

# Media KIT 2019

Your link to the  
Bangladesh Textile & Apparel Industry



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# Textile Excellence Bangladesh Rate Card & Specifications

## Textile Excellence Bangladesh

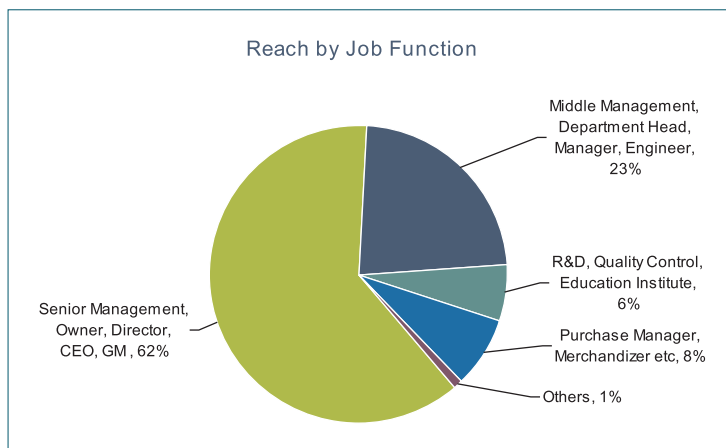
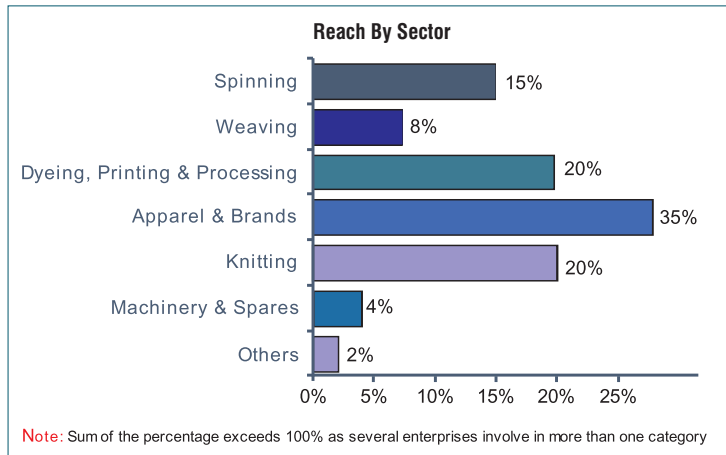
The fastest growing Bangladesh Textile and Clothing industry needs a platform to decipher knowledge on the trade- not only on the local market but also international markets as the country's most important export segment demands it. To cater this specific requirement, Textile Excellence has taken the initiative to publish 'Textile Excellence Bangladesh' which is the FIRST monthly business publication for T&C industry in the country. 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:  
 a. Product Development b. Market Consulting and Market Research  
 c. 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 (COLOR)			
	Rate Per Insertion		
Advt. Size in cm (Ht:XWdt:)	1x	6x	12x
<b>Full Page</b> (Non Bleed) Ht:36XWdt:24	€1250	€1050	€950
<b>Full Page</b> (Bleed) Ht:38.5XWdt:26.5			
<b>A4</b> Ht:25XWdt:18	€900	€750	€650
<b>Half Page Horizontal</b> (Non Bleed) Ht:18XWdt:24	€850	€725	€625
<b>Half Page Vertical</b> (Bleed) Ht:38XWdt:13	€875	€740	€630
<b>Half Page Vertical</b> (Non Bleed) Ht:36XWdt:12			
<b>Quarter Page</b> Ht:18XWdt:12			
<b>Quarter Page</b> (Non Bleed) Ht:36XWdt:6	€475	€400	€335
<b>Quarter Page</b> (Bleed) Ht:36XWdt:6.5			
<b>Front Cover</b> Ht:15 X Wdt:24	€2500	€2250	€2000
<b>Front Cover</b> (Bleed) Ht:5XWdt:24	€750	€650	€575
<b>Front Cover</b> Ear Panel Ht:5 X Wdt:7.5	€500	€425	€375
<b>Back Cover</b> (Non Bleed) Ht:36XWdt:24	€2500	€2100	€1900
<b>Back Cover</b> (Bleed) Ht:38.5XWdt:26.5			
<b>Back Cover</b> (A4) Ht:19XWdt:25	€1800	€1500	€1300
<b>Back Cover</b> Half Page Horizontal (Non Bleed) Ht:18XWdt:24	€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

