

# CHINA TEXTILE LEADER

MEDIA KIT 2017

The International Textile Journal from P. R. China

Magazine

Website

WeChat

Express

E-Alert

iPad App

Email Marketing

纺织导报®

CHINA TEXTILE LEADER

Sponsor: China National Textile and Apparel Council

Publisher: China Textile Information Center

[www.texleader.com.cn](http://www.texleader.com.cn)

## Profile

### Profile

CHINA TEXTILE LEADER is a monthly journal focusing on worldwide technological development across all sectors of the textile industry; the sole steering publication in Chinese textile circle created to help industry and enterprise decision-makers interpret technological policies and industry regulations, keep them informed of the development trend of both technology and market; and a internationally renowned media offering a platform for textile industry insiders to exchange ideas and share the information about major events in the global textile industry.



### Orientation

The Most Authoritative Journal in China's Textile Industry. Reporting global development trend of textile science and technology, probing into the innovative management concept and successful experiences of domestic and overseas companies and analyzing major technological achievements, CHINA TEXTILE LEADER is the most authoritative and steering journal for decision-makers, management personnel, marketing personnel, R & D fellows and millions of employees in the textile field.

### Mission

Pay Close Attention to the Advancement of Textile Technology; Help Enterprises Increase Their Fortune. From a new, macro and forward-looking point of view, to discover the huge value and limitless potential brought by textile technological progress, analyze the changes on technological market, facilitate the value-generating and value-passing process, realize the self-value of media, promote the fortune increase of enterprises and play the guiding role in the development of China's textile industry.

## Predominance

### Authoritative

Supported by the top industry organization - China National Textile and Apparel Council and the most authoritative textile information organization - China Textile Information Center and by an established information and R & D network channels composed of industry associations, intermediate organizations and leading companies in textile industry, CHINA TEXTILE LEADER has an accurate and insightful interpretation of textile industry-related technological policies and coming trends on technological market. CHINA TEXTILE LEADER has been awarded national prizes for four successive years by the Ministry of Science and Technology and the National News and Publication Administration and various prizes by the former Ministry of Textile Industry.

### Comprehensive

The contents of CHINA TEXTILE LEADER cover the entire textile chain from fiber processing, spinning and weaving to dyeing & finishing, nonwovens and technical textiles and marketing, making it exceptional from other domestic textile journals.

### Distinctive

CHINA TEXTILE LEADER's focus is on the general trends of technological development in the textile field. It highlights the interpretation of macro economic development, forward-looking technologies and concepts, reference information for decision-makers and operational practice and puts stress on original, up-to-date and practical contents, making it distinguished from other specialized journals.



## Readership

### Core Targeted Readership

- Elites of textile circle - decision-makers of textile industry, middle-level and senior management of enterprises;
- Technological leaders of textile enterprises - chief engineers in enterprises and responsible persons in technical centers, R & D centers and textile labs;
- Enterprising persons who want to acquire more information resources.



### Strategic Partner

Fabrics China Pioneer Plant

Fabrics China Technology Innovation Alliance

China Textile Innovation Conference and Its Forums in Industrial Bases



# Editorial Plan of CHINA TEXTILE LEADER in 2017

Issue and Publication Dat	Special Feature	Regular Columns	Exhibition or Conference
No.1 Jan. 09	<b>New Year Special Column: New Observations on Textile Industry</b> World Textile Science and Technology Progress: Review and Outlook	Fiber Technology Spinning Technology Dyeing & Finishing Technology Nonwoven Technology Apparel Technology	Première Vision New York, 2017.02.16-18
No.2 Feb. 05	Recent Progress of Global Chemical Fiber Industry: Materials, Technology, Application & Market	Spinning Technology Weaving Technology Knitting Technology Dyeing & Finishing Technology Apparel Technology	Première Vision Paris, 2017.02.07-09 ISPO BEIJING 2017 Beijing, 2017.02.15-18 SPINEXPO Shanghai, 2017.02.28-03.02
No.3 Mar. 08	Advanced Blended Textile Products Technology & Machinery: Spinning, Weaving, Dyeing and Finishing	Fiber Technology Weaving Technology Dyeing & Finishing Technology Technical Textiles Apparel Technology	intertextile SHANGHAI apparel fabrics Shanghai, 2017.03.15-17 intertextile SHANGHAI home textiles Shanghai, 2017.03.15-17 Yarn Expo Shanghai, 2017.03.15-17 PH Value Shanghai, 2017.03.15-17
No.4 Apr. 06	The State-of-the-art Dyes and Assistants	Fiber Technology Spinning Technology Weaving Technology Apparel Technology	China Interdye 2017 Shanghai, 2017.04.12-14 INDEX 2017 Geneve, 2017.04.04-07
No.5 May 06	<b>Techtextil 2017 Preview</b> Latest Development of Technical Textiles at Home and Abroad	Fiber Technology Spinning Technology Knitting Technology Dyeing & Finishing Technology Apparel Technology	Techtextil 2017 Frankfurt, 2017.05.09-12
No.6 Jun. 08	Yarn Making: Technical Equipment, Products and Application	Fiber Technology Weaving Technology Nonwoven Technology Dyeing & Finishing Technology Apparel Technology	China Textile Innovation Conference • Forum on Textiles Development
No.7 Jul. 07	The Latest Knitting Technology and Knitted Product Development	Fiber Technology Weaving Technology Dyeing & Finishing Technology Apparel Technology	SPINEXPO Paris, 2017.07.03-05 ISPO SHANGHAI 2017 Shanghai, 2017.07.06-08 SPINEXPO New York, 2017.07.18-20
No.8 Aug. 08	Home-textiles: Market, Brand and Product Development	Fiber Technology Spinning Technology Dyeing & Finishing Technology Technical Textiles Apparel Technology	Intertextile SHANGHAI Home Textiles Shanghai, 2017.08.23-26 SPINEXPO Shanghai, 2017.08.29-31

