



melliand
Textilberichte

European Textile Journal


Textile
Technology



melliand
International

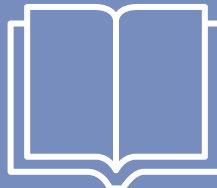
Worldwide Textile Journal

Textile
Technology



国际纺织导报

melliand China



MEDIA DATA

Print

2021

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Terms and conditions can be found under: www.dfv.de/service/agb



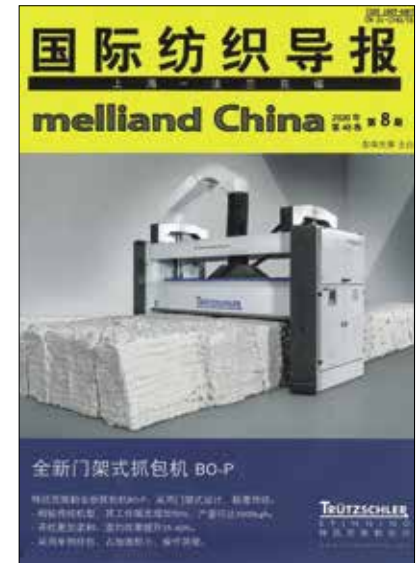
PRODUCT FAMILY TEXTILE TECHNOLOGY



melliand Textilberichte is published 4 times a year in German and is the industry medium for technical and commercial managers in the textile industry. Distribution Germany and German-speaking foreign countries.



melliand INTERNATIONAL is published 4 times a year in English and is the textile technical trade journal for opinion leaders and top decision makers in the leading companies of the international textile industry with worldwide circulation.



melliand China is published 12 times a year (monthly) in Chinese and is distributed to fiber and textile professionals in Chinese textile enterprises and mills, Chinese research institutes, ministries and universities.

PORTRAIT



melliand Textilberichte is the industry medium for technical and commercial managers in the textile industry. Distribution Germany and German-speaking foreign countries.

Frequency of publication: 4 x p.a.
 Format: A4
 Volume: 102nd Volume 2021



Circulation Analysis*

Print-run: 4,200 copies
 Total actual circulation: 3,830 copies
of which abroad: 500 copies
 Subscribers: 970 copies

Geographic Circulation Analysis*

Germany	87.0%	3,330 copies
Western Europe	9.4%	363 copies
Eastern Europe	3.6%	137 copies

melliand INTERNATIONAL is the textile technical trade journal for opinion leaders and top decision makers in the leading companies of the international textile industry with worldwide circulation.

Frequency of publication: 4 x p.a.
 Format: A4
 Volume: 27th Volume 2021



Circulation Analysis*

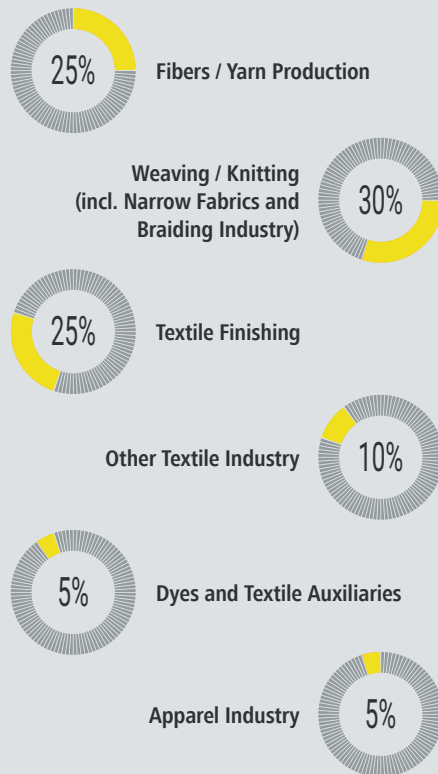
Print-run: 10,700 copies
 Total actual circulation: 10,420 copies
of which abroad: 10,270 copies
 Subscribers: 420 copies

Geographic Circulation Analysis*

Asia	64.2%	6,698 copies
Europe	16.2%	1,684 copies
North/Latin America	16.0%	1,664 copies
Africa	3.6%	374 copies

*Source: in-house count effective August 16, 2020

RELEVANT TARGET GROUPS



*Source: in-house count effective August 16, 2020

melliand Textilberichte / melliand INTERNATIONAL

CLASSIFIED ADS



Find the textile specialists without detours – your textile job and classified ads

Are you looking for ... Textile engineers, textile technicians, textile chemists, clothing engineers or sales people?

