

TEXTILE TECHNOLOGY

ONLINE Prices & Formats 2021

- **Website Banner**
- **Newsletter Banner**
- **Exclusive Newsletter**
- **Advertorial**



textiletechnology.net

a brand of **dfv** media group

TEXTILE TECHNOLOGY

Our new digital-home is international, well-founded and for sure unique!

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

textiletechnology.net

} techtexTRENDS
nonwovensTRENDS
melliand
Chemical Fibers International

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!



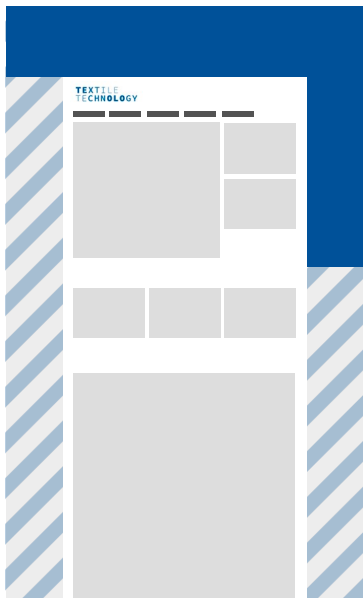
WEBSITE BANNER Prices & Formats

WALLPAPER

Desktop only:
980 x 150 px + 160 x 600 px

1 Week **790€**
4 Weeks **2.390€**

- Homepage
- Indexpages
- Articlepages



SKYSCRAPER

Desktop only (left or right side):
160 x 600 px

1 Week **690€**
4 Weeks **1.990€**

- Homepage
- Indexpages
- Articlepages

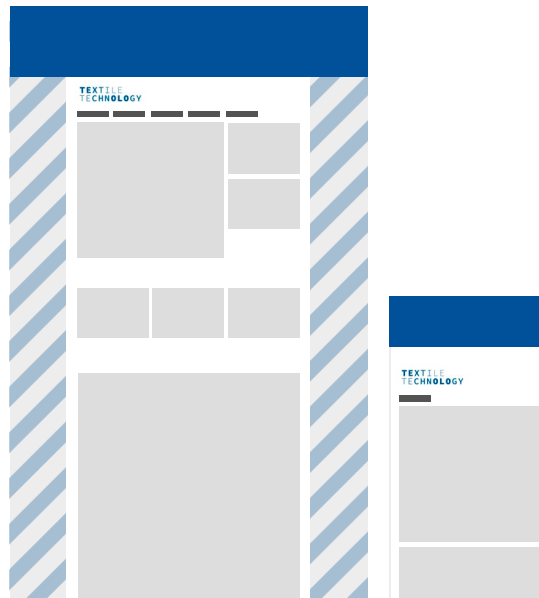


SUPERBANNER

Desktop:
980 x 150 px
Mobile:
300 x 120 px

1 Week **690€**
4 Weeks **1.990€**

- Homepage
- Indexpages
- Articlepages

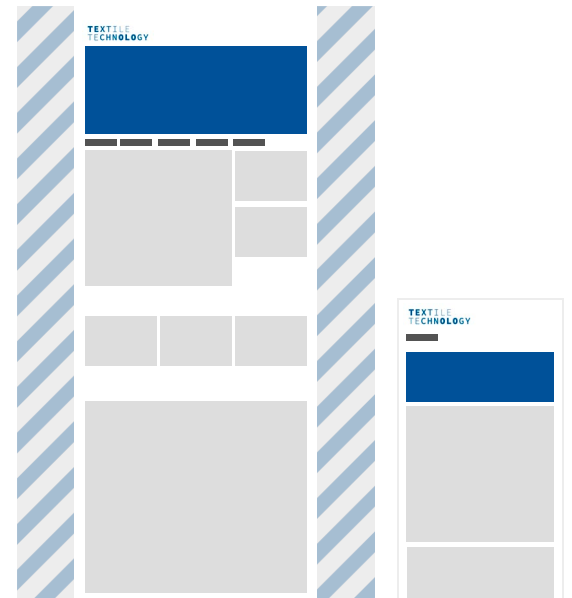


BILLBOARD

Desktop:
940 x 250 px
Mobile:
300 x 120 px

1 Week **690€**
4 Weeks **1.990€**

- Homepage
- Indexpages
- Articlepages





WEBSITE BANNER Prices & Formats

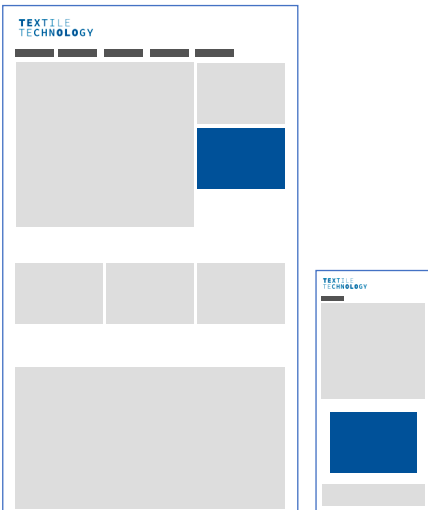


MEDIUM RECTANGLE

Desktop + Mobile:
300 x 250 px

1 Week 690€
4 Weeks 1.990€

- Various positions homepage
- Various positions indexpages
- Various positions articlepages

