

**Tekstil**  
Business

media kit  
**2024**

## Turkish Textile Industry is Growing by Developing

The importance of Turkey in the region and in the global arena has been recognized more by each passing day with the innovative investments that increase in number every year in the textile field. The world's 5th largest exporter and supplier of the textile and ready-to-wear manufacturers by rank, Turkey also ranked as the 3rd largest ready-to-wear supplier in Europe. With all of these positive indications, Turkey wishes to demonstrate that it is not a country which only stands out with export figures anymore in the field of textiles. The regard that Turkish textile's have reached today in terms of quality, fashion and design adding to its prestige in its own region is apparent. The Turkish textile investor whom have come to a point that the benchmarking of technology is also essential for the revival in the global market since these are forming investments in this direction by giving more importance to technology compared to past. Turkish textile's continue to maintain its importance in global markets within the country's economy as well. With an annual turnover of 100 billion dollars, the textile industry, together with its sub-branches, has become an industry tycoon where 1 million 250 thousand workers are being employed and 17 billion dollars of exports are being achieved in Turkey.

The government maintains its full support to the sector as well with the investment support funds which are granted and new investment areas which are exposed for the industry which has proved itself as the locomotive of the Turkish economy with its export figures. The intense interest shown in the ITMA International Textile Machinery Fair held in 2023 also showed the level of importance given by the textile investor in the country to the new production models and technology.

The European, Far Eastern and Turkish machinery manufacturers whom have witnessed the increased technology demand in the Turkish market as well, now in a fierce competition to increase their market share. As the Tekstil Business Magazine team members, we will grant you an access to the most recent news files, close-up news and interviews to follow closely the Turkish market. In the Tekstil Business 2024 Media Kit content, we will inform you about the major headlines regarding the developments in textile machinery taken under evaluation in domestic and global field. We are confident that getting access to the information in the most accurate manner from this large market in which investors desire to have a louder voice in the global markets will carry our readers to their ambitions one step closer.



Tekstil Business Magazine, published monthly, prepares its editorial content to cover all segments of the industry. Yarn, fiber, spinning, weaving, knitting, printing, textile technologies, machinery and equipment, sub-industry, spare parts and accessories, textile chemicals, technical textiles and nonwovens, and industry's global structure are the main themes of our magazine. The Editorial content is announced to industry representatives one year beforehand with our Media Kit. Tekstil Business, the only magazine having certified its circulation by notary office, is publishing 12.000 copies per month. All the editorial content of Tekstil Business Magazine, published bilingually, is being translated into English word by word. Putting forward its international identity, Tekstil Business closely follows major textile and textile related fairs globally and inform the Turkish manufacturers about these fairs.



Covering a vast amount of news sources with respect to the textile industry and continually updated, the online news site [www.textotex.com](http://www.textotex.com) with its rich content falling under categories such as Fiber-Yarn, Ready to Wear and Apparel, Weaving, Knitting, Printing, Finishing, Technical Textiles and Technology, is being visited by an average of 20.000 users per month. The news portal, which is formed bilingually, in Turkish and in English, while giving space the news concerning the textile industry, is providing an easy access via the internet to many industry representatives both from Turkey and from other world locations. At [www.textotex.com](http://www.textotex.com), various information can be accessed ranging from the developments in the industry to the most contemporary news about

the textile world and from the exhibitions taking place both domestically and globally to domestic and global fashion weeks. With the ads you may place in our web portal, you can easily attain a great number of users.

Written, visual and web based media access services are provided by 3X Agency. The agency assists companies to connect the industry more easily. In addition, 3X Agency is the Turkish and regional agency of the important exhibitions in global textile and ready to wear industries.



# CONTENT

Tekstil Business Magazine prepares its editorial content that covers all stages of production from technical to design, and from production to know-how. Yarn and fiber, textile raw materials, textile machinery and equipment and also current developments and trends in the industry, research and development, and general market outlook take part in the content. All disciplines are covered in such as news, agenda, special news, technical textiles and nonwovens, technology, interview and academic article in our magazine.

