiber and yarn developments - Cellulosic fibers - Spinning innovations - Weaving technologies - News in home textiles - Textile floorcoverings - Textile finishing - Recycling of textiles - Current market reports - News from the textile industry	- Natural fiber trends - Spinning technologies - Weaving innovations - Knitting trends - Textile finishing: new developments - Home textiles trends - Recycling of textiles - Current market reports - News from the textile industry	- New fiber and yarn developments - Spinning innovations - Knitting developments - Weaving technologies ITM 2026: preview - Textile finishing trends Recycling Special - Current market trends - News from the textile industry	- Technical fibers/yarns - Narrow weaving and braiding industry - Spinning machinery news - Weaving machinery innovations - Knitting machinery innovations - Textile machinery deliveries worldwide - Textile finishing news - Recycling of textiles - Current market trends	- Global fiber trends - Spinning technologies - Knitting developments - Weaving technologies - Textile finishing trends Coating & Converting Special - Current market trends - News from the textile industry	- Natural and chemical fiber trends - Spinning news - Weaving technologies - Modern knitting technologies - Textile finishing innovations - Textile machinery world trade - Recycling of textiles Testing Special - News from the textile industry - Current market trends
Conferences & Trade Shows	Heimtextil 2026 January 13-16, 2026 in Frankfurt/Germany Domotex 2026 January 19-22, 2026 in Hanover/Germany Munich Fabric Start January 27-29, 2026 in Munich/Germany Forum Funktionalisierung January 28, 2026 in Bönningheim/Germany VIATT 2026 February 26-28, 2026 in Ho Chi Minh City/Vietnam Forum Smart Textiles March 4-5, 2026 in Zeulenroda/Germany 3rd VDMA European Summit March 12-13, 2026 in Rome/Italy Performance Days March 18-19, 2026 in Munich/Germany	Gartex Texprocess India April 9-11, 2026 in Mumbai/India Texprocess 2026 April 21-24, 2026 in Frankfurt/Germany Textiles Recycling Expo USA April 29-30, 2026 in Charlotte, NC/USA	ITM 2026 & Hightex 2026 June 9-13, 2026 in Istanbul/Turkey Textiles Recycling Expo June 24-25, 2026 in Brussels/Belgium	Munich Fabric Start July 21-23, 2026 in Munich/Germany 65th Dornbirn Global Fibers Congress September 2026 in Dornbirn/Austria Performance Days October 14-15, 2026 in Munich/Germany	Performance Days October 14-15, 2026 in Munich/Germany 39th Hofer Vliesstofftage November 4-5, 2026 in Hof/Germany ITMA Asia + CITME 2026 November 20-24, 2026 in Shanghai/China Aachen-Dresden-Denkendorf ITC 2026 November 2026 in Germany	ITME 2026 December 4-9, 2026 in Greater Noida/India Heimtextil 2027 January 2027 in Frankfurt/Germany