Searching for textile specialists can be easy and cost-effective!

Classified Ads



Job and classified advertisements (not discountable)

Booking possible at any time

Number of columns: 1 – 4

Width:	1 column	42 mm
	2 columns	89 mm
	3 columns	135 mm
	4 columns	185 mm

Job search:

€2.90 per mm and column, b/w

Vacancies:

€3.60 per mm and column, b/w

€4.95 per mm and column, 4 color

Classified ads:

€3.60 per mm and column, b/w

€4.95 per mm and column, 4 color

Cipher fee: €15.00

... we offer the right target group!

Our readers are specialists in textile technology, technical textiles, textile finishing and textile testing, quality testing.

Use the entire spectrum of the job market of melliand Textilberichte and melliand INTERNATIONAL - print and online.

Vacancies ONLINE:



www.textination.de is the vertical online industry portal for the textile chain and cooperation partner for our technicians' vacancies market. Use this platform and present your vacancies offer on the internet too!

Online Bonus

As a customer of the print media, the online job market is available to you at a special price: For only € 590.00, your vacancies placed in the magazine will be published simultaneously for 4 weeks on www.textination.de.

Prices online for 4 weeks



Your advertisement from the print media € 590.00

Your advertisement without print placement € 1,100.00

All prices subject to VAT



Advertising prices (in euros / 4 color)

		
1/1 page		5,600
1/2 page junior page		3,780
1/2 page horizontal / vertical		3,080
1/3 page horizontal / vertical		2,090
1/4 page horizontal / vertical / 2 column		1,650
1/8 page horizontal / 2 column		910
Title page package (210 x 203 mm plus bleed)		5,780
2nd/3rd/4th inside page		5,660
Double page (2 x 1/1 page centerfold)		11,200
Panorama advert (398 x 65 mm centerfold in edited text)		3,880
Tunnel advert (272 x 80 mm centerfold in edited text)		3,880
Panorama advert bottom (398 x 88 mm centerfold placed at the bottom of the page)		3,880

Ad specials and further specialty advertising formats on request.

All prices subject to VAT

Bound Inserts

Bound inserts are to be delivered untrimmed, multiple-leaf inserts must be delivered folded. The front of the insert must be indicated.

Bound inserts must be of a type and design that eliminates the need for additional processing – otherwise there will be additional costs which we will have to charge. It is possible to place bound inserts in the English and/or German section.



2 pages	€ 4,500
4 pages	€ 5,600
6 pages	on request

Delivery address see page 16

Loose Inserts

Loose inserts are printed matter which is placed inside the journal.

Formats: max. 205 mm wide, 290 mm high
Placement: at an undefined place in the journal



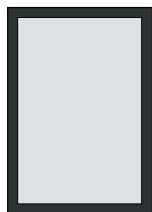
up to 25 g	€ 4,500
up to 50 g	€ 5,600

Inserts printed on a material other than paper must be approved by the publishing house.