## News

Textile machinery, technologies, sub-industry and auxiliary equipment, spare parts and accessories, textile chemicals, textile manufacturing processes with all other industry segments of the textile industry are covered in this section. Adding to news about companies, economic trends are also covered in this section. News reflect the current developments in the industry.



## Agenda

Current developments in the industry, current events and fair re-arrangement of companies, and innovations in global markets are covered in this section. Detailed analysis on upcoming events on the agenda, current developments in the market and evaluation of industry representatives are also covered in this section.



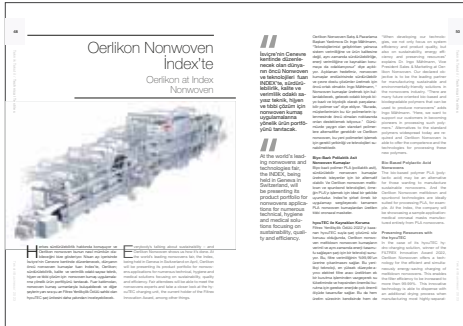
## Special News

Tekstil Business selects a file subject every month and presents it comprehensively to its readers. These file subjects are being announced one year beforehand and pull great interest from industry representatives. File studies are focusing on machinery and technology, technical textiles, natural and man-made fibers, weaving and knitting, innovations and emerging trends such as sustainability and productivity by putting a major emphasis on the local and global industry transition tied to macro economic balances.



# CONTENT

## Technical Textiles - Nonwovens



Technical textiles and nonwovens continually growing their importance and covering larger sections in the editorial content of our magazine. Detailed information is provided to the readers about technical textiles and nonwovens that are used in a wide spectrum from space technologies to medical applications, from apparel industry to building industry.

## Technology



New machinery & systems in textile machinery industry and special research and development works of companies are covered in this section. Weaving, knitting, yarn preparation, technical textiles and nonwovens, fabric cutting, and dyeing, finishing, and new automated systems and software are covered in this section.

## Article



The textile industry is a niche field in which the experts and specialists can have a word about the production and management. Thus, we are conducting interviews with these experts about the industry's current situation and about the innovations. These interviews inform the readers about local and global outlook of the industry with the input of industry representatives through these news.

## Interview



Academic articles which concerns the textile industry and provides unique perspective to users go through an approval stage by the Editorial Board before publishing. Besides important academicians both from universities in Turkey and from abroad, industry experts are also publishing articles on the following main topics: innovations in yarn and fabric, developments in fiber, textile technologies and innovations, environmentally friendly- sustainable innovative products, and R&D topics.

# 2024 EDITORIAL CALENDAR

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## JANUARY

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**FILE:** Sectoral Evaluation of 2023  
**INTERVIEW:** Textile Technology Manufacturers' 2024 Targets  
**NONWOVEN:** Nonwoven Manufacturers' in Turkey  
**PANORAMA:** TEMSAD - Turkey  
**EXHIBITION:** Heimtextil-Germany/Frankfurt  
Domotex-Germany/Hannover  
Interfilere-France/Paris  
Colombiatex De Las Americas-Colombia/Medellin  
Ispo-Germany/Munich  
**EXHIBITION PREVIEW:** Premiere Vision-France/Paris  
FILO-Italy/Milano  
Milano Unica-Italy/Milano  
DTG- Bangladesh/Dhaka  
CPM Collection Premiere Show-Russia/Moscow  
İstanbul Yarn Fair-Turkey/İstanbul

## APRIL

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**FILE:** Weaving Technologies  
**INTERVIEW:** Innovations in Weaving Industry  
**NONWOVEN:** Production and Utilization of Technical Textiles in Turkey and in The World  
**PANORAMA:** ACIMIT -Italy  
**EXHIBITION PREVIEW:** Iगतex- Pakistan/Lahore  
Fespa Global Print Expo-Holland/Amsterdam  
Domotex Turkey- Turkey/Gaziantep  
Ekteks Turkey- Turkey/İstanbul  
Yiwutex- China/Yiwu