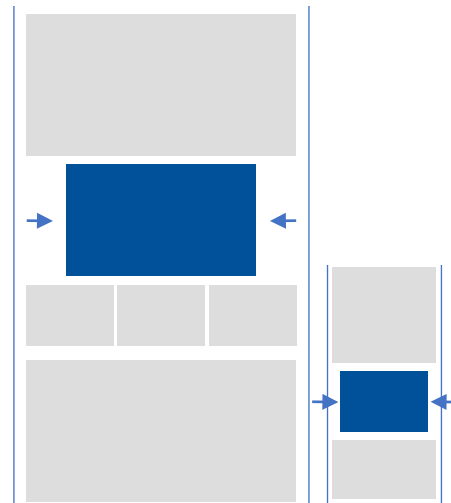


POSTER AD

Desktop:
940 x 850 px
Mobile:
300 x 480 px

1 Week 590€
4 Weeks 1.770€

- Homepage only

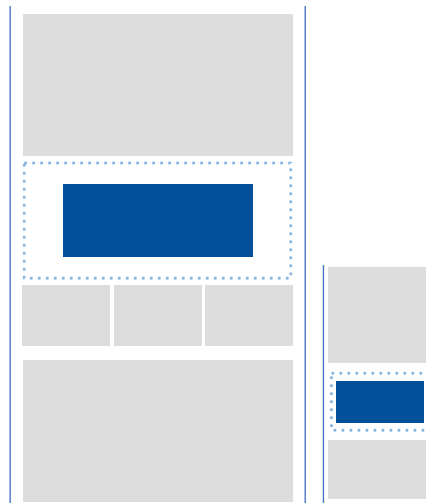


CONTENT AD

Desktop:
617 x 250 px
Mobile:
300 x 120 px

1 Week 550€
4 Weeks 1.600€

- Homepage
- Indexpages
- Articlepages

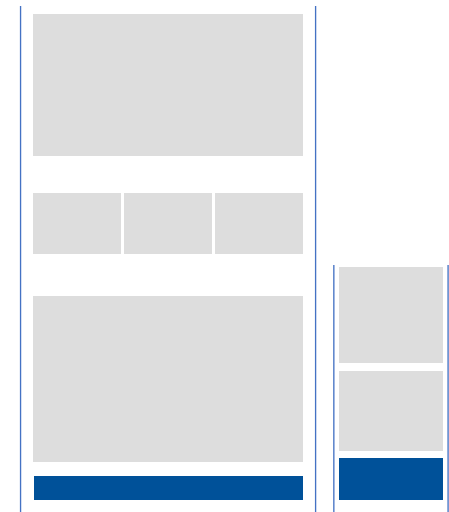


STICKY FLOOR AD

Desktop:
980 x 90 px
Mobile:
300 x 120 px

1 Week 690€
4 Weeks 1.990€

- Homepage only





NEWSLETTER BANNER

Prices & Formats

1. LEADERBOARD

Desktop + Mobile:
630 x 75 px

1 Week 420€
4 Weeks 1.390€

- above the header