Delivery address see page 16

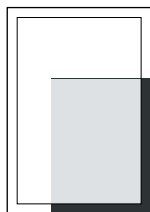


Formats



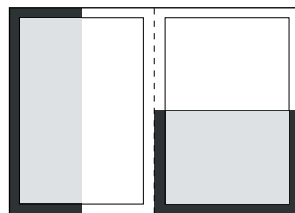
1/1 page
185 x 256 mm

1/1 page
bleed
210 x 297 mm*



1/2 page Junior
120 x 190 mm

1/2 page Junior
bleed
130 x 204 mm*

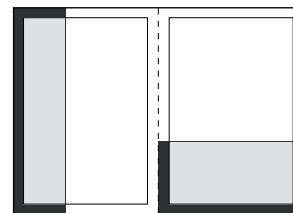


1/2 page vertical
89 x 256 mm

1/2 page horizontal
185 x 125 mm

1/2 page vertical
bleed
99 x 297 mm*

1/2 page horizontal
bleed
210 x 139 mm*

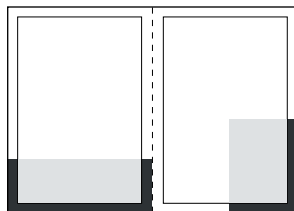


1/3 page vertical
57 x 256 mm

1/3 page horizontal
185 x 85 mm

1/3 page vertical
bleed
67 x 297 mm*

1/3 page horizontal
bleed
210 x 100 mm*

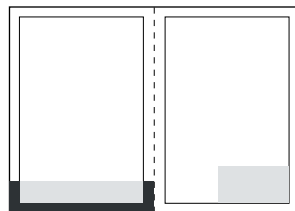


1/4 page horizontal
185 x 60 mm

1/4 page 2 column
89 x 125 mm

1/4 page horizontal
bleed
210 x 75 mm*

1/4 page 2 column
bleed
99 x 139 mm*



1/8 page horizontal
185 x 30 mm

1/8 page 2 column
89 x 65 mm

1/8 page horizontal
bleed
210 x 45 mm*

Ad specials and further specialty advertising formats on request.

*plus 4 mm bleed on all edges

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

Discounts

If purchased within 12 months (insertion year) the following discounts are available:

2 ads	3%
3 ads	5%
5 ads	10%
10 ads	15%
20 ads	20%

All charges are eligible for discount, with the exception of additional technical costs and postage.



Issue	1 March	2 May	3 September	4 December
Advertising Deadline	March 1, 2021	May 12, 2021	September 9, 2021	November 16, 2021
Publication Date	March 22, 2021	June 7, 2021	September 29, 2021	December 7, 2021
Topics	<ul style="list-style-type: none"> • New fiber developments • Spinning innovations • Weaving technologies • News in the field of home textiles • Textile floor coverings • Textile finishing: new machinery and process technologies • Apparel industry • Current market reports 	<ul style="list-style-type: none"> • Natural fiber trends • Narrow fabrics and braiding supplement • Spinning technologies • Apparel Industry • Current market reports 	<ul style="list-style-type: none"> • New fiber developments • Man-made fiber processing • Advanced spinning processes • Knitting & Weaving • Dyeing automation • Finishing of woven and knitted fabrics • Nonwovens industry • World trade in textile machinery • Apparel industry • Current market reports 	<ul style="list-style-type: none"> • Global fiber trends • Spinning technologies • Weaving technologies • Modern knitting technology • Narrow fabrics and braiding supplement • ITMA Asia + CITME 2022: Review • ITM 2022: Review - Textile finishing innovations • Finishing of woven and knitted fabrics • Apparel industry • Current market reports
Congresses & Trade Fairs	<p>Intern. Conference on Cellulose Fibres, online Feb. 2-3, 2021</p> <p>35th Internationale Bremer Baumwolltagung, Bremen / Germany March 17-19, 2021</p> <p>Domotex, Digital Day 2021 May 20, 2021</p>	<p>ITMA Asia + CITME 2021, Shanghai / China June 12-16, 2021</p>	<p>Index 2021, Geneva / Switzerland Sept. 7-10, 2021</p> <p>60th Dornbirn Global Fibers Congress, online Sept. 15-17, 2021</p> <p>17th Chemnitzer Textiltechnik-Tagung 2021, Chemnitz / Germany Sept. 21-22, 2021</p> <p>A+A 2021, Düsseldorf / Germany Oct. 26-29, 2021</p> <p>Aachen-Dresden-Denkendorf ITC 2021, Stuttgart / Germany Nov. 9-10, 2021</p> <p>35th Hofer Vliesstofftage, Hof / Germany Nov. 10-11, 2021</p>	<p>India ITME 2021, Greater Noida / India Dec. 8-13, 2021</p> <p>Heimtextil 2022, Frankfurt / Germany Jan. 11-14, 2022</p>