## FEBRUARY

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**FILE:** Yarn Technologies  
**INTERVIEW:** Innovations in the Yarn Industry  
**NONWOVEN:** Developments in The Field of Smart Textiles in Turkey and in The World  
**PANORAMA:** CTMA – People's Republic of China  
**EXHIBITION:** Premiere Vision-France/Paris  
FILO-Italy/Milano  
Milano Unica-Italy/Milano  
DTG- Bangladesh/Dhaka  
CPM Collection Premiere Show-Russia/Moscow  
İstanbul Yarn Fair-Turkey/İstanbul  
**EXHIBITION PREVIEW:** Intertextile Shanghai Apparel Fabrics-China/Shanghai  
Inlegmash-Russia/Moscow

## MAY

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**FILE:** Finishing & Dyeing Machinery  
**INTERVIEW:** Innovations in Textile Dyeing & Finishing Processes  
**NONWOVEN:** Coated & Laminated Textiles  
**PANORAMA:** VDMA - Germany  
**EXHIBITION:** Iगतex- Pakistan/Lahore  
Fespa Global Print Expo-Holland/Amsterdam  
Domotex Turkey- Turkey/Gaziantep  
Ekteks Turkey- Turkey/İstanbul  
Yiwutex- China/Yiwu  
**EXHIBITION PREVIEW:** ITM Turkey- Turkey/İstanbul

## MARCH

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**FILE:** Developments in Weaving Knitting & Printing Technologies Devoted to the Home Textile Industry  
**INTERVIEW:** The Turkish Home Textiles Industry & Innovations  
**NONWOVEN:** World Trends in the Production of Technical Textiles & Nonwovens in Turkey and in The World  
**PANORAMA:** New Investments in The Textile Industry  
**EXHIBITION:** Intertextile Shanghai Apparel Fabrics-China/Shanghai  
Inlegmash-Russia/Moskova

## JUNE

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**FILE:** Industry 4.0 Developments in Textile Sector  
**INTERVIEW:** Innovations in Textile Technologies  
**NONWOVEN:** European Nonwoven Technologies Manufacturers  
**PANORAMA:** SWISSMEM-Switzerland  
**EXHIBITION:** ITM Turkey- Turkey/İstanbul



# 2024 EDITORIAL CALENDAR

## JULY

**FILE:** Technologies Determining the Future of the Sector  
**INTERVIEW:** Most Riveting Technologies of Itma 2027  
**NONWOVEN:** New Techniques at Nonwoven Production and Nonwoven Technology Manufacturers  
**PANORAMA:** First Half-Year Assessment of the Textile Industry

## OCTOBER

**FILE:** Textile Laboratory Machines  
**INTERVIEW:** Developments in Textile Laboratories  
**NONWOVEN:** Production and Utilization of Composite Textiles in Turkey and in The World  
**PANORAMA:** Textile Industry Investment Incentives in Marmara Region  
**EXHIBITION PREVIEW:** KTM Turkey- Kahramanmaraş ITMA ASIA-China/Shanghai

## AUGUST

**FILE:** Textile Chemicals  
**INTERVIEW:** New Year Targets of The Textile Industry  
**NONWOVEN:** Production and Utilization of Nonwovens in The Field of Medicine in Turkey and in The World  
**PANORAMA:** UCMTF – France  
**EXHIBITION PREVIEW:** Dornbirn GFC-Austria/Dornbirn

## NOVEMBER

**FILE:** Automation Systems in The Textile Industry  
**INTERVIEW:** Turkish Textile Machinery Spare Parts and Sub-Industry  
**NONWOVEN:** Advanced Technical Textiles  
**PANORAMA:** SYMATEX - Belgium  
**EXHIBITION:** KTM Turkey- Turkey/Kahramanmaraş ITMA ASIA-China/Shanghai

