

Textile Excellence Bangladesh Rate Card & Specifications

Textile Excellence Bangladesh

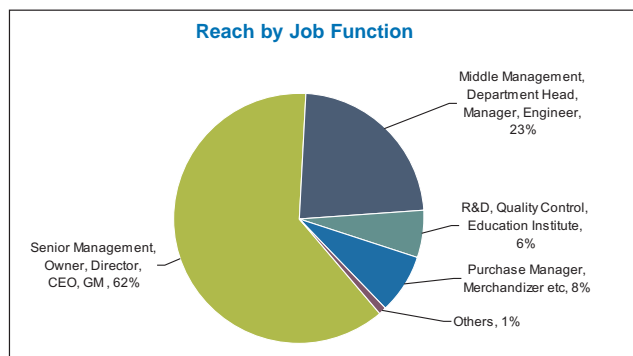
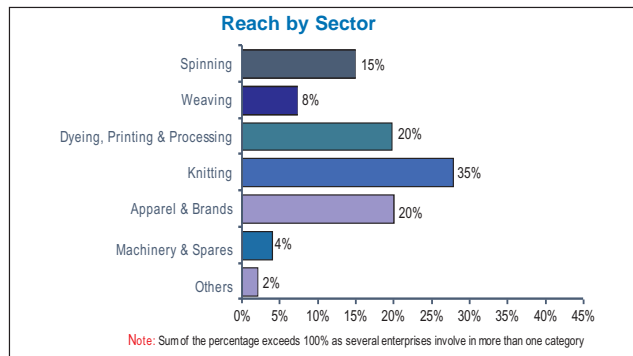
The fastest growing Bangladesh Textile and Clothing industry needs a platform to decipher knowledge on the trade- not only on the local market but also international markets as the country's most important export segment demands it. To cater this specific requirement, Textile Excellence has taken the 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.

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

"Please remit Euro_____ to HDFC Bank, Mumbai, India, Account Number 623-16-02308 with JP Morgan Chase Bank, Frankfurt, Germany, IBAN NO: DE26501108006231602308 Swift Code - CHASDEFX for further credit to 3i Publishing Pvt. Ltd Account Number 01432440000160 with HDFC Bank, Crawford Market Branch, Mumbai, India." HDFC Bank's SWIFT Code: HDFCINBB

3i Publishing Pvt. Ltd.

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Email: tradeimpex2001@gmail.com

www.TextileExcellence.com

Textile Excellence Bangladesh Editorial Calendar 2017

January	Special Report: Knitting/Digital Printing Land of Opportunities: SAARC Product focus: Home textiles	Regulars: 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 2016 Advt. Deadline: 15 th December 2016
February	ANNIVERSARY SPECIAL ISSUE Special Report: Spinning/Weaving Land of Opportunities: BRICS Product focus: Denim	Regulars: 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 2017 Advt. Deadline: 15 th January 2017
March	Special Report: Weaving / Processing Special Report: Indian Textile Technology Land of Opportunities: Middle East Product Focus: Jackets & Trousers	Regulars: 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 2017 Advt. Deadline: 15 th February 2017
April	Special Report: Supply Chain Management Special Report: Spinning/Digital Printing Land of Opportunities: China Product Focus: Cotton Fabrics	Regulars: 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 2017 Advt. Deadline: 15 th March 2017
May	Special Report: Weaving Special Report: Knitting Land of Opportunities: Central Asia Product Focus: Cotton yarn	Regulars: 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 2017 Advt. Deadline: 15 th April 2017
June	Special Report: Processing/Digital Printing Land of Opportunities: Africa Product Focus: Sweaters	Regulars: 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 2017 Advt. Deadline: 15 th May 2017
July	Special Report: Knitting Special Report: Spinning Land of Opportunities: Asia Pacific Product focus: Blended fabrics	Regulars: 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 2017 Advt. Deadline: 15 th June 2017
August	Special Report: Weaving/Digital Printing Special Report: Supply Chain Management Special Report: Processing Land of Opportunities: Eastern Europe Product Focus: Shirts and blouses	Regulars: 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 2017 Advt. Deadline: 15 th July 2017
September	Special Report: Knitting Special Report: Spinning Land of Opportunities: Latam Product Focus: T-Shirts	Regulars: 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 2017 Advt. Deadline: 15 th August 2017
October	Special Report: Processing/Digital Printing Land Of Opportunities: India Product focus: Womenswear	Regulars: 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 2017 Advt. Deadline: 15 th September 2017
November	Special Report: Spinning Special Report: Processing Land Of Opportunities: Turkey & UK Product focus: Kidswear	Regulars: 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 2017 Advt. Deadline: 14 th October 2017
December	Special Report: Spinning/Digital Printing Land of Opportunities: UAE Product focus: Organic cotton value chain	Regulars: 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 2017 Advt. Deadline: 14 th November 2017