# Editorial Plan of CHINA TEXTILE LEADER in 2017

Issue and Publication Date	Special Feature	Regular Columns	Exhibition or Conference
No.9 Sept. 08	Focus on Textiles Development: Mode Innovation and Case Study	Fiber Technology Weaving Technology Dyeing & Finishing Technology Apparel Technology	The 56 <sup>th</sup> DORNBIRN Man-Made Fibers Congress Dornbirn, 2017.09.13-15 Première Vision Paris, 2017.09.19-21 The 23 <sup>rd</sup> China International Man-made Fiber Conference
No.10 Oct. 06	<b>ShanghaiTex Preview (I) SINCE 2017 Preview (in Supplement: Technical Textiles)</b> Global Nonwoven Technology Progress and Its Developing Trend (in Supplement: Technical Textiles)	Fiber Technology Spinning Technology Knitting Technology Dyeing & Finishing Technology Apparel Technology	intertextile SHANGHAI apparel fabrics Shanghai, 2017.10 Yarn Expo Shanghai, 2017.10 PH Value Shanghai, 2017.10 China Textile Academic Conference Shanghai, 2017.10 CHIC Shanghai, 2017.10
No.11 Nov. 06	<b>ShanghaiTex Preview (II)</b> Eco-friendly Dyeing and Finishing Technology & Machinery	Fiber Technology Spinning Technology Weaving Technology Apparel Technology	SINCE 2017 Shanghai, 2017.11.08-10 ShanghaiTex 2017 Shanghai, 2017.11.27-30
No.12 Dec. 08	<b>ShanghaiTex Review</b> Latest Shuttleless Weaving Technology, Machinery & Products Designing	Fiber Technology Dyeing & Finishing Technology Technical Textiles Apparel Technology	China Textile Innovation Conference Beijing, 2017.12

## Notes:

1. The closing date for press releases is the 10<sup>th</sup> of the preceding month, for advertisement material the 20<sup>th</sup> of the previous month;
2. Besides the features and regular Columns above, there'll be scheduled columns such as "News & Events" , "New Product Development" in every issue, and nonscheduled columns corresponding to some events, namely, "Special Report", "Interview", "Industry Review", "Industrial Economic Research", "Technologic Economic Research", "Information Technology", "Standards and Testing", "Home textiles", "Management", "Corporation Focus", "Exhibitions", "Overseas Facsimile", etc.;
3. The editorial plan may be amended without further notice. If interested, please contact us for up-to-date information by inquiring [info@texleader.com.cn](mailto:info@texleader.com.cn);
4. Besides the exhibitions listed in the above table, China Textile Leader will attend some other exhibitions whose showing dates haven't been defined.