## SEPTEMBER

**FILE:** Technologies Enhancing The Quality & Improving The Standards of Textiles  
**INTERVIEW:** The Impact of Next-Generation Technologies on Product Quality & Efficiency  
**NONWOVEN:** Production and Utilization of Nonwoven in The Field of Hygiene in Turkey and in The World  
**PANORAMA:** TMAS-Sweden  
**EXHIBITION:** Dornbirn GFC-Austria/Dornbirn

## DECEMBER

**FILE:** 2024 Sector Analysis  
**INTERVIEW:** The Year 2024 with The Developments in Production, Imports & Exports  
**NONWOVEN:** Developments in Production Technologies of Nanofibers in Turkey and in The World  
**PANORAMA:** AMEC AMTEX – Spain

# trade show distribution

Heimtextil- Germany/Frankfurt	Jan 2024
Domotex- Germany/Hannover	Jan 2024
Interfliere- France/Paris	Jan 2024
Colombiatex De Las Americas-Colombia/Medellin	Jan 2024
Ispo-Germany/Munich	Jan 2024
Premiere Vision-France/Paris	Feb 2024
FILO-Italy/Milano	Feb 2024
Milano Unica-Italy/Milano	Feb 2024
DTG- Bangladesh/Dhaka	Feb 2024
CPM Collection Premiere Show-Russia/Moscow	Feb 2024
Istanbul Yarn Fair-Turkey/Istanbul	Feb 2024
Intertextile Shanghai Apparel Fabrics -China/Shanghai	Mar 2024
Inlegmash-Russia/Moscow	Mar 2024
Igatex-Pakistan/Lahore	May 2024
Fespa Global Print Expo-Holland/Amsterdam	May 2024
Domotex Turkey / Gaziantep	May 2024
Evtex Turkey / Istanbul	May 2024
Yiwutex-China/Yiwu	May 2024
ITM Turkey / Istanbul	Jun 2024
Dornbirn GFC-Austria/Dornbirn	Sep 2024
ITMA ASIA-China/Shanghai	Oct 2024
KTM Turkey / Kahramanmaraş	Nov 2024









# QUALIFICATIONS



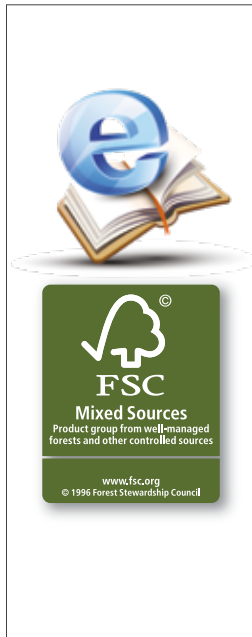
The institutional vision of leading magazine Tekstil Business, described the next step location of our magazine among others: Trust to our advertisers, continuity in publication for our readers. We are the first magazine to have certified its circulation by notary office. These notary certifications performed 4 times a year regularly in order to prove the importance we give to our publication vision, advertisers, readers as well as certifying the number of circulation we commit to the industry.



Tekstil Business Magazine's publisher ECR Publishing registered its brand after successful works of quality management and works of global standards apply internationally. Tekstil Business, has gone a very long way in such a short publication time, finalized its efforts for securing its brand and patent trials in 2009. Our brand is registered under Brand Registration Certificate by Turkish Patent Institute on March 2009. Publication contents and web circulation formalized globally, ECR Publication has turned into a brand that has been followed with great interest.



We; as Tekstil Business Magazine, have come a long way in such a short time in publishing. We received ISO 9001: 2008 Certificate as of 26.03.2010 as a fruit of our work. We have adopted as a responsible and responsive approach from the very first days of our broadcast life, which begun in 2007. We continued to keep our ever growing quality journalism with strictly following the objectiveness. With our countinuing work and researches, we have been the eye and ear of sectors.



Tekstil Business is published with an environmental-friendly initiative so as to protect natural resources and to maintain sustainable production in the industry. In that sense, we realize two different studies together. Initially we print our magazine to FSC certified papers. This means that we do not destroy forests with this certificate. We make maximum use of limited natural resources with the most appropriate methods. Another study is our e-magazine application which received great appreciation from the industry. We publish the original magazine on the internet in a pdf format for our readers. Consequently our readers can have easy and unlimited access to the full content of our magazine without any restriction with only one "click".

