

Media Data and Editorial Calendar

*Your partners in
Technical Textiles*

*Informing the industry
worldwide since 1992*



2024

33 years of publication

***Book now for JEC World,
Techtextil, Texprocess,
ITM, Techtextil North
America, ITMA Asia
and more,
see Calendar for details***

Maximise your impact worldwide using our two trusted channels **in print and online**

PRINT AND PDF Essential reading for the industry



- The internationally respected quarterly magazine covering the technical textiles industry worldwide
- Over 30 years of continuous publication; pioneers in covering the technical textiles industry
- Trusted by senior executives to keep them informed and up-to-date
- Unique, in-depth feature articles from a network of international correspondents and industry experts
- Comprehensive coverage of events, trade shows and conferences

ONLINE The most popular technical textiles website



- Content-rich website with daily updates and a regular Enewsletter
- A unique one-stop information source for all areas of technical textiles and high-performance nonwovens
- High-quality subscription service
- Every item written or edited by experts in the field of technical textiles
- Returned FIRST in online searches for technical textiles information - enhanced visibility for your adverts



Use a coordinated print and online ad campaign and save - see prices for details

PRINT AND PDF



Distribution, readership and reach

- A PAID-FOR subscription base of senior executives
- Bonus exhibition distribution at major events and trade shows worldwide
- Targeted promotional distribution for specific topic issues
- Every magazine advert freely available online in issue previews for maximum impact and reach
- Subscribers and readers in more than 40 countries: Over half in senior managerial decision-making roles
 - Chief Executives, Presidents, V-Ps, Directors and more
 - Manufacturers, suppliers and users from all areas of the industry
 - 53% Europe, 23% Asia, 12% North America, 12% RoW

ONLINE



Options and formats

- A wide range of digital advertising formats:
 - Leaderboards
 - Skycrapers
 - Large or medium rectangle banners
- Targeted browser advert for specific visitor interests
- Sponsored Enewsletters sent to 7000 opted-in recipients with your banner and link
- Dedicated email shots to our opted-in audience at a time of your choice
- Sponsored feature articles with your online banner for 12 months
- 24 000 website users
- 90 000 page views a year

www.technical-textiles.net

Editorial Calendar and Distribution 2024

SPRING 2024

Orders: 26 Jan; Copy: 02 Feb;
Publication: 21 Feb

Topics

JEC preview

Composites

High-performance nonwovens

Filter media

Sustainable finishing

Planned distribution

VIATT (28 February–1 March,
Ho Chi Minh City)

JEC World (05–07 March, Paris)

Cellulose Fibers Conference

(13–14 March, Cologne)

FESPA (19–22 March, Amsterdam)

Performance Days (20–21 March, Munich)

SUMMER 2024

Orders: 08 March; Copy: 15 March;
Publication: 03 April

Topics

Techtextil and Texprocess preview

Textiles in transportation

Nanotechnology/smart textiles

Sports and leisure

Planned distribution

Techtextil and Texprocess
(23–26 April, Frankfurt)

Aircraft Interiors

(28–30 May, Hamburg)

ITM (04–08 June, Istanbul)

AUTUMN 2024

Orders: 19 July; Copy: 26 July;
Publication: 07 Aug

Topics

ITMA Asia + CITME preview

Techtextil North America preview

Performance fibres

Agriculture/horticulture

Military

Safety and protection

Planned distribution

Techtextil North America
(20–22 Aug, Raleigh)

Dornbirn Global Fiber Congress

(11–13 Sept, Dornbirn)

Advanced Textiles Expo

(24–26 September, Anaheim)

ITMA Asia + CITME (14–18 Oct, Shanghai)

WINTER 2024

Orders: 01 Nov; Copy: 08 Nov;
Publication: 27 Nov

Topics

BUYER'S GUIDE

Medical textiles

Architecture and construction

Geotextiles

Acoustic/thermal insulation

Planned distribution

Major events in 2025, including

Techtextil and Texprocess

North America, IDEA

and ITMA Asia + CITME

Prices (print)	€	£	US\$
Full page	3904	3123	4372
Half page	2403	1923	2693
Quarter page	1590	1273	1783
Double page	6447	5157	7220
Inside front cover	4478	3581	5015
Outside back cover	4606	3684	5159
Inserts (up to 25g)	3129	2502	3504

Sizes (print) width x height in mm	
Double page:	Bleed: 428 x 305 Type area: 402 x 270
Full page:	Trim: 210 x 297, Bleed: 214 x 305 Type area: 192 x 270
Half page:	Horizontal: 174 x 120 Vertical: 85 x 240 Island: 129 x 174
Quarter page:	Horizontal: 174 x 60 Vertical: 85 x 120

Prices (digital)	€	£	US\$
Leaderboard	973	778	1090
Skyscraper	973	778	1090
Large rectangle	973	778	1090
Medium rectangle	558	446	626
Enewsletter sponsor (x1)	973	778	1090
Dedicated email shot	2441	1953	2736
Browser advert (1 year)	666	533	747
Sponsored feature (1 year)	2927	2342	3280

Sizes (digital) width x height in pixels	
Leaderboard	720 x 90
Skyscraper	160 x 600
Large rectangle	250 x 200
Medium rectangle	250 x 100
Enewsletter sponsor banner	370 x 160
Browser advert banner	690 x 60

**Generous ad-series discounts
available, ask for details**

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**Book early and save: Book your print and
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and receive an EXTRA 2% discount**

Copy requirements: Print advertising: Print-ready PDF files. Images must be incorporated and fonts should be embedded. Colours, including images, must be fully CMYK, with no embedded profiles.

Digital: JPEG, GIF or animated GIF format.

ALL COPY MUST CONFORM TO OUR FULL SPECIFICATIONS GIVEN AT

<https://www.technical-textiles.net/sites/default/files/copyrequirements.pdf>

All advertisements are subject to our terms and conditions (available on request). Prices exclude VAT.

Please note: Boughton Technical Media Ltd reserves the right to amend distribution plans owing to cancelled/postponed events or other issues.