

# Tekstil Business

media kit  
2025

## The Turkish Textile Sector Continues to Grow

The textile sector, which has played a pioneering role for many years in the Turkish economy, continues to maintain its position with success also at the present time. Turkey, which has become a respected player in the international market, with its high added value, competitive prices and engineering skills in the field of textiles as well as machinery, via its new investments devoted to the textile industry is further expanding its potential with each passing year. Continuing to improve employment opportunities as well as increasing economic mobility through the new investments actualized, the Turkish textile industry also comes to the fore with its export performance.

According to the official figures announced every year by the European machinery manufacturers', Turkey being amongst one of the 3 major clients', stands out as a driving force in the global textile industry. Turkey, pursuing new investments and by renewing its machinery, shifting to the production of higher value added products with new technologies, thus aims to maintain its competitive and dynamic structure in global markets.

Recently conducting innovative endeavours, Turkey intends to maintain the success it has achieved, also in raw materials as well as in machinery manufacturing. At all times, being a pioneer in innovation and the first to take the lead, the Turkish textile industrialists aim to become a worldwide brand also in this area.

In the light of these developments, we as Tekstil Business Magazine, continue to keep the pulse of the industry, both local as well as the international platform. Tekstil Business 2025 Media Kit collection, which is offered to you; our esteemed representatives of the industry, will serve as a guide that provides an outlook for the forthcoming year. While conveying all the developments with respect to the sector to you; our dear valued readers, through the content embedded within the Media Kit, which contains current news as well as file topics and interviews, we also function as an international bridge, via our Turkish-English publication.

In order to make a difference and shine out in the competitive environment taking place within the global industry, Tekstil Business continues to take all the sector representatives one step further to their goals.



Tekstil Business Magazine, published monthly, prepares its editorial content to cover all segments of the industry. Textile technologies, machinery, 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.



Tekstil Business, which covers all segments of the textile industry, also offers agency services for all companies and institutions carrying out production in the textile industry. Product and brand promotion activities, advertising and banner designs, and media services requested by companies are provided by our institution.

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

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Tekstil Business Magazine prepares its editorial content that covers all stages of production from technical to design, sales, and from production to know-how. Textile machinery and technologies, natural and man-made textile raw materials, works in yarn and fiber field, current developments in the industry, key research and development works, present conditions and production of the companies in the market are covered in general content. All key elements of the supply chain in the industry are covered in major topics such as news, agenda, special news, technical textiles, interview and article in our magazine.

## News

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Textile machinery, technologies, spare parts and accessories, textile chemicals and auxiliary equipment, entire textile manufacturing processes from fiber to yarn, and from weaving to finishing, sales and after sales services, works of the industry institutions and corporations and the companies are covered under this headline. News designed to inform the readers about the present developments and the industry.



## Agenda

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Defines the agenda in the textile industry, comes to the fore as a fast-paced production-marketing process, the key events and organizations, the works of the institutions and corporations are covered in detail under this heading. Under the headlines of Textiles, technical textiles, technology, chemicals etc. key fairs meet with the readers in Agenda. Under this heading, evaluation of industry representatives on present developments are also covered.



## Special News

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Tekstil Business selects a file subject every month and presents it comprehensively to its readers. These file subjects which announced within the specific content of Media Kit includes present developments in the industry as well as long-term structural topics. File studies are focusing on new innovations in machinery and technology, technical textiles, natural and man-made fibers, weaving and knitting technologies, and rising trends such as sustainability, productivity and savings 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 which expanded their usage areas continually are capturing a significant place within the editorial content of Tekstil Business. Detailed information is provided to the readers about technical textiles and nonwovens that are being used in a wider spectrum gradually from space technologies to medical applications, and from apparel industry to automotive and building.

## Technology



Technology and equipment in the textile industry, an intensive technology field, and spare parts and accessories are covered as the major topics. Under this heading, technological developments, research and development works and investments, the expectations of the market from new technologies and the new opportunities provided with the integration of new generation technologies to the industry.