# THE CIRCULATION

## of Tekstil Business

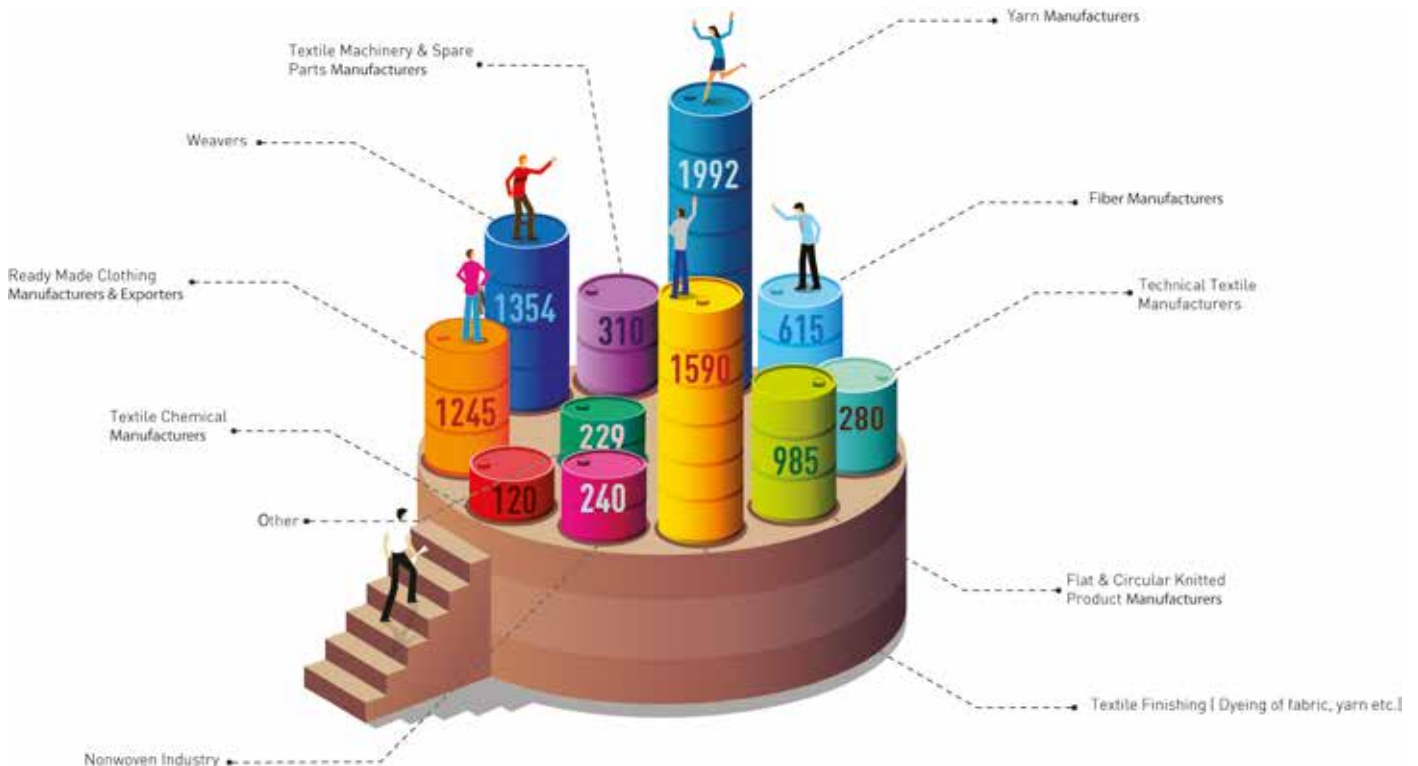
### Industrial circulation figures

a) Fiber Manufacturers	615
b) Yarn Manufacturers	1992
c) Weavers	1354
d) Flat & Circular Knitted Product Manufacturers	985
e) Textile Finishing ( Dyeing of fabric, yarn etc.)	1590
f) Textile Chemical Manufacturers	120
g) Textile Machinery & Spare Parts Manufacturers	310
h) Ready Made Clothing Manufacturers & Exporters	1245
i) Nonwoven Industry	240
j) Technical Textile Manufacturers	280
k) Other	229