EDITORIAL PROGRAM 2026

MELLIAND CHINA

Melliand
China

ISSUE	1 FEBRUARY	2 APRIL	3 JUNE	4 AUGUST	5 OCTOBER	6 DECEMBER
Ad Closing Date	January 21, 2026	March 21, 2026	May 21, 2026	July 21, 2026	September 19, 2026	November 20, 2026
Publication Date	February 25, 2026	April 25, 2026	June 25, 2026	August 25, 2026	October 25, 2026	December 25, 2026
Main Topics	- New fiber and yarn developments - Spinning innovations - Weaving technologies - Knitting, warp knitting technologies - Dyeing, printing, finishing - Technical textiles - Textile floorcoverings - Industry news	- New fiber and yarn developments - Texturing technologies - Spinning technologies - Weaving technologies - Knitting, warp knitting technologies - Dyeing, printing, finishing - Nonwovens - Technical textiles - Industry news	- New fiber and yarn developments - Fiber raw materials - Fiber production - Spinning technologies - Weaving technologies - Knitting, warp knitting technologies - Dyeing, printing, finishing - Technical textiles - Industry news	- New fiber and yarn developments - Spinning technologies - Weaving technologies - Knitting, warp knitting technologies - Dyeing, printing, finishing - Nonwovens - Technical textiles - Industry news	- New fiber and yarn developments - Fiber raw materials - High-performance fibers - Project list: new polymer and chemical fiber plants - Texturing - Spinning technologies - Weaving technologies - Knitting, warp knitting technologies - Dyeing, printing, finishing - Global textile machinery trade - Industry news	- New fiber and yarn developments - Spinning technologies - Weaving technologies - Knitting, warp knitting technologies - Dyeing, printing, finishing - Technical textiles - Nonwovens - Industry news
Conferences & Trade Shows	Heimtextil 2026 January 13-16, 2026 in Frankfurt/Germany Domotex 2026 January 19-22, 2026 in Hanover/Germany Munich Fabric Start January 27-29, 2026 in Munich/Germany Forum Funktionalisierung January 28, 2026 in Bönningheim/Germany VIATT 2026 February 26-28, 2026 in Ho Chi Minh City/Vietnam Forum Smart Textiles March 4-5, 2026 in Zeulenroda/Germany 3rd VDMA European Summit March 12-13, 2006 in Rome/Italy Performance Days March 18-19, 2026 in Munich/Germany	Cellulose Fibres Conference 2025 March 12-13, 2025 in Cologne/Germany Filtrex 2025 March 25-26, 2025 in Vienna/Austria	Domotex Asia/Chinafloor 2025 May 26-28, 2025 in Shanghai/China	Munich Fabric Start July 21-23, 2026 in Munich/Germany Performance Days October 2026 in Munich/Germany	65th Dornbirn Global Fibers Congress September 10-12, 2025 in Dornbirn/Austria ITMA Asia + CITME 2025 October 28-31, 2025 in Singapore A+A 2025 November 04-07, 2025 in Düsseldorf/Germany	Heimtextil 2026 January 2026 in Frankfurt/Germany Domotex 2026 January 2026 in Hanover/Germany



PORTRAIT – MAN-MADE FIBERS INTERNATIONAL

is the English-language international trade journal for purchasing decision-makers and the entire management level who deal with the topics of man-made fiber production and man-made fiber innovations.

FREQUENCY OF PUBLICATION:

4 x p.a. + Man-Made Fibers Year Book

FORMAT:

A4

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Digital Print-run	7,800 copies

GEOGRAPHIC CIRCULATION ANALYSIS*

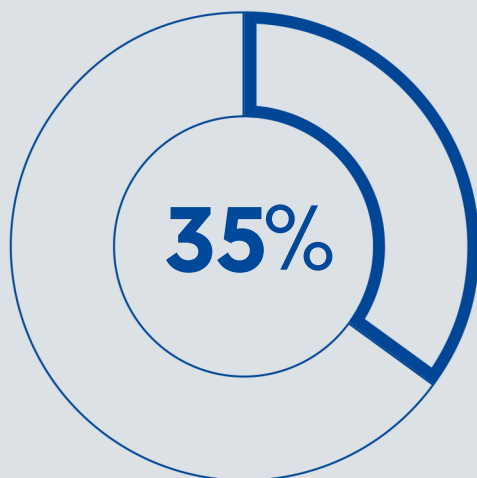
Asia	48.3%
Europe	34.4%
North/Latin America	14.5%
Africa/Australia	2,8%