## Supplement: Technical Textiles

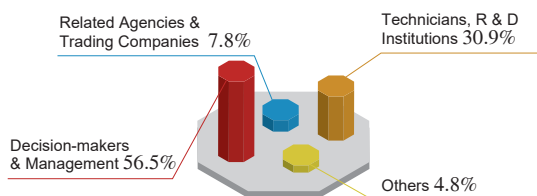
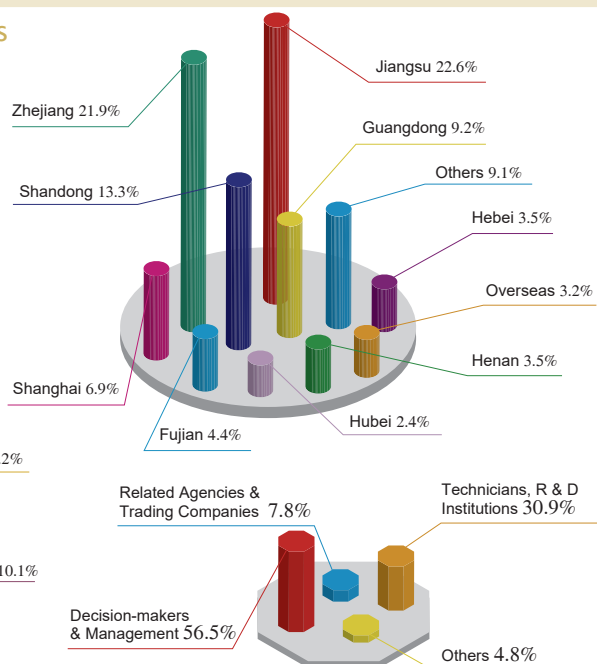
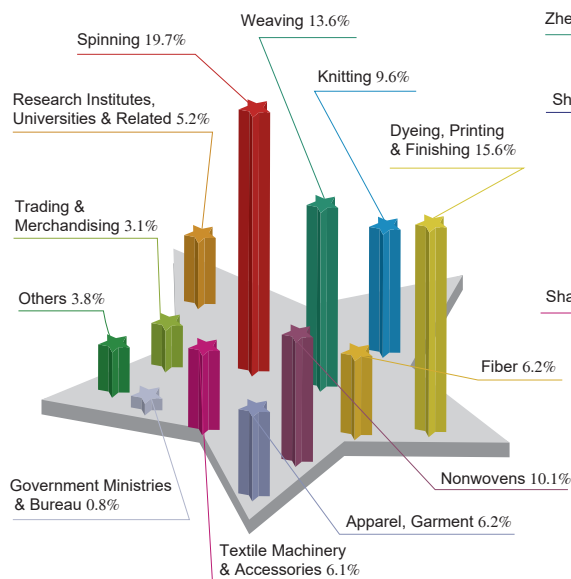
The supplement, in accordance with the CTL purposes of originality, orientation, international, will deconstruct and analyze the development of technical textile industry from a more professional and in-depth perspective, in order to help enterprises achieve new value growth.

Publication Date: October 6, 2017

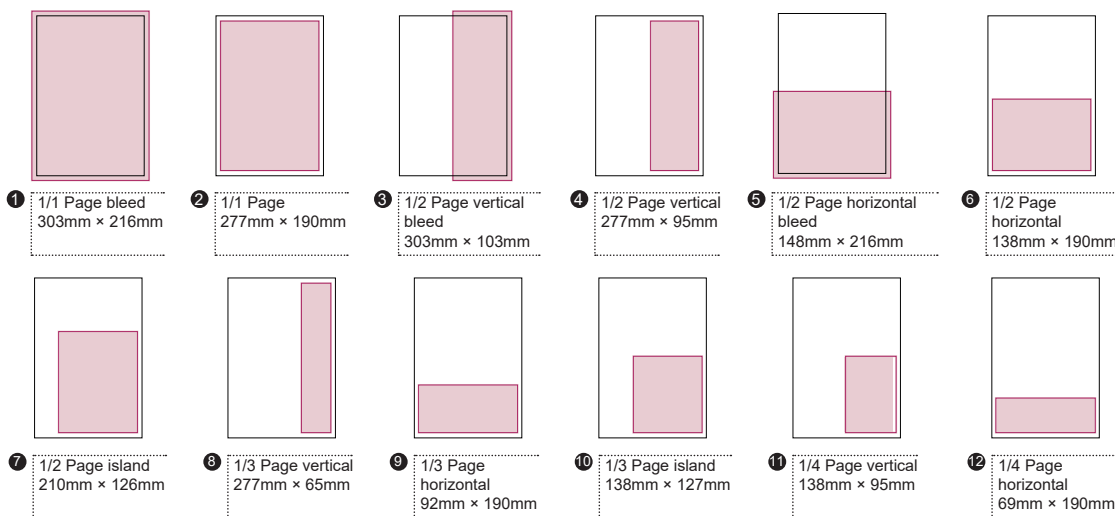
Distribution: The same as that of China Textile Leader

## Readership of China Textile Leader

Total Circulation: about 42,300 copies



## Magazine Format - Trim Size: 297 mm × 210 mm



## 2017 Advertising Rates in EURO/Gross

Size	Spec.	Rate	Size	Spec.	Rate
1/1 Page		3500.00	Front cover		4650.00
1/2 Page		2070.00	Front cover gatefold	303 x 426mm	6680.00
1/3 Page		1430.00	Inside front cover		3710.00
1/4 Page		960.00	The first page		3710.00
2 Page spread	303 x 426mm	6280.00	Facing copyright page		3580.00
2-1/2 Page spread	148mm x 426mm(bleed) 138mm x 400mm	3580.00	Facing contents page		3580.00
			Back cover		4100.00

Frequency Discounts: 2 × -5%, 3 × -10%, 4 × -15%, 5 × -20%, 6 × -25%, (7~12) × -30%.