**Total: 8960**

The only textile magazine that certified its monthly printed copies with notary office, Tekstil Business shaped its circulation system according to global sector's structure. Textile machinery and equipment manufacturers, accessory suppliers, technology and software companies, distributors, textile, readywear, yarn and fabric manufacturers, representatives of cotton sector, associations of textile and apparel are in this circulation web.

Tekstil Business, being published 12 thousand copies per month, is circulated mainly right after printing house. Apart from that, special mailings are delivered through the office and through the fair organizations that we are actively engaged in. Textile sector, a global trade branch, comes to the forefront with subjects as; European textile machinery and technical textile manufacturing while Asian with cotton, yarn, textile and readywear manufacturing. Tekstil Business circulation web is formed to cover producing and buying groups and evaluates Turkey's most important textile manufacturing companies in this concept. Thereby, the magazine created a template where global and local producers meet in the web of news and circulation.



# THE CIRCULATION

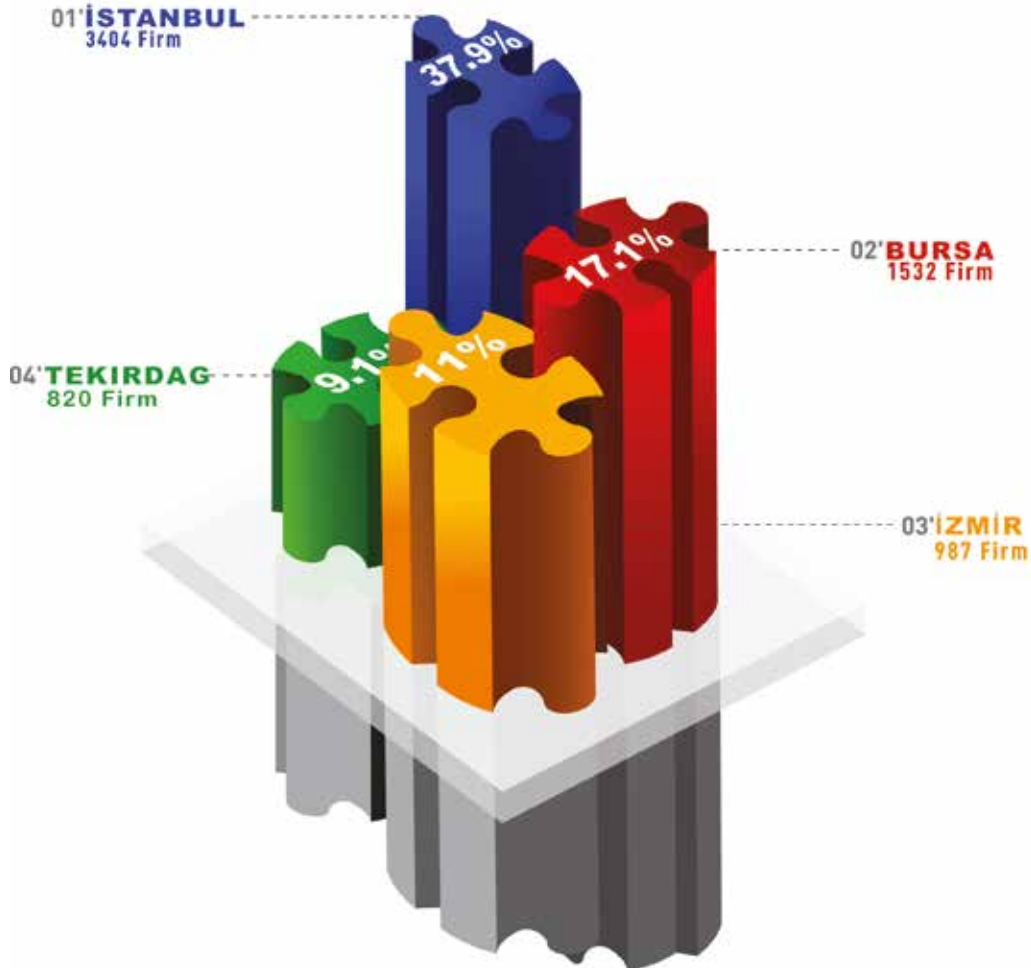
## of Tekstil Business

### Circulation figures as per city

Circulation cities and number of circulation;

İstanbul:	3404	Companies	Kahramanmaraş:	236	Companies
Bursa:	1532	Companies	Adana:	127	Companies
İzmir:	987	Companies	Kayseri:	116	Companies
Tekirdağ:	820	Companies	Uşak:	111	Companies
Gaziantep:	338	Companies	Diğer Şehirler:	959	Companies
Denizli:	330	Companies			
<b>Total:</b>			<b>8960</b>	<b>Companies</b>	

\*Cities receiving less than 100 copies are categorized within "Other Cities".