## Article



Academic articles which concerns the textile industry and provides a 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: textile technologies and innovations, the developments in fiber segment, the innovations in yarn and fabric processes, environmentally friendly- innovative technologies on sustainable production, and R&D works.

## Interview



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 focused on the opinions and evaluation of industry representatives and designed to inform the readers both on the domestic and global outlook of the industry and on the companies.

# 2025 EDITORIAL CALENDAR

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## JANUARY

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**FILE:** Sectoral Evaluation of 2024  
**INTERVIEW:** Textile Technology Manufacturers' 2025 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-Germany/Berlin  
Domotex Turkey- Turkey/Gaziantep  
Evtteks 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-Germany/Berlin  
Domotex Turkey- Turkey/Gaziantep  
Evtteks Turkey- Turkey/İstanbul  
Yiwutex- China/Yiwu

## 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-Rusya/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

# 2025 EDITORIAL CALENDAR

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## JULY

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**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

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**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:** ITMA ASIA- Singapore/Singapore Gaziantep Textile Machinery Fair Turkey- Turkey/Gaziantep

## AUGUST

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**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

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**FILE:** Automation Systems in The Textile Industry  
**INTERVIEW:** Turkish Textile Machinery Spare Parts and Sub-Industry  
**NONWOVEN:** Advanced Technical Textiles  
**PANORAMA:** SYMATEX - Belgium

## SEPTEMBER

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**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  
**EXHIBITION PREVIEW:** ITMA ASIA- Singapore/Singapore Gaziantep Textile Machinery Fair Turkey- Turkey/Gaziantep

## DECEMBER

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**FILE:** 2025 Sector Analysis  
**INTERVIEW:** The Year 2025 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

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Heimtextil- Germany/Frankfurt	Jan 2025
Domotex- Germany/Hannover	Jan 2025
Interfliere- France/Paris	Jan 2025
Colombiatex De Las Americas-Colombia/Medellin	Jan 2025
Ispo-Germany/Munich	Jan 2025
Premiere Vision-France/Paris	Feb 2025
FILO-Italy/Milano	Feb 2025
Milano Unica-Italy/Milano	Feb 2025
DTG- Bangladesh/Dhaka	Feb 2025
CPM Collection Premiere Show-Russia/Moscow	Feb 2025
Istanbul Yarn Fair-Turkey/Istanbul	Feb 2025
Intertextile Shanghai Apparel Fabrics -China/Shanghai	Mar 2025
Inlegmash-Russia/Moscow	Mar 2025
Igatex-Pakistan/Lahore	May 2025
Fespa Global Print Expo-Germany/Berlin	May 2025
Domotex Turkey/Gaziantep	May 2025
Evteks Turkey/Istanbul	May 2025
Yiwutex-China/Yiwu	May 2025
Dornbirn GFC-Austria/Dornbirn	Sep 2025
Gaziantep Textile Machinery Fair Turkey/Gaziantep	Oct 2025
ITMA ASIA Singapore/Singapore	Oct 2025



taklitlerimizden sakınmayın,



çünkü;  
Onlar olmasa,  
kimse e-dergicilikte ilk ve  
lider olduğumuzu fark edemezdi.

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dünyanın ilk ücretsiz, en hızlı ve zevkle okunan e-dergisi.