Process/Materials: 4C, ad-files in formats of Pagemaker, JPG, InDesign, Photoshop, Illustrator or PDF; files with resolution more than 300 dpi.

Established in August of 1999, www.texleader.com.cn is the online reproduction, extension and sublimation of the image and contents of "China Textile Leader", a well-known monthly magazine of the textile trade. Positioned differently from other websites, it explores new development mode that tallies with the development of textile and apparel industry. Since it was launched, it has been making good use of paper media resources, integrating external information that complies with the reporting orientation of "China Textile Leader" and providing readers with the latest and most professional information and profound feature report.

The newly updated www.texleader.com.cn has 9 secondary pages including Press Center, Exhibitions & Events, Scientific Achievements and Readers Club and several news blocks such as Hot Topics/Focus, Industry News, New Technologies, Enterprise News, Overseas News and Market Review and also provides information services such as online retrieval of scientific achievements. By October of 2016, the website had have more than 68,000 registered members and the average daily page view (PV) is up to 8,900.

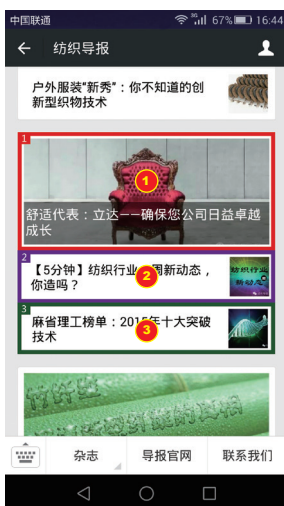


## 2017 Advertising Rates

Position	Advertising Format	File spec.	Size (Pixel)	Price(EURO per month)
Homepage	A Top Frame Banner	.jpg≤30K .gif≤60K	1200*90	1,000.00
	B Focus Banner	.jpg≤20K .gif≤30K	720*90	650.00
	C Top Banner	.jpg≤30K .gif≤60K	1200*90	1,000.00
	D Left-In Banner 1	.jpg≤20K .gif≤20K	270*80	350.00
	E Left-In Banner 2	.jpg≤20K .gif≤20K	270*80	350.00
	F Left-In Banner 3	.jpg≤20K .gif≤20K	270*80	350.00
	G Right-In Banner 1	.jpg≤20K .gif≤20K	300*100	350.00
	H Right-In Banner 2	.jpg≤20K .gif≤20K	300*100	320.00
	Right-In Banner 3	.jpg≤20K .gif≤20K	300*100	200.00
	Right-In Banner 4	.jpg≤20K .gif≤20K	300*100	180.00
	I Mid-In Banner 1	.jpg≤30K .gif≤60K	570*90	350.00
	J Mid-In Banner 2	.jpg≤30K .gif≤60K	570*90	350.00

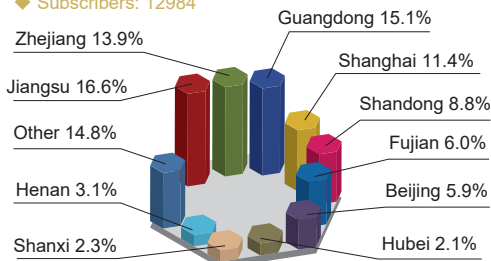
Frequency Discounts: 3-month: 5%; 6-month: 10%; 9-month: 15%; 12-month: 20%.

## CTL WeChat



CTL Wechat is a new media platform that is complementary to the existing publications "China Textile Leader" and "China Textile Leader-Express" in a faster and more effective way. Based on the rich information resources and readership of "China Textile Leader", it mainly reports on new textile technologies, products and equipment, and keeps readers informed of the latest developments of textile technologies and textile markets as well as the operation of textile economy and related government policies. CTL Wechat is published at least three issues every week and each with 1-4 pieces of news. Issues can be arranged flexibly during major industry events such as ITMA, i.e. can be updated daily.

### ◆ Subscribers: 12984



### ◆ Rate

Advertising Format	Position	Frequency	Rate(EURO)
Article with Picture/Video	Article 1	Issue	280.00/ Issue
	Article 2	Issue	210.00/ Issue
	Article 3	Issue	140.00/ Issue
Banner (at the bottom of the article)	Article 1	Month	420.00/Month
	Article 2	Month	350.00