# THE CIRCULATION

## of Tekstil Business

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Distribution as per the number of employees  
of companies within Turkey

Companies having employees between	1991
Companies having employees between	3097
Companies having employees between	3456
Companies having employees over	416

<b>Total:</b>	<b>8960</b>
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# THE CIRCULATION

## of Tekstil Business

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Circulation figures as per employee numbers  
Companies having employees between 1-50

Companies having employees between 1-50	1991
Senior Managers ( Board Chairmans and Members, General Managers, Factory Managers)	1778
Mid-Level Managers (Company Managers, Purchasing Managers, Sales Managers, Marketing Managers)	196
Other	17





# THE CIRCULATION

## of Tekstil Business

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Circulation figures as per employee numbers  
Companies having employees between 51-250

Companies having employees between 51-250	3097
Senior Managers ( Board Chairmans and Members, General Managers, Factory Managers)	1648
Mid-Level Managers (Company Managers, Purchasing Managers, Sales Managers, Marketing Managers)	1059
Other	390



# THE CIRCULATION

## of Tekstil Business

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Circulation figures as per employee numbers  
Companies having employees between 251-1000

Companies having employees between 251-1000	3456
Senior Managers ( Board Chairmans and Members, General Managers, Factory Managers)	2029
Mid-Level Managers (Company Managers, Purchasing Managers, Sales Managers, Marketing Managers)	1315
Other	112