# QUALIFICATIONS



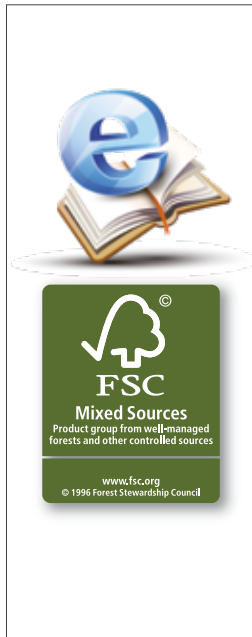
The institutional vision of leading magazine Tekstil Business, described the next step location of our magazine among others: Trust to our advertisers, continuity in publication for our readers. We are the first magazine to have certified its circulation by notary office. These notary certifications 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

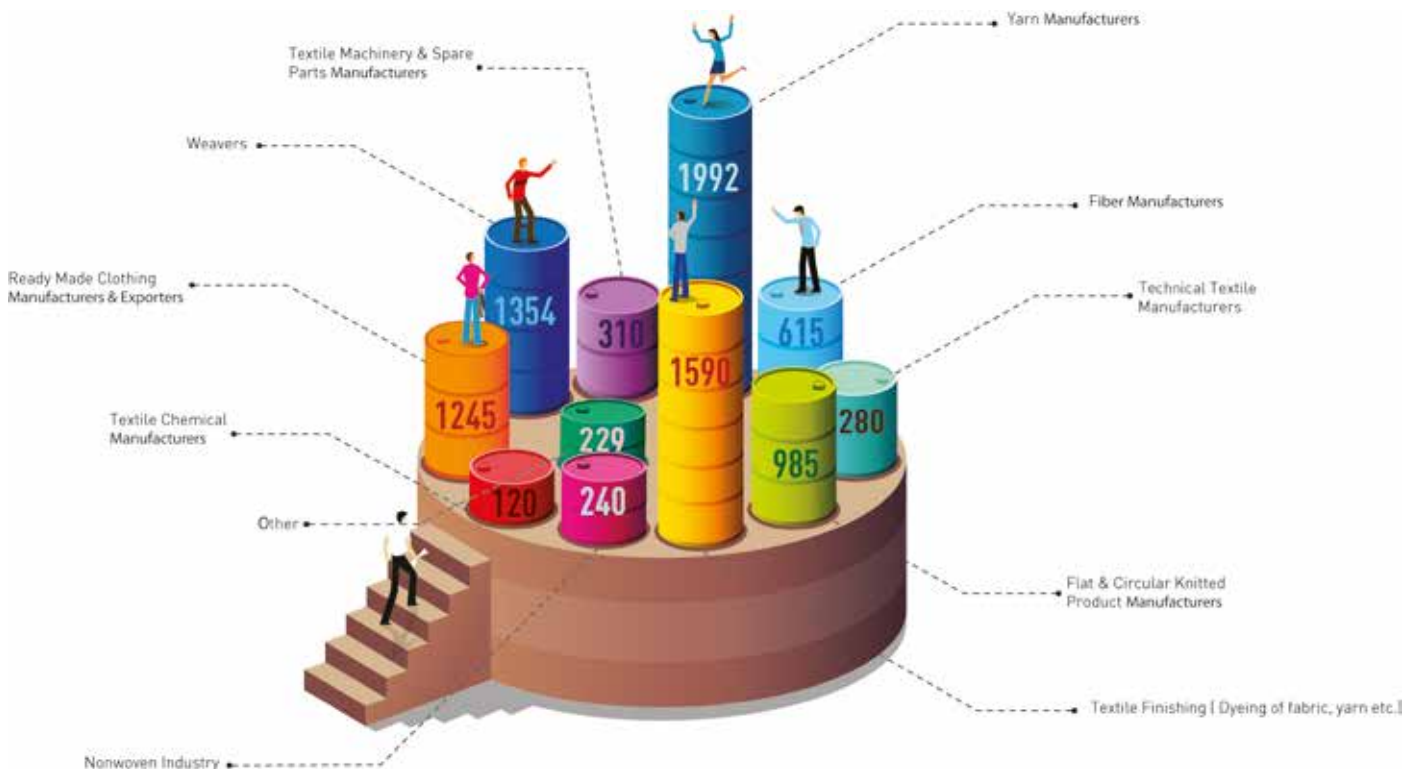
### Industrial circulation figures

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

