

Tekstil Endüstri gazetesini

Ulusalorasi Tekstil / Konferansiyon Mektelerini ve Yon Sonayi Gazetesini / International Textile And Garment Machinery Newspaper

SPINNING - WEAVING - KNITTING - DYEING - PRINTING - FINISHING - LABORATORY - TECHNICAL TEXTILES & NONWOVENS - GARMENT

www.tekstilendustri.com.tr

Monthly Turkish/English Textile Newspaper

MEDIA DATA 2017

Tekstil Endüstri



ABOUT TEXTILE INDUSTRY NEWSPAPER

Tekstil Endüstri Gazetesi (Textile Industry Newspaper) is published monthly by HT Yayınları & Matbaacılık. The Newspaper are prepared by Mustafa HIZARCIÖĞLU & Nihat DURMUŞ. Mr. Mustafa HIZARCIÖĞLU has been appointed as ITMA's Turkey Sales Manager for two previous editions and serving the textile industry for over 17 years as Publisher and Professional team.

The Newspaper, which has been published as a magazine at the beginning has been formatted into a newspaper format since 2010 so as to reach more readers and access more textile industrialists thanks to being one of ITMA's Turkey Sales Representatives.

THE PUBLICATION OF THE FIRSTS!

Tekstil Endüstri Newspaper features to be the publication mentioned as the first... It is the first international Turkish textile magazine published monthly. Tekstil Endüstri Newspaper is also the sole industrial magazine having the most printed issues and being the most circulated.

THE VOICE OF NGOS

Tekstil Endüstri Newspaper has a rich content. The newspaper especially cover events and activities of Industrial Associations, Trade and Commerce Centers and Non-Governmental Organizations in Turkey. The editorial content is consisted of product introductions and activities of industrial companies. Tekstil Endüstri Newspaper provides the English version of news and events covering only sectorial information and the translations are made word-to-word.

AUTHORS FROM INDUSTRY REPRESENTATIVES

Tekstil Endüstri Newspaper covers opinions and personal thought articles rather than technical articles and regularly publishes the articles of association presidents and company representatives for the first time in this field.

EQUITY UNDERSTANDING IN ADVERTISING

Tekstil Endüstri Newspaper has an equity understanding in advertising studies. Companies are not offered different prices and equity in pricing to our principle. Again, the newspaper is the mostly preferred publication by the Turkish Textile & Garment Machinery and Side Industries

Manufacturers. On the other side both local and international companies can benefit from this equity in advertising.

STUDIES INCREASING YOUR EXPORTS

Tekstil Endüstri Newspaper covers extra activities depending on exhibitions and events. In the past years supplementary publications prepared in Arabian, English and Persian made a great contribution for free at inter-continental exhibitions and many companies had the chance to perform more activity and consequently sales. The Newspaper received several awards thanks to its promotion activities dedicated.

PARTICIPATION AT INTERNATIONAL EXHIBITIONS

Tekstil Endüstri Newspaper participated at many international exhibitions like ITMA, ITM, EVTEKS, Heimtextil, Domotex, Techtextil, ShanghaiTex, Itma Asia +CIEME, Ixantex and ITME. Bonus copies are printed so as to distribute the newspaper for free both to companies and visitors. Besides, the newspaper is translated into the target market's official language depending on the education level of the countries visited. The newspaper is prepared as special editions in Persian in all exhibitions participated in Iran, Arabic, Egypt and in English in Europe, India and Pakistan while it is published both in Turkish and Russian in exhibitions organized in Uzbekistan and Turkic Republics.

PRINTED COPIES AND DISTRIBUTION

Tekstil Endüstri Newspaper is the publication having the most printed copies in Turkey and in the World thanks being a newspaper. 60% of its monthly distribution is in Turkey while 40% is in Overseas. The Newspaper is mainly distributed in Iran, Iraq, Egypt, Uzbekistan, Turkmenistan, Azerbaijan, Bangladesh, Russia, Pakistan, Romania and other countries. Textile Machinery and Side Industry Manufacturers operating within the EU boundaries and in Turkey prefer Tekstil Endüstri Newspaper due to its certifiable circulation.