*Source: in-house count effective October, 2025

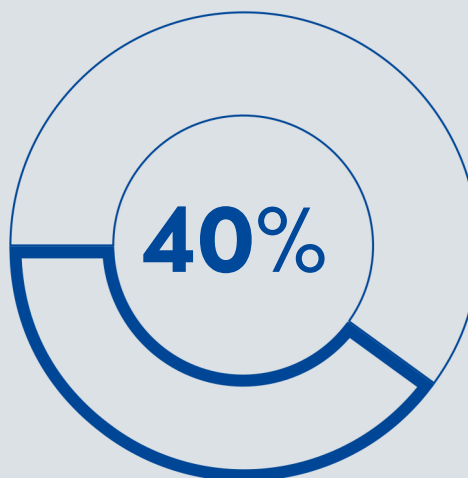
RELEVANT TARGET GROUPS*

MAN-MADE FIBERS INTERNATIONAL



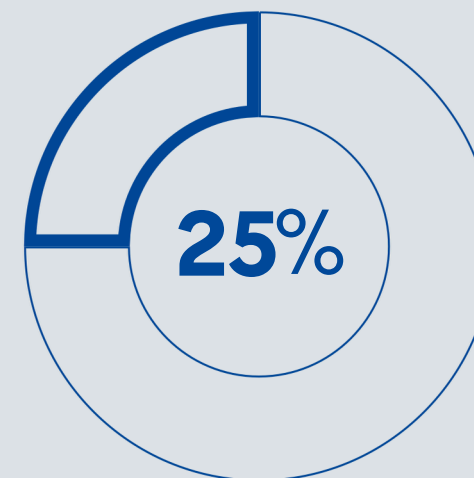
PRODUCERS OF

- MAN-MADE FIBERS
- TEXTILE AUXILIARIES



MACHINERY / PLANTS / ACCESSORIES FOR

- MAN-MADE FIBER PRODUCTION
- TEXTURING
- NONWOVENS PRODUCTION



- FIBER APPLICATIONS
- NONWOVENS
- TEXTILE FLOORCOVERINGS

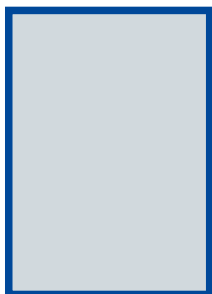
EDITORIAL PROGRAM 2026

MAN-MADE FIBERS INTERNATIONAL

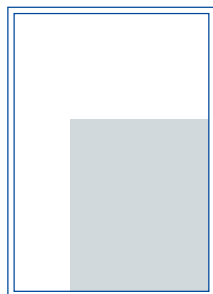
Man-Made
Fibers
International

ISSUE	1 MARCH	2 JUNE	3 SEPTEMBER	4 OCTOBER	MAN-MADE FIBER YEARBOOK 2026 – DECEMBER
Ad Closing Date	February 13, 2026	May 20, 2026	August 14, 2026	September 23, 2026	November 18, 2026
Publication Date	March 11, 2026	June 5, 2026	September 7, 2026	October 30, 2026	December 9, 2026
Main Topics	- Fiber raw materials - Cellulosic fibers - Cotton fibers - Fibers for home textiles (Heimtextil) - Carpet fiber developments (Domotex) Fibers for technical applications - Composites - Fiber technologies - Recycling machines Nonwovens technologies - Industry news	- Fiber raw materials - Polyester fibers - Polyamide fibers - Biobased fiber developments - Polypropylene fibers - Fiber production - Nonwovens technologies Fiber recycling and recycling technologies - Industry news	- Fiber raw materials - Global fiber production - Technical fibers - Cellulosic fibers - Developments in fibers for composites - Fiber recycling - Elastic fiber developments Project list: new polymer and chemical fiber plants 2026 - Fiber technologies - Nonwovens technologies - Industry news	- Fiber raw materials - Polyester fibers - Synthetic fiber specialties - Biobased fiber developments - Fibers for home textiles and carpets - Fiber technology Recycling special - Spin finishes - Nonwovens technologies - Industry news	
Conferences & Trade Shows	Heimtextil 2026 January 13-16, 2026 in Frankfurt/Germany Domotex 2026 January 19-22, 2026 in Hanover/Germany Munich Fabric Start January 27-29, 2026 in Munich/Germany VIATT 2026 February 26-28, 2026 in Ho Chi Minh City/Vietnam JEC World 2026 March 10-12, 2026 in Paris/France 3rd VDMA European Summit March 12-13, 2026 in Rome/Italy Performance Days March 18-19, 2026 in Munich/Germany 38th International Cotton Conference March 25-27, 2026 in Bremen/Germany Techtextil 2026 April 21-24, 2026 in Frankfurt/Germany Textiles Recycling Expo USA April 29-30, 2026 in Charlotte, NC/USA Index26 May 19-22, 2026 in Geneva/Switzerland	Filtech 2026 June 30-July 2, 2026 in Cologne/Germany Textiles Recycling Expo June 24-25, 2026 in Brussels/Belgium	Munich Fabric Start July 21-23, 2026 in Munich/Germany 65th Dornbirn Global Fibers Congress September 16-18, 2026 in Dornbirn/Austria Performance Days October 14-15, 2026 in Munich/Germany	39th Hofer Vliesstofftage November 4-5, 2026 in Hof/Germany ITMA Asia + CITME 2026 November 20-24, 2026 in Shanghai/China Aachen-Dresden-Denkendorf ITC 2026 November 2026 in Germany ITME 2026 December 4-9, 2026 in Greater Noida/India Heimtextil 2027 January 2027 in Frankfurt/Germany	Heimtextil 2027 January 2027 in Frankfurt/Germany Domotex 2027 January 2027 in Frankfurt/Germany

