

Your link
to the Bangladesh
Textile & Apparel
Industry

Media
KIT
2018

Print Publications



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Textile Excellence Bangladesh Rate Card & Specifications

Textile Excellence Bangladesh

The fastest growing Bangladesh Textile and Clothing industry needs a platform to decipher knowledge on the trade- not only on the local market but also international markets as the country's most important export segment demands it. To cater this specific requirement, Textile Excellence has taken the initiative to publish 'Textile Excellence Bangladesh' in association with CEMS Group. This platform has the flavour of both local and international information covering entire value chain (from fiber to finished goods) in a tabloid form and reach the industry every month.

The Philosophy: Focus on reader's aspirations

"Today there is a plethora of information, though mostly irrelevant. However, the need of the industry is- information that is structured", D J Gohain, Editor & Textile Technologist, Textile Excellence. We, at Textile Excellence, stand out for the breadth of our domain knowledge, depth of our research and above all for the length of our cumulative experience in this field. Textile Excellence aspires to assist "Decision Makers" across the hierarchy of operations to make "Informed Decisions" in day to day business rather than catering to a clutter of technical critique. Well, this, 'value addition' is not just some marketing spiel, we trot out to impress our advertisers, but a continual process of diligently striving to give more to our readers; more value for their time; more yield for their effort. In short a Bigger Bang for Their Bucks.

The Team: A powerhouse of Knowledge & Experience

A company is but a reflection of the collective strength of its people. Our team's strength lies in its professional competence, vast experience and enthusiasm. A young team of textile technocrats and professionals with media background constitutes the core team. The team's strength and domain knowledge on the textile business also lead to the creation of the

business consulting arm. Textile Excellence offers services on the below areas apart from publishing:

- Product Development
- Market Consulting and Market Research
- Market Intelligence Reports

Readership Profile

Textile Excellence Bangladesh has by far the largest market penetration in Bangladesh with average 10000 copies that reaches the decision makers every month. Our study shows that 5-6 persons read each copy on average, which indicates a readership of over 50,000 professionals, every fortnight!

Advertisement Rate Card

Size in cm (Ht x Wid)	Rate Per Insertion		
	1x	6x	12x
4 Color Advt			
A3 (Non Bleed) - 36cm x 24cm	€1250	€1050	€950
A3 (Bleed) - 38.5cm x 26.5cm			
A4 - 19cm x 25cm	€900	€750	€650
Half Page Horizontal (Non Bleed) - 18cm x 24cm	€850	€725	€625
Half Page Vertical (Non Bleed) - 36cm x 12cm	€875	€740	€630
Half Page Vertical (Bleed) - 38cm x 13cm			
Quarter Page - 18cm x 12cm			
Quarter Page - 36cm x 6cm (Non Bleed)	€475	€400	€335
Quarter Page - 36cm x 6.5cm (Bleed)			
Front Cover			
15 cm x 24 cm	€2500	€2250	€2000
5 cm x 24 cm	€750	€650	€575
Ear Panel - 5 cm x 5 cm	€500	€425	€375
Back Cover			
A3 (Non Bleed) - 36 cm x 24 cm	€2500	€2100	€1900
A3 (Bleed) - 38.5 cm x 26.5 cm			
A4 - 19cm x 25cm	€1800	€1500	€1300
Half Page Horizontal (Non Bleed) - 18cm x 24cm	€1700	€1450	€1250

Note: For any guaranteed position, Advt rate would be 50% higher. GST applicable @ 5%

Material Deadlines: All advertisement material should reach us 15 days in advance.

Material Format: All advertisement material (4 Color) should be in pdf, cdr, tiff, eps format preferably with progressive proof.