Textile Finishing Manufacturers, Weaving Manufacturers, Circular and Flat Knitting Manufacturers, Nonwovens and Technical Textiles Manufacturers, Apparel Producers, Textile Machinery and Side Industry Manufacturers, Textile Chemicals Manufacturers, and Universities constitute our reader profile.

Tekstil Endüstri



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JANUARY

Monthly Topics

- *Turkish Textile Machinery Industry Evaluation of Turkish Textile Industry in 2016
- *German Textile Machinery Industry
- *Outlook of Turkish Yarn Industry
- *Developments in Cotton Industry
- *Developments in Wool Industry
- *Preview of Heimtextile 2017
- *Preview of Domotex 2017

FEBRUARY

Monthly Topics

- *Belgian Textile Machinery Industry
- *Dyeing-Printing-Finishing Industry
- *Preparatory Systems for Weaving
- *Knitting Machinery Industry
- *Nonwoven & Technical Textiles Special Survey
- *Preview EGE TMF'17

MARCH

Monthly Topics

- *Italian Textile Machinery Industry
- *Weaving Machinery Industry
- *Knitted Fabric Manufacturing
- *Home Textile Industry
- *Digital Textile Printing Special Survey
- *Special Survey of EGE TMF'17 (Denizli/Turkey)

EGE TMF 2017

APRIL

Monthly Topics

- *Swiss Textile Machinery Industry
- *Hosiery Industry
- *Innovations in Circular and Flat Knitting Machinery
- *Carding Technology
- *Nonwoven & Technical Textiles Survey
- *Index 2017 Special Issue
- *Review of EGE TMF'17

MAY

Monthly Topics

- *Spinning Machinery Industry
- *Spinning Industry
- *Ring Systems
- *Short Staple Spinning
- *Continuous Yarn Spinning
- *Automation and Quality Control Systems
- *Digital Textile Printing Technology Survey
- *Nonwoven & Technical Textiles Survey
- *Review of Index 2017
- *Techtextile 2017 Special Issue

JUNE

Monthly Topics

- *French Textile Machinery Industry
- *Spinning Machinery Industry
- *Monitoring Yarn Defects
- *Open-End Systems
- *Nonwoven & Technical Textiles
- *Review of Techtextile 2017

JULY

Monthly Topics

- *Spanish Textile Machinery Industry
- *Dyeing-Finishing Machinery Industry
- *Digital Textile Printing Technology

AUGUST

Monthly Topics

- *Indian Textile Machinery Industry
- *Automation Systems
- *Textile Chemicals Industry
- *Quality Control Systems
- *Dyeing-Printing-Finishing Industry
- *Nonwoven & Technical Textiles

SEPTEMBER

Monthly Topics

- *American Textile Machinery Industry
- *Innovations in Spinning Industry
- *Technologies in Yarn Twisting Machines
- *Innovations in Circular and Flat Knitting
- *Machinery Recycling and Reprocessing
- *Digital Textile Printing Technology Survey
- *Preview SIGN ISTANBUL

OCTOBER

Monthly Topics

- *British Textile Machinery Industry
- *Outlook of Weaving Industry in Turkey
- *Innovations in Weaving Machinery
- *Online Textile Trading
- *Hosiery Machinery Industry
- *Preview of ShanghaiTex 2017
- *Review SING Istanbul

NOVEMBER

Monthly Topics

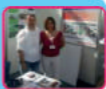
- *Far East Machinery Industry
- *Preparatory Systems for Weaving
- *Weaving Machinery Industry
- *Outlook of Hosiery Sector
- *Outlook of Carpet and Floor Covering Industry
- *Preview Fespa Eurasia 2017