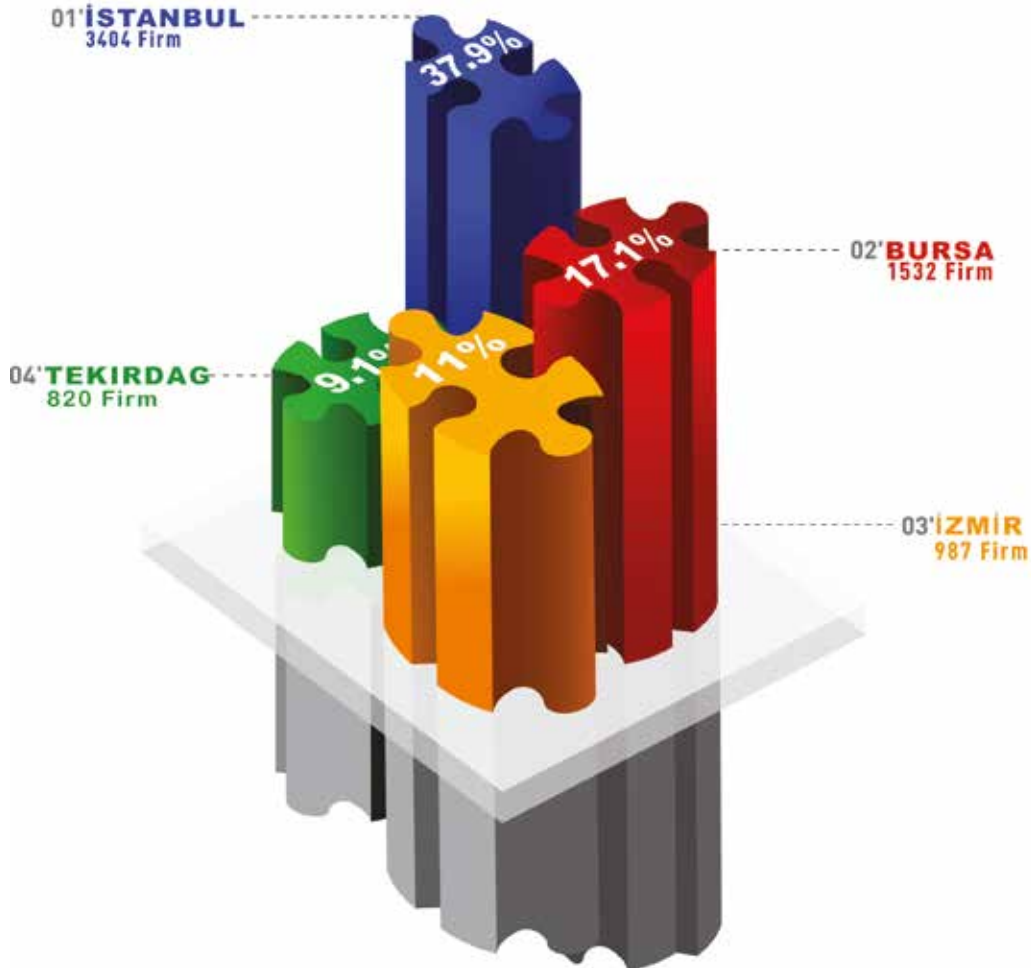
## of Tekstil Business

### 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>



# 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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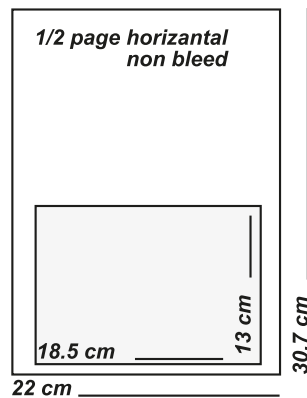
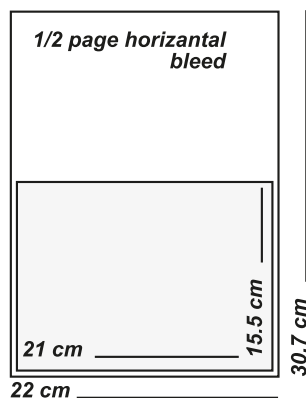
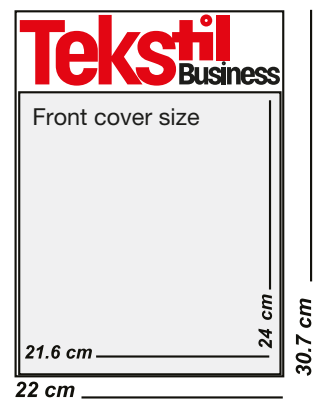
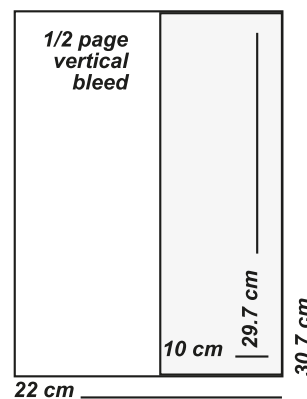
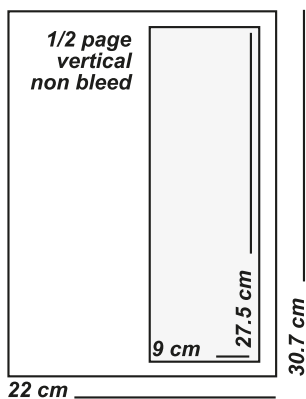
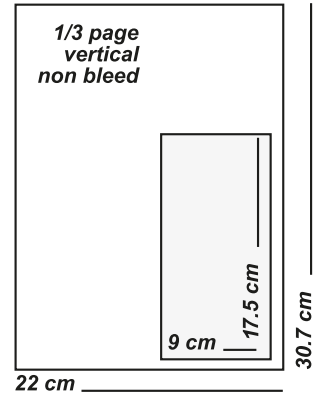