2. CONTENT AD

Desktop + Mobile:
520 x 200 px

1 Week 420€
4 Weeks 1.390€

- between the news

3. MEDIUM RECTANGLE

Desktop + Mobile:
300 x 250 px

1 Week 420€
4 Weeks 1.390€

- between the news

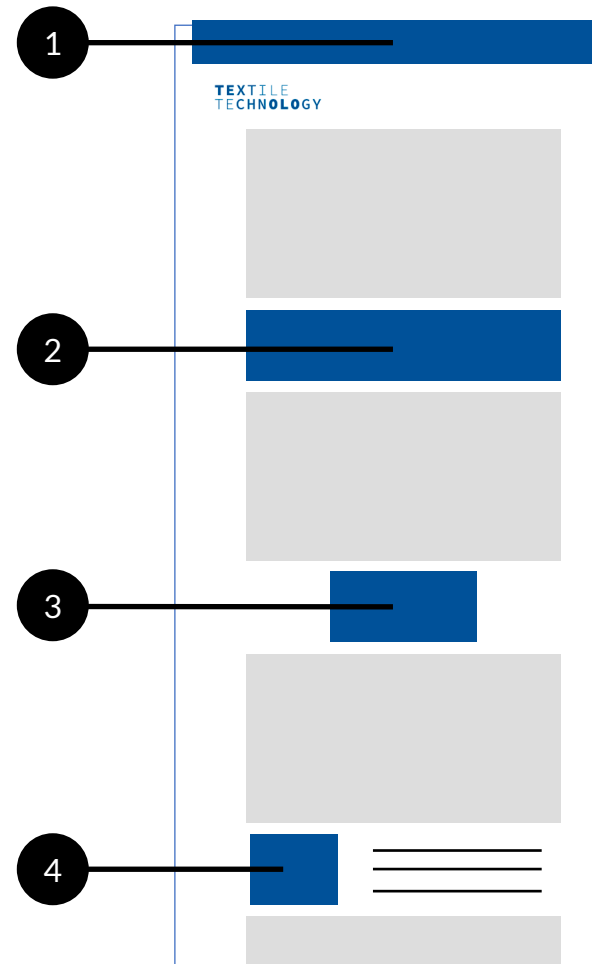
4. IMAGE / TEXT AD

Desktop + Mobile:
Image: 200 x 175 px
Text: up to 530 signs

1 Week 420€
4 Weeks 1.390€

- between the news

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



Our performance*:

7,300 subscribers

21% open rate



EXCLUSIVE NEWSLETTER

We send your content to our readers!

Our performance*:

7,300 subscribers

21% opening rate

Your benefit:

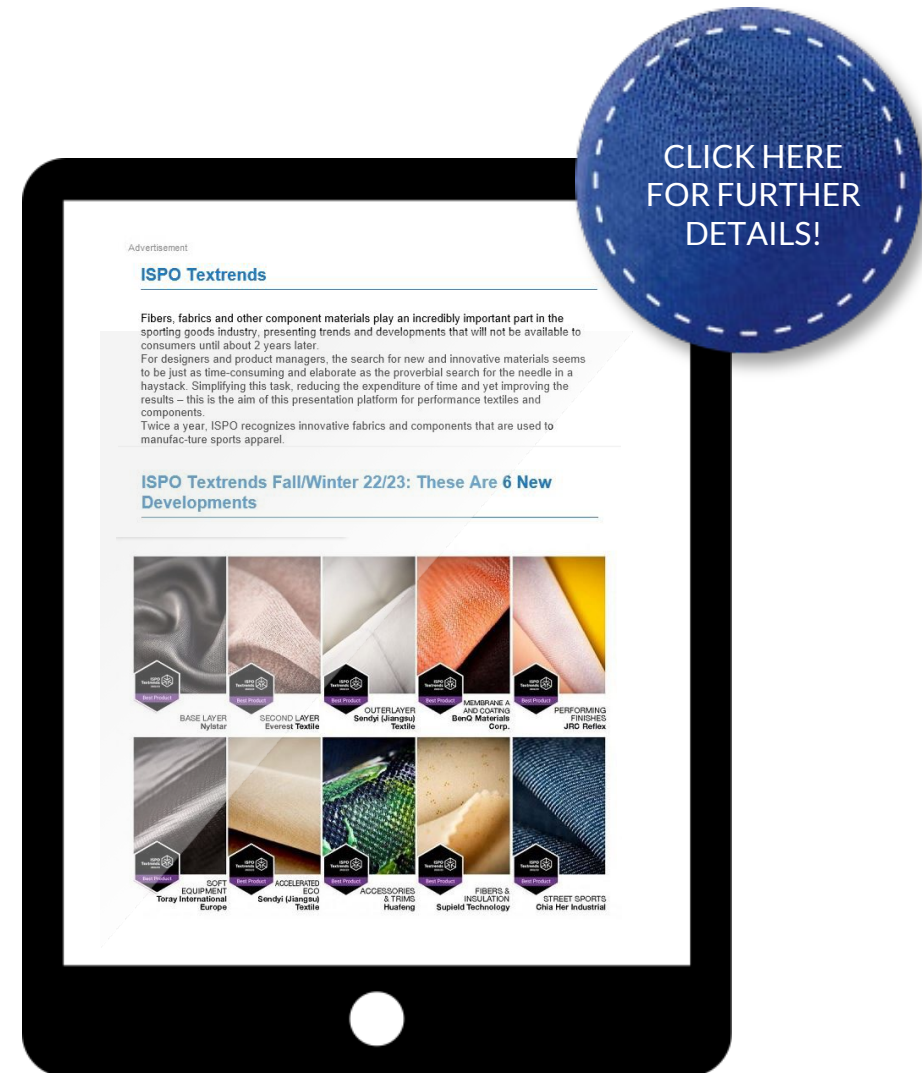
- Targeted communication to our readers
- Transfer your advertising message directly to your target group
- Link videos and websites
- 100 % exclusive – no other advertisement

Prices**:

2.900€ content and images provided by you

3.500€ Editorially revised newsletter

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



*Source: in-house count, status October 2020 / **All prices subject to VAT



ONLINE ADVERTORIAL

Your individual editorial article on our channels!

Our performance:

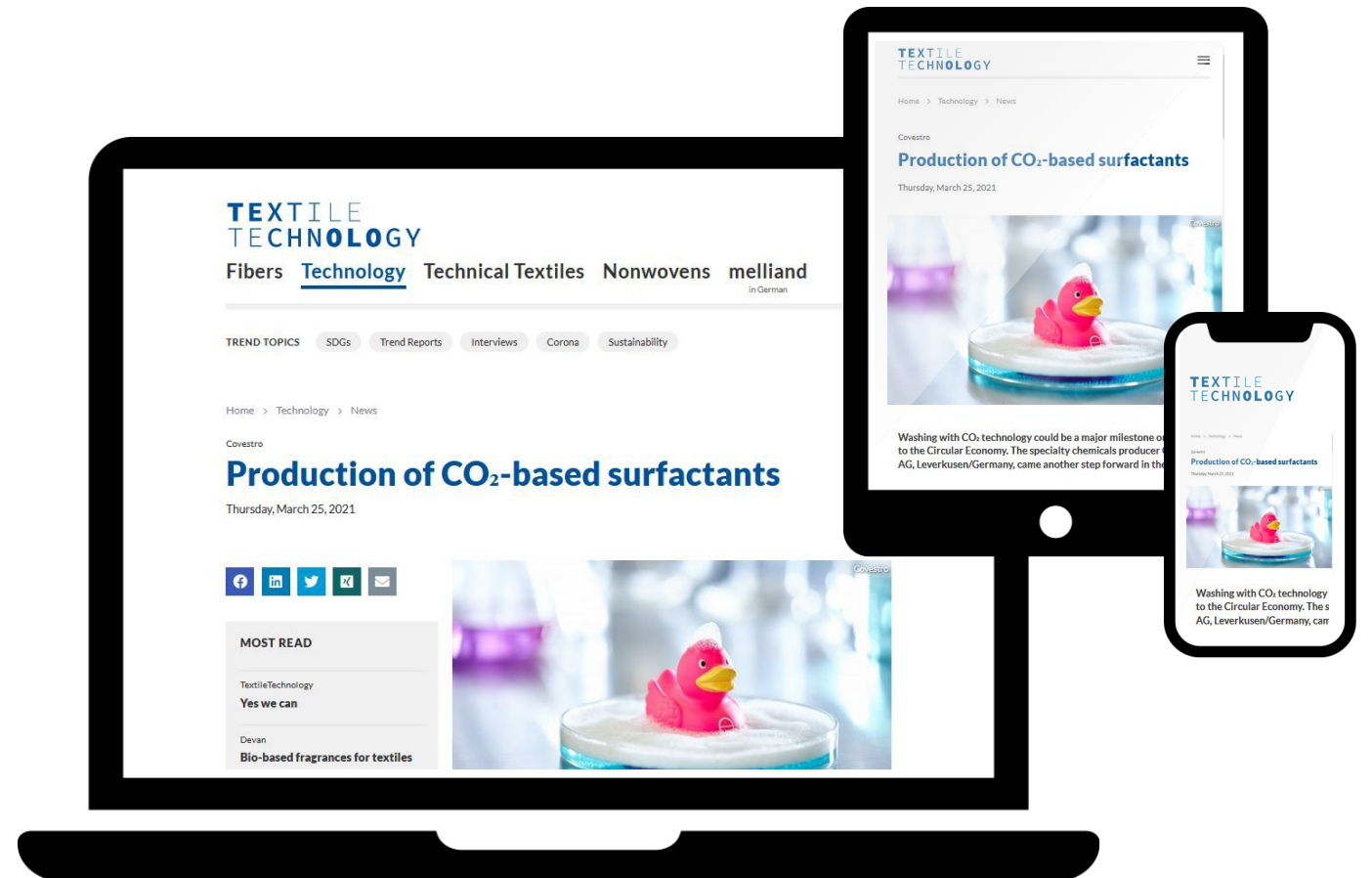
- Teaser-article on homepage
- Teaser-article in our newsletter
- An article on our website marked as advertorial

Your benefit:

- Your advertisement in our layout of an editorial article
- Boost your visibility and reach

Price:

2.900 € for 4 weeks runtime



TEXTILE TECHNOLOGY

Website banner formats:

The banner space is shared with max. one other advertising partner (rotation of 2).

All prices subject to VAT.

The following applies to all advertising formats: Volume approx. 100 KB. The most common file formats are accepted: jpg, gif, png, HTML5, Redirect.

Newsletter file formats:

jpg or gif. Please note that some Outlook versions do not deliver animated banners – only the first page will be displayed.

Terms of payment:

Net amount within 30 days from the date of invoice.

Bank Details: Deutscher Fachverlag GmbH

BIC: HELADEF1822 (Frankfurter Sparkasse, Frankfurt am Main)

IBAN: DE56 5005 0201 0000 0349 26

TEXTILE TECHNOLOGY

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YOUR DAILY DOSE OF
TEXTILE TECHNICAL INFORMATION!



dfv media group

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