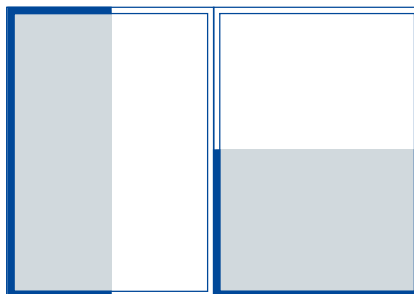
ADVERTISING FORMATS AND PRICES 2026



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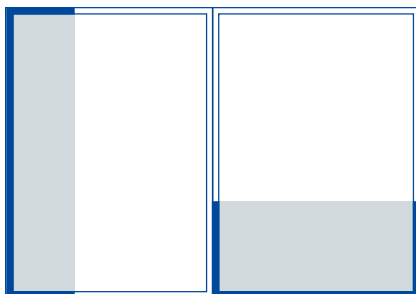


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→ COVER

Cover for Technical Textiles / Technische Textilien, Melliand International / Melliand Textilberichte and Man-Made Fibers International: 168 mm x 212.5 mm plus 4 mm bleed on the left side and bottom distance to the edge min. 8 mm for text and logo.

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attn. "magazine no. Xx"
Stimmerswiesen 3
34587 Felsberg

→ SPECIAL ADVERTISEMENT ON REQUEST

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Net amount within 30 days from the date of invoice.

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5 ads	10 %
10 ads	15 %
20 ads	20 %

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PRICE LIST PRINT AND E-PAPER 2026

	Technical Textiles	Technische Textilien	Melliand International	Melliand Textilberichte	Man-Made Fibers	Nonwovens Trends	Melliand China
	Technical Textiles / Technische Textilien reversible cover EN / DE		Melliand International / Melliand Textilberichte reversible cover EN / DE		Man-Made Fibers International	Nonwovens Trends	Melliand China
Format	Occupancy in the German and English magazine section		Occupancy either in the German or the English magazine section		English language	Bilingual EN / DE	Chinese language
Front page	€ 6,900		€ 5,990		€ 5,990	-	€ 3,290
2nd/3rd/4th cover pages	€ 6,750		€ 5,890		€ 5,890	€ 5,890	€ 2,990
1/1	€ 6,590		€ 5,790		€ 5,790	€ 5,790	€ 2,690
1/2 Junior	€ 4,350		€ 3,950		€ 3,950	€ 3,950	€ 2,045
1/2	€ 3,750		€ 3,350		€ 3,350	€ 3,350	€ 1,445
1/3	€ 2,650		€ 2,350		€ 2,350	€ 2,350	€ 990
Jumping page (bound insert 2 pages) Placement between the German and English magazine section Printing material in German and English language	€ 6,590						

Classified ads

Vacancies

Price per mm height and
column width 57 mm

4c € 5.20 / mm
b/w € 3.80 / mm

Job wanted

Price per mm height and
column width 57 mm

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Cipher fee

€ 15.00

Buyers' guide

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and Man-Made Fibers
International

4c € 6.30 / mm
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02 → DIGITAL



TEXTILETECHNOLOGY – 3 PAGES UNDER ONE UMBRELLA

Our digital home is international, well-founded and undoubtedly unique!

We bring together all the information, news, insights and deep dives from the textile technical industry on one digital platform.

TextileTechnology

OUR MAIN TARGET GROUPS:

Man-Made Fiber Industry, Textile Industry, Technical Textile Industry and Nonwovens Industry
...a daily must click and read business source to stay up to date!