Issue	1 March	2 May	3 September	4 November
Ad closing date	February 23, 2021	May 5, 2021	August 25, 2021	November 4, 2021
Publication date	March 16, 2021	May 28, 2021	September 15, 2021	November 25, 2021
Topics	<ul style="list-style-type: none"> • New fiber developments • Global cotton markets • Textured yarns • Spinning technologies • Weaving technologies • Knitting technologies • Dyeing, printing, finishing • Technical textiles (Techtextil preview) • Nonwovens (Techtextil preview) • Making-up (Texprocess preview) • Current market trends 	<ul style="list-style-type: none"> • New fiber developments • ITMA Asia + CITME 2021: preview on new machinery for fiber production, spinning, weaving, knitting, textile finishing, technical textiles and nonwovens production • Making-up • Current market trends 	<ul style="list-style-type: none"> • New fiber developments • Spinning technology • Weaving technology • Knitting technology • Dyeing, printing, finishing • Technical textiles • Nonwovens • Making-up • Current market trends • Index: preview on nonwovens and machinery for nonwovens production 	<ul style="list-style-type: none"> • Global fiber markets • New fiber developments • Spinning technologies • Weaving technologies / Knitting technologies • News in dyeing, printing, finishing • World market trends for false-twist texturing machines, spinning, weaving and knitting machines (ITMF) • Nonwovens / Technical textiles • Current market trends
Congresses & Trade Fairs	<p>GTex 2021, Karachi/Pakistan January 23-25, 2021</p> <p>Intern. Conference on Cellulose Fibres, online February 2-3, 2021</p> <p>Int. Cotton Conference 2021, Bremen / Germany March 17-19, 2021</p> <p>Denim Show 2021, Mumbai/India March 19-21, 2021</p> <p>Domotex, Digital Day 2021 May 20, 2021</p>	<p>ITMA Asia + CITME 2021, Shanghai / China June 12-16, 2021</p>	<p>60th Dornbirn Global Fiber Congress, online September 15-17, 2021</p> <p>Index 2021, Geneva / Switzerland October 19-22, 2021</p> <p>A+A 2021, Düsseldorf / Germany October 26-29, 2021</p> <p>IFAI Expo 2021, Nashville, TN/USA November 2-4, 2021</p>	<p>Aachen-Dresden-Denkendorf ITC 2021, Stuttgart / Germany November 9-10, 2021</p> <p>India ITME 2021, Greater Noida / India December 8-13, 2021</p> <p>Heimtextil 2022, Frankfurt / Germany January 11-14, 2022</p>



melliand China is the Chinese-language trade journal for the fiber and textile professionals in Chinese textile enterprises and mills, Chinese research institutes, ministries and universities.

Frequency of publication: 12 x p.a.
Format: 210 mm wide, 285 mm high

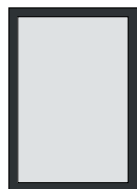
Editors:
Chen Nanliang (Editor-in-Chief) Deutscher Fachverlag,
Dong Hua University Frankfurt/Germany
1882 Yanan Road (West) Claudia van Bonn
200051 Shanghai/China



Circulation Analysis*

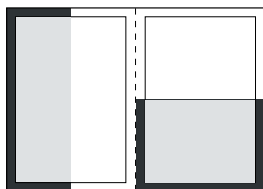
Total actual circulation: 7,000 copies
in PR China

Formats



1/1 page
178 x 240 mm

1/1 page
bleed
210 x 285 mm*

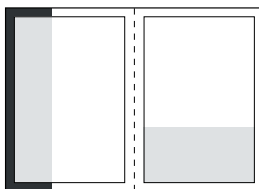


1/2 page vertical
87 x 240 mm

1/2 page vertical
bleed
105 x 285 mm*

1/2 page horizontal
178 x 120 mm

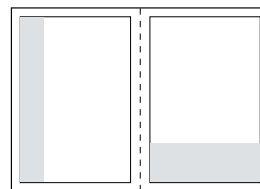
1/2 page horizontal
bleed
210 x 148 mm*



1/3 page vertical
55 x 240 mm

1/3 page vertical
bleed
73 x 285 mm*

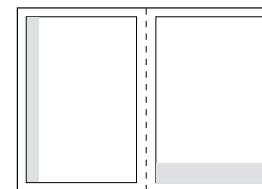
1/3 page horizontal
178 x 85 mm



1/4 page vertical
87 x 120 mm

1/4 page vertical
bleed
105 x 285 mm*

1/4 page horizontal
178 x 60 mm



1/8 page vertical
88 x 60 mm

1/8 page vertical
bleed
106 x 285 mm*

1/8 page horizontal
178 x 30 mm

*plus 4 mm bleed on all sides

Advertising prices in euro

	b/w	4c
1/1 page	1,640	2,490
1/2 page horizontal / vertical	820	1,245
1/3 page horizontal / vertical	548	830
1/4 page horizontal / vertical	455	685
1/8 page horizontal / vertical	235	358
Title page (185 x 200 mm)	–	3,000
2nd / 4th inside page, 1st right hand advertising page	–	2,800

Ad specials and further speciality advertising formats on request.