# THE CIRCULATION

## of Tekstil Business

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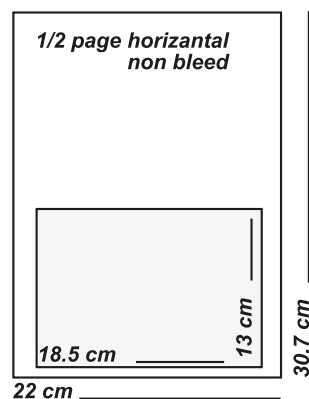
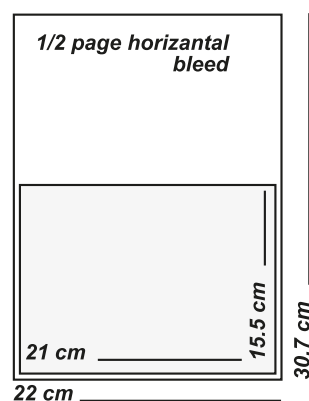
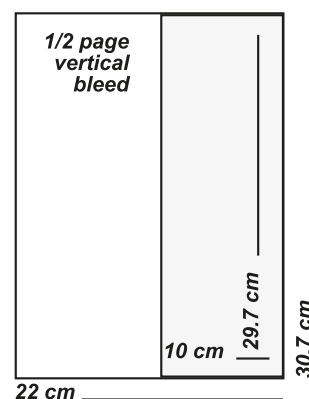
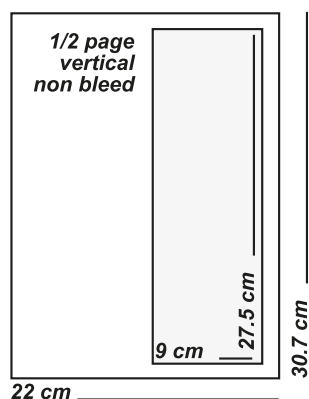
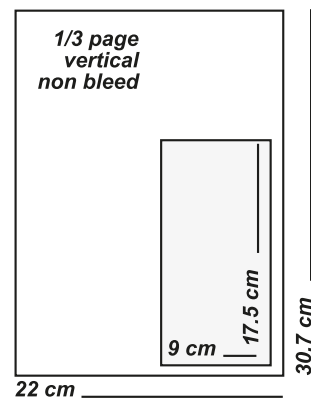
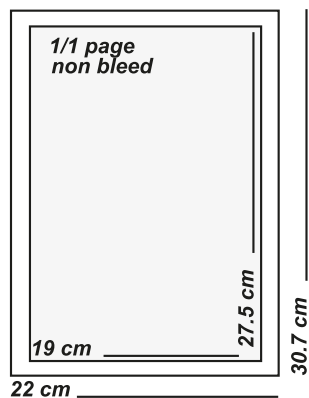
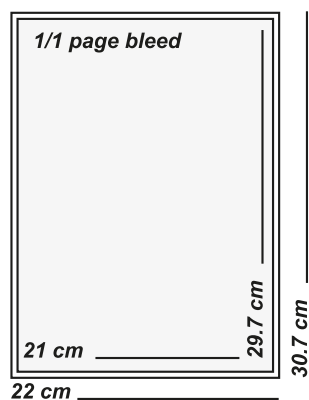
Circulation figures as per employee numbers  
Companies having employees over 1001

Companies having employees over 1001	416
Senior Managers ( Board Chairmans and Members, General Managers, Factory Managers)	295
Mid-Level Managers (Company Managers, Purchasing Managers, Sales Managers, Marketing Managers)	124
Other	17



# ADVERTISEMENT

## Technical Data



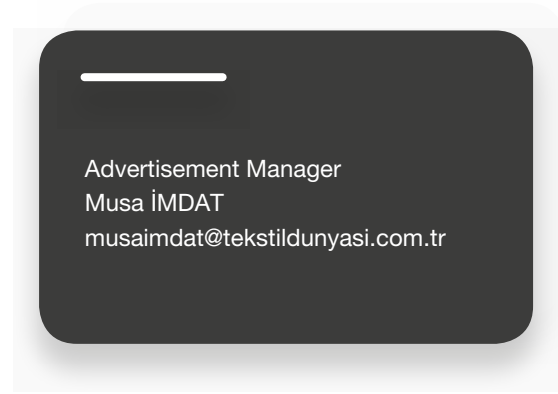
## Frequency and deadline

Frequency:  
 Monthly Deadline: 20<sup>th</sup> of each preceding month before the publication issue  
 Cancellations: No cancellation is accepted after the deadline of printing materials as Printing Method is offset.  
 Printing Materials accepted as: PDF, CMYK, JPEG/TIFF, Adobe Illustrator and Macromedia Freehand file

# ADVERTISEMENT

## Rates for Advertisement

Size :	Price / Euro
1/1 Page	3.000
1/2 Page	1.650
1/4 Page	850
Front cover	5.000
Front cover inside	3.500
First inside page	3.750
Back cover	3.900
Back cover inside	3.200



Insert	
Quantity to be provided	9.120 Copies
Ad on both sides	5.000 Euro
4 pages	6.250 Euro

Special Discount	
Number of ads	Discount Rate
3 ads	%10
6 ads	% 20
12 ads	% 30



# Tekstil Business

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