Combined Banner Placement:

WEBSITE BANNERS ARE DISPLAYED SIMULTANEOUSLY AND IN PARALLEL ON:

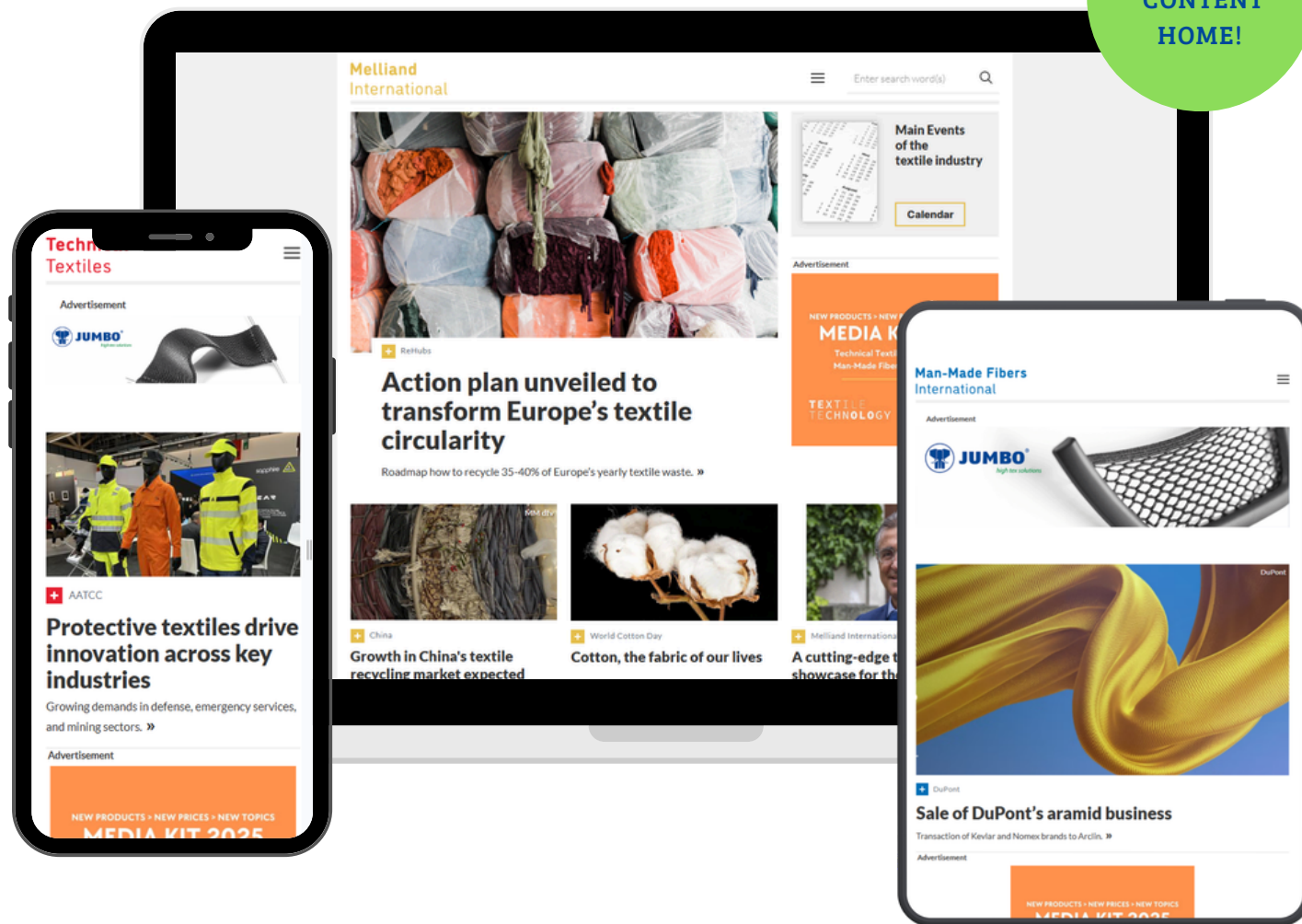
- www.melliand.com
- www.man-made-fibers.com
- www.technical-textiles.com

OUR PERFORMANCE

per month

PAGE VIEWS: 41,090
SESSIONS: 20,006
VISITORS: 16,000

OUR DIGITAL
CONTENT
HOME!