Issue	1 January	2 February	3 March	4 April	5 May	6 June	7 July	8 August	9 September	10 October	11 November	12 December
Advertising deadline	December 23, 2020	January 28, 2021	February 25, 2021	March 29, 2021	April 20, 2021	May 26, 2021	June 29, 2021	July 27, 2021	August 30, 2021	September 27, 2021	October 28, 2021	November 29, 2021
Publication date	January 27, 2021	February 25, 2021	March 25, 2021	April 27, 2021	May 25, 2021	June 25, 2021	July 27, 2021	August 25, 2021	Sept. 27, 2021	October 25, 2021	November 25, 2021	December 27, 2021
Topics	<ul style="list-style-type: none"> • New fiber developments • Spinning • Knitting • Dyeing, printing, finishing • Technical textiles • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Weaving • Knitting, warp-knitting • Textile floorcoverings • Dyeing, printing and finishing • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Texturing • Dyeing, printing, finishing • Nonwovens • Technical textiles • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Knitting • Dyeing, printing, finishing • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Fiber raw materials • PA, PET, PP and cellulosic fiber trends • Fiber production • Spinning • Weaving • Fibers for nonwovens • Dyeing, printing, finishing • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Weaving • Knitting • Dyeing, printing, finishing • Technical textiles • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Weaving • Knitting • Dyeing, printing, finishing • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Weaving • Knitting • Dyeing, printing, finishing • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Weaving • Knitting • Dyeing, printing, finishing • Industry news 	<ul style="list-style-type: none"> • Fiber raw materials • New fiber developments • High-performance fibers • Project list: new polymer and chemical fiber plants • Texturing • Spinning • Weaving • Knitting • Dyeing, printing and finishing • Industry news 	<ul style="list-style-type: none"> • New fiber developments • Spinning • Weaving • Knitting • Dyeing, printing, finishing • Nonwovens • Industry news 	<ul style="list-style-type: none"> • Global fiber markets • Spinning • Weaving • Knitting • Dyeing, printing, finishing • Nonwovens • Industry news
Trade shows & conferences	<p>Isipo Beijing 2021, Beijing / China January 14-16, 2021</p> <p>Gtex Expo 2021, Karachi / Pakistan January 23-25, 2021</p>	<p>2nd Int. Conference on Cellulose Fibres, online February 2-3, 2021</p>	<p>Inlegmash 2021, Moscow / Russia March 1-4, 2021</p> <p>Yarn Expo Spring 2021, Shanghai / China March 10-12, 2021</p> <p>International Cotton Conference, Bremen / Germany March 17-19, 2021</p> <p>AMSE 2021, Osaka / Japan March 25-28, 2021</p>	<p>Saigontex 2021, Ho Chi Minh City / Vietnam April 7-10, 2021</p> <p>CAITME 2021, Tashkent / Uzbekistan April 13-15, 2021</p>	<p>Domotex, Digital Day 2021 May 20, 2021</p> <p>Intertext Tunisia 2021, Sousse / Tunisia May 27-29, 2021</p>	<p>ITMA Asia + CITME 2021, Shanghai / China June 12-16, 2021</p> <p>Cinte Tectextil China 2021, Shanghai / China June 22-24, 2021</p>	<p>Filtrex Asia 2021, Shanghai / China July 19-20, 2021</p> <p>ANEX 2021 & SINCE 2021, Shanghai / China July 22-24, 2021</p>	<p>Yarn Expo Autumn 2021, Shanghai / China August 17-19, 2021</p>	<p>Index 2021, Geneva / Switzerland October 19-22, 2021</p> <p>60th Dornbirn Global Fibers Congress, online September 15-17, 2021</p>		<p>Shanghaitex 2021, Shanghai / China November 23-26, 2021</p>	

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