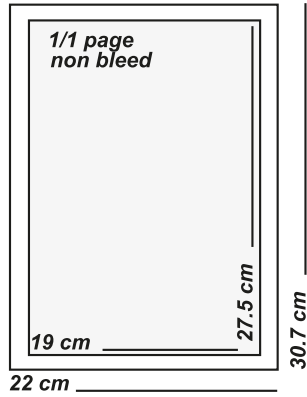
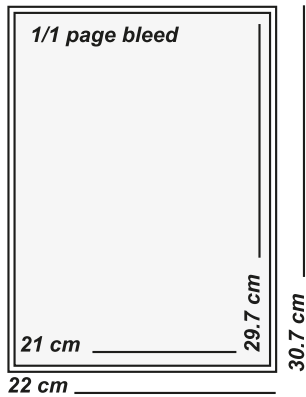
Circulation figures as per employee numbers  
Companies having employees over 1001

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



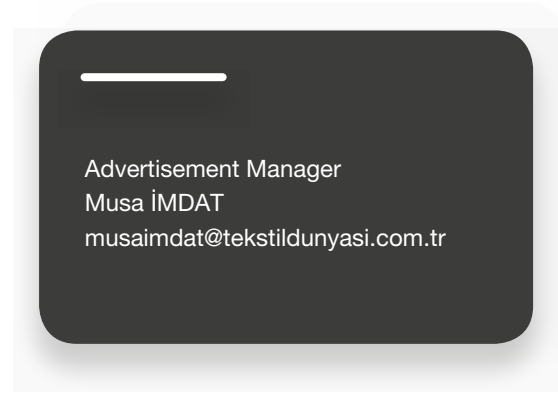
### Frequency and deadline

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, JPEG, TIF, PSD files in CMYK color mode

# 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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