WEBSITE ADVERTISING

Banner formats and prices

ADVERTISING FORMS, FORMAT

PRICES

Billboard

Desktop: 970 x 250 px
Mobile: 320 x 480 px

790 EUR / week
2.370 EUR / 4 weeks

Sticky Sitebar

left or right

Desktop: 300 x 600 px
+ 120 x 600 px (Fallback)
Mobile: 300 x 600 px

690 EUR / week
2.070 EUR / 4 weeks

Halfpage Ad / Medium Rectangle 1 & 2

Desktop: 300 x 600 px /
300 x 250 px
Mobile: 300 x 600 px /
300 x 250 px

690 EUR / week
2.070 EUR / 4 weeks

Content Ad 1 & 2

Desktop: 970 x 250 px
Mobile: 320 x 480 px

690 EUR / week
2.070 EUR / 4 weeks



Billboard

Desktop: 970 x 250 px
Mobil: 320 x 480 px



Sticky Sitebar

left or right

Desktop: 300 x 600 px
+ 120 x 600 px (Fallback)
Mobile: 300 x 600 px



Halfpage Ad / Medium Rectangle 1 & 2

Desktop: 300 x 600 px / 300 x 250 px
Mobil: 300 x 600 px / 300 x 250 px



Content Ad 1 & 2

Desktop: 970 x 250 px
Mobil: 320 x 480 px

The following applies to all advertising formats: volume approximately 100 KB.
Common file formats are accepted: jpg, gif, png, HTML 5, redirect.

NEWSLETTER ADVERTISING



ADVERTISING FORMS, FORMAT

	per week (Tuesday + Thursday)	per month (4 calendar weeks)
Top Ad (630 x 250 px)	720 EUR	2.160 EUR
Sponsoring Ad (520 x 200 px)	650 EUR	1.950 EUR
Native Ad Bild: 184 x 138 px Überschrift (max. 70 Zeichen inkl. Leerzeichen) Text: max. 270 Zeichen inkl. Leerzeichen	650 EUR	1.935 EUR
Branding Ad/ Medium Rectangle (300 x 250 px)	620 EUR	1.860 EUR

File formats: jpg or gif.

Please note that some older versions of Outlook do not display animated banners.

OUR PERFORMANCE*:

- 7,629 subscribers
- 31.7 % opening
- 9,273 openings/week

We send out 4 newsletters per week!
In English-language. Your ad will be displayed 4 times within a 1 week booking.

Source: Marketing Cloud
(status first half of 2025)

All prices subject to VAT



EXCLUSIVE NEWSLETTER



We send your content to our readers!

OUR PERFORMANCE*:

- **7,629 subscribers**
- **20.0% unique opening**
- **2.2% click rate**

YOUR BENEFIT:

- Targeted communication to our readers
- Transfer your advertising message directly to your target group
- Link videos and websites
- 100% exclusive – no other advertisement

PRICE**:

€ 3,490 Exclusive Newsletter + LinkedIn Post

Including one correction loop! Further loops will be extra charged by € 100 each.



CROSS-MEDIA NATIVE ARTICLE

Website, Newsletter & LinkedIn

Your message on our platforms

Your online advertorial will be published simultaneously
on our three websites:

- www.melliand.com / www.textiletechnology.net
- www.man-made-fibers.com
- www.technical-textiles.com

It will also be published **four times a week** in the **newsletter**, reaching approximately 7,800 international subscribers per issue.