"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, Santacruz Branch, Mumbai, India." HDFC Bank's SWIFT Code: HDFCINBB

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# Textile Excellence Bangladesh Editorial Calendar 2019

January	<p><b>Special Report:</b> Spinning/Weaving  <b>Product Focus:</b> Home Textiles  <b>Market Focus:</b> NAFTA  <b>Special Issue - DTG 2019</b>  <b>Countdown To ITMA 2019</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            16th December 2019  <b>Advt. Deadline:</b>            15th December 2019</p>
February	<p><b>Special Report:</b> Knitting/Processing &amp; Finishing  <b>Product Focus:</b> Viscose Apparel  <b>Market Focus:</b> CPTPP  <b>Countdown To ITMA 2019</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th January 2019  <b>Advt. Deadline:</b>            15th January 2019</p>
March	<p><b>Special Report:</b> Digital Printing/3D Printing  <b>Special Report:</b> India's North East Region  <b>Product Focus:</b> Jackets/Dresses  <b>Market Focus:</b> BRICS  <b>Countdown To ITMA 2019</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th February 2019  <b>Advt. Deadline:</b>            15th February 2019</p>
April	<p><b>Special Report:</b> Spinning/Weaving  <b>Product Focus:</b> Modesty Wear  <b>Market Focus:</b> African Continental Free Trade Agreement  <b>Countdown To ITMA 2019</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th March 2019  <b>Advt. Deadline:</b>            15th March 2019</p>
May	<p><b>Special Report:</b> Processing &amp; Finishing/Knitting  <b>Product Focus:</b> Shirts/Blouses  <b>Market Focus:</b> RCEP  <b>Preview – ITMA 2019</b>  <b>Countdown To ITMA 2019</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th April 2019  <b>Advt. Deadline:</b>            15th April 2019</p>
June	<p><b>Special Report:</b> India's indigenous textile technology industry, <b>Product Focus:</b> Sweaters  <b>Market Focus:</b> European Union-Vietnam Free Trade Agreement  <b>Special issue - ITMA 2019</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th May 2019  <b>Advt. Deadline:</b>            15th May 2019</p>
July	<p><b>Special Report:</b> Digital Printing  <b>Product Focus:</b> Dresses  <b>Market Focus:</b> CISFTA  <b>Review - ITMA 2019</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th June 2019  <b>Advt. Deadline:</b>            15th June 2019</p>
August	<p><b>Special Report:</b> Spinning / Performance Apparel  <b>Product Focus:</b> Babies' Garments  <b>Market Focus:</b> Turkey  <b>ITMA 2019 – Textile Technology Trends</b></p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th July 2019  <b>Advt. Deadline:</b>            15th July 2019</p>
September	<p><b>Special Report:</b> Weaving/Knitting  <b>Product Focus:</b> Wool Apparel  <b>Market Focus:</b> AGOA</p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th August 2019  <b>Advt. Deadline:</b>            15th August 2019</p>
October	<p><b>Special Report:</b> Digital Printing  <b>Product Focus:</b> Cotton Yarn  <b>Market Focus:</b> UK</p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th September 2019  <b>Advt. Deadline:</b>            15th September 2019</p>
November	<p><b>Special Report:</b> Spinning/Weaving  <b>Product Focus:</b> Cotton Fabrics  <b>Market Focus:</b> LATAM</p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th October 2019  <b>Advt. Deadline:</b>            15th October 2019</p>
December	<p><b>Special Report:</b> Knitting/Green Factory  <b>Product Focus:</b> Artificial Fur  <b>Market Focus:</b> Thailand</p>	<p><b>Regulators:</b> Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th November 2019  <b>Advt. Deadline:</b>            15th November 2019</p>