DECEMBER

Monthly Topics

- *Outlook of Turkish Textile Industry
- *Technical and Industrial Textiles
- *Outlook of Nonwovens Industry in Turkey
- *Overview of Turkish Textile Exportation Outlook of the World Textile Industry
- *Fespa Eurasia 2017 Special Survey

FESPA EURASIA 2017



DISTRIBUTION PROFILE

DISTRIBUTION IN TURKEY				
SECTOR	NUMBER OF COPIES	SECTOR	NUMBER OF COPIES	TOTAL
Paper Printing and Printing Mills	1.993	Books Manufacturing	205	
Yarn Dyeing Mills	301	Ready Worn Manufacturing	2.000	
Yarn Manufacturing	300	Technical Textiles Manufacturing	127	
Fiber Manufacturing	110	Textiles Manufacturing	113	
Edible Products Mills	811	Textile Chemicals	367	
Caper Products Mills	459	Technical Schools	300	
Dyeing Finishing Mills	1.180	Engineering/Industrial Organizations and Companies	300	
Chemical Printing Mills	1.180	Textile Machinery Manufacturing and Agencies	127	
Printing Manufacturers	402	Books	90	
Printing Mills	300	Others	27	
TOTAL 13.189 copies				

FOREIGN DISTRIBUTION				
Country	Number of Copies	Country	Number of Copies	TOTAL
USA	10.000	USA	10.000	
UK	3.189	UK	3.189	
Germany	3.189	Germany	3.189	
France	3.189	France	3.189	
Italy	3.189	Italy	3.189	
Spain	3.189	Spain	3.189	
Japan	3.189	Japan	3.189	
China	3.189	China	3.189	
India	3.189	India	3.189	
South Korea	3.189	South Korea	3.189	
Others	3.189	Others	3.189	
TOTAL 13.189 copies				

ADVERTISEMENT RATES

1/1 page	1.250	EURO
1/2 page	900	EURO
1/3 page	700	EURO
1/4page	400	EURO
front cover	1.500	EURO
front cover inside	1.500	EURO
first page	1.500	EURO
back cover	1.250	EURO
back cover inside	1.200	EURO

*Front Cover Ad Dimensions: 8 cm x 10 cm
Special offer for Front Cover Advertisers!
1/1 4 C Page on 3rd page offered free.

Insert (Bound/Glued)

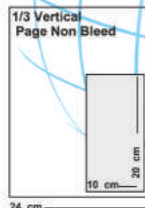
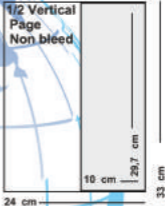
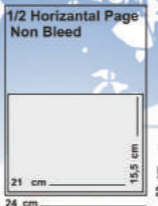
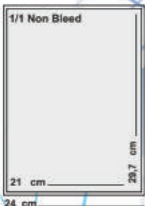
Quantity to be provided	13,189 copies
Ad on both sides	2.000 EURO
4pages	3.000 EURO

Special Discount :

Number of ads:	Discount:
3 Ads	10%
6 Ads	15%
12 Ads	20%



	%	Copies
Turkey	70	10.000
Foreign	30	3.189
Total	100	13.189



SUBMISSION OF PRINTING MATERIALS

Frequency: Monthly
Deadline: 20th of each month preceding date of issue
Cancellation: No cancellations accepted after closing date
Printing method: offset
Ad digital formats: PDF, CMYK, JPEG/TIFF, Adobe Illustrator and Macromedia Freehand files.

COMMISSIONS & DISCOUNTS

Agency Comm. (15%)

Advertising Agency: When paid within 10 days from date of invoice 15% discount of gross billing. Discount is not granted in case of arrears, alterations, printing, special jobs, binding of inserts and other mechanical charges. For all payments received later, an additional 3% will be charged.

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Online Magazine:

You can see & read online on internet:
www.issuu.com/tekstilendustri

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published in the
textile sector



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