Payment Terms for Wire Transfer

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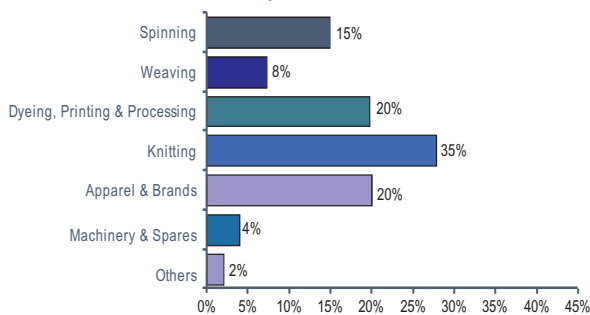
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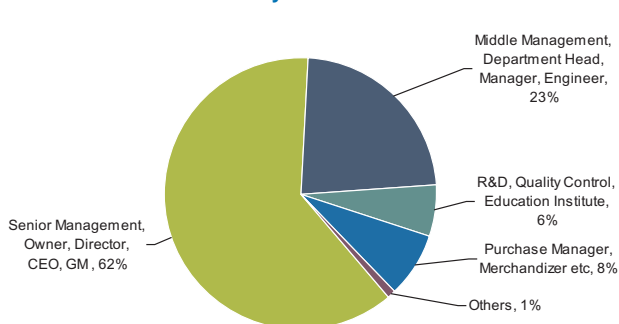
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Reach by Sector



Note: Sum of the percentage exceeds 100% as several enterprises involve in more than one category

Reach by Job Function



Textile Excellence Bangladesh Editorial Calendar 2018

January	DTG 2018 - PREVIEW Special Report: Textile technology - The year ahead / Textile finishes Market Focus: China Product focus: Winter sportswear market	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 16 th December 2017 Advt. Deadline: 15 th December 2017
February	DTG 2018 - SPECIAL ISSUE Special Report: Knitting / Weaving / Retail trends in India Market Focus: Russia Product focus: Denim	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 19 th January 2018 Advt. Deadline: 15 th January 2018
March	Special Report: Global apparel consumption trends/ Meditech Market Focus: Central Asia Product Focus: Modesty Wear Market	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 19 th February 2018 Advt. Deadline: 15 th February 2018
April	ITM 2018 TURKEY SPECIAL ISSUE Special Report: Weaving / Knitting Market Focus: India Product Focus: Silk	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 19 th March 2018 Advt. Deadline: 15 th March 2018
May	Special Report: Processing / Buildtech Special Report: Knitting Market Focus: Middle East Product Focus: Performance wear	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 20 th April 2018 Advt. Deadline: 15 th April 2018
June	Special Report: Spinning / Weaving / Denim Market Focus: Western Europe Product Focus: Sweaters	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 19 th May 2018 Advt. Deadline: 15 th May 2018
July	Special Report: Supply Chain Management Market Focus: Japan Product focus: Textile innovations	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 19 th June 2018 Advt. Deadline: 15 th June 2018
August	Special Report: Weaving/Knitting Market Focus: Africa Product Focus: Shirts and blouses	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 20 th July 2018 Advt. Deadline: 15 th July 2018
September	ITMA ASIA - PREVIEW Special Report: Processing Market Focus: Sri Lanka Product Focus: Trousers and Jeans	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 19 th August 2018 Advt. Deadline: 15 th August 2018
October	ITMA ASIA SPECIAL Special Report: Spinning / Hometech Market Focus: USA Product focus: Home textiles	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 20 th September 2018 Advt. Deadline: 15 th September 2018
November	Special Report: Weaving Market Focus: Brazil Product focus: Polyester & Cotton	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 20 th October 2018 Advt. Deadline: 15 th October 2018
December	ITMA ASIA REVIEW Special Report: Processing / Meditech Market Focus: Canada Product focus: Wool	Regulars: BRI Update, Sustainable Practices, International Trade, Corporate Update, Fiber/Yarn/Fabric Report Market Intelligence Report: Textile Value Chain	Regular sections ▶ News Update ▶ Event Coverage ▶ Interviews ▶ Apparel & Clothing articles	Editorial Deadline: 20 th November 2018 Advt. Deadline: 15 th November 2018