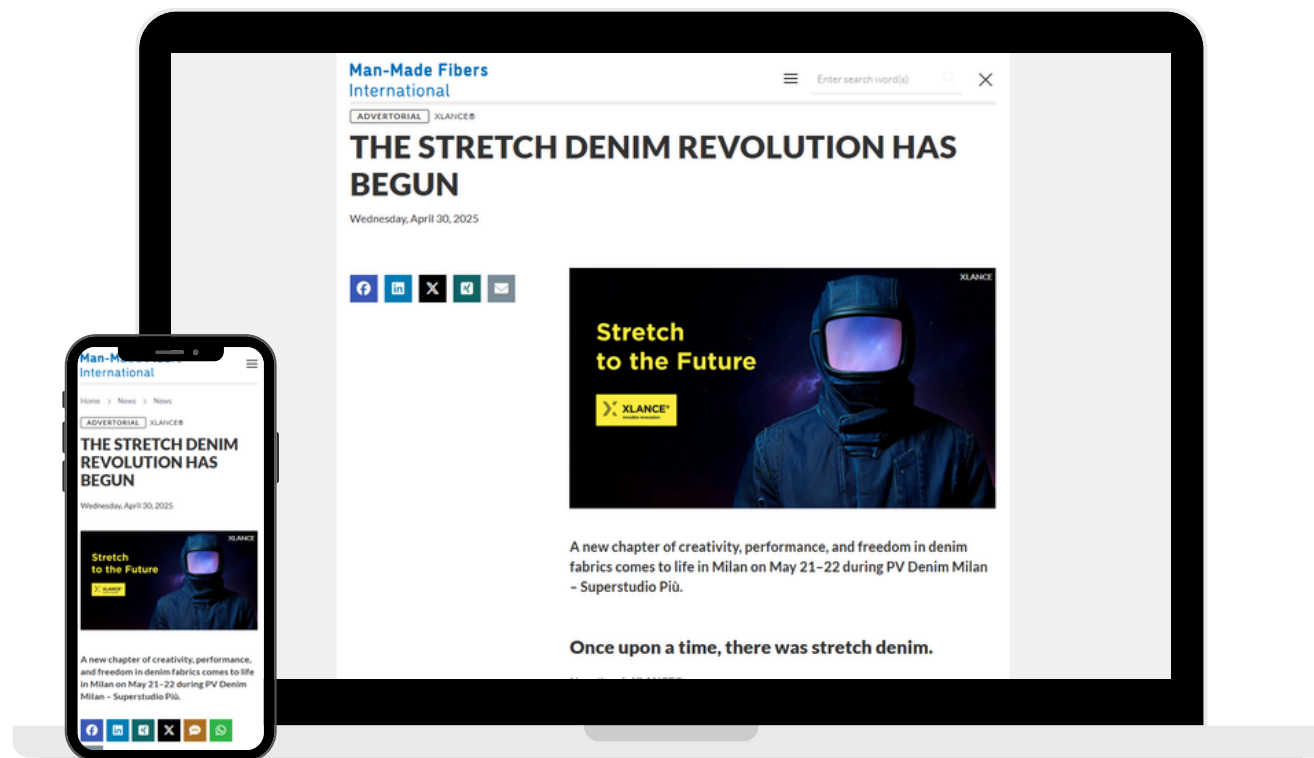
The online advertorial will appear in the **layout of an editorial article** in the appropriate context.

The advertorial consists of a highlighted teaser on our landing page and a highlighted news page. In addition, we also post an article via our **"TextileTechnology"** account on **LinkedIn**.

The time period and duration can be customized.

PRICE:

€ 1,990 one week run time



WHITEPAPER ADVERTISING

Generate leads for new customer business

Our premium offer for gaining new customers:

Place your White Paper advertising message exclusively in our channels.

Advertising of your Whitepaper (Traffic Marketing)

HOMEPAGE



NEWSLETTER



LINKEDIN



YOUR BENEFIT:

- 1 month placement on our homepage
- Communication of your White Paper message to your target group through three channels (website banners, newsletter banners & LinkedIn)
- Absolute premium placement
- You receive the qualified leads of the downloads of your White Paper

PRICE:

€ 4,900

Your White Paper will be identified by the word "Advertisement" according to legal provisions.

All prices subject to VAT

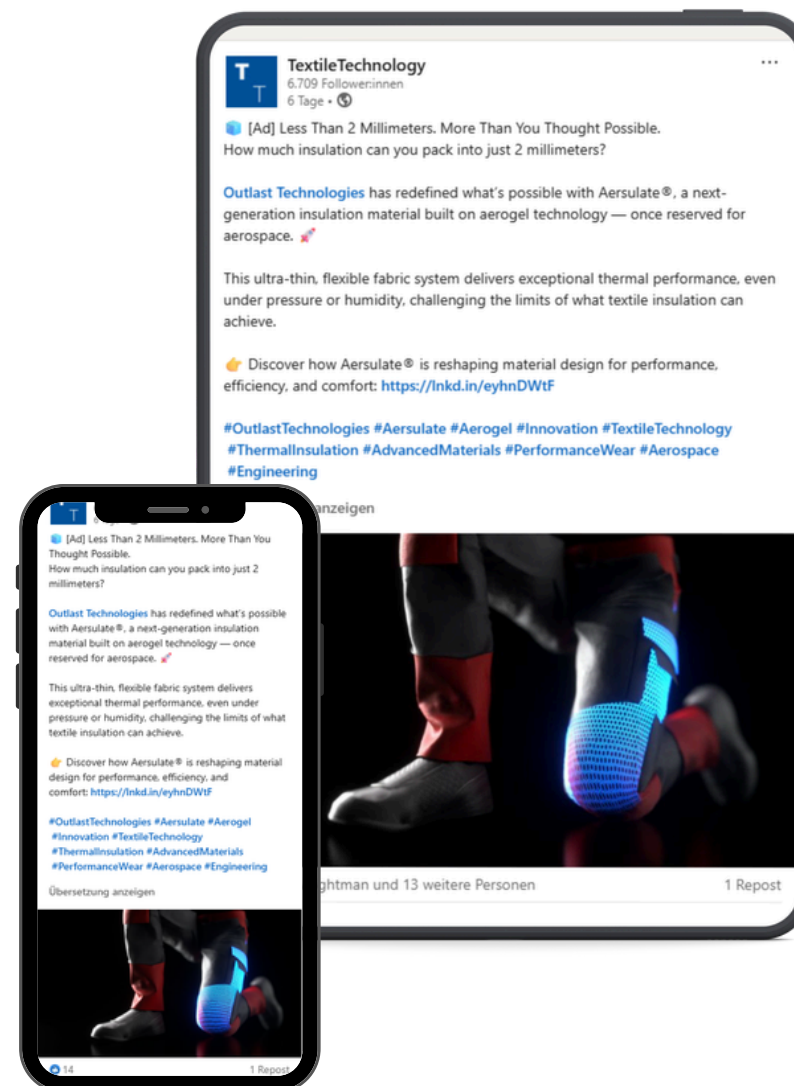
SPONSORED LINKEDIN POST

Address your target group directly in the world's most important professional network.

Use this social media channel and spread your message!

PRICE: €1,090

ABOUT
6,700
international
followers



PRICE LIST TEXTILETECHNOLOGY DIGITAL 2026

NEWSLETTER 2026 Per week / Per month

Leaderboard	€ 700 / € 2,100
Banner	€ 650 / € 1,950
Text-Image-Ad	€ 650 / € 1,950
Medium Rectangle	€ 650 / € 1,950

EXCLUSIVE NEWSLETTER 2026 Per dispatch

Exclusive Newsletter + LinkedIn Post	€ 3,490
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WEBSITE 2026 Per week / Per month

Billboard	€ 850 / € 2,550
Skyscraper	€ 790 / € 2,370
Medium Rectangle	€ 790 / € 2,370
Content Ad	€ 790 / € 2,370
Sticky Floor	€ 690 / € 2,070

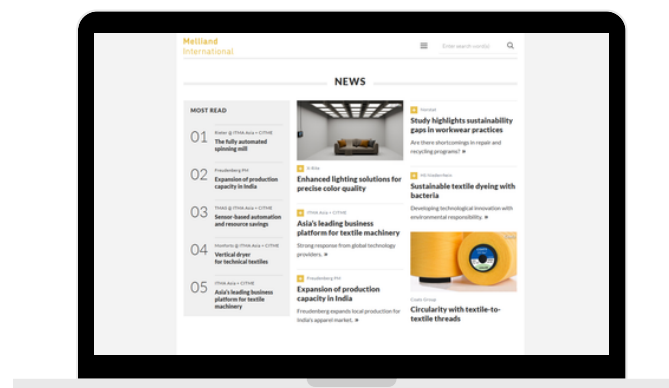
WEBSITE & NEWSLETTER 2025 Per week

White Paper Publication + Lead Generation (Website Banners + Newsletter Banners + LinkedIn Post)	€ 4,900
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Online Advertorial + LinkedIn Post	€ 1,990
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LINKEDIN POST 2025 Per post

On our LinkedIn page: TextileTechnology	€ 1,090
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forward to plan your
individual crossmedia
campaign together!

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Products › Prices › Topics

**TEXTILE
TECHNOLOGY**

**Technical
Textiles**

**Nonwovens
Trends**

**Melliand
International**

**Man-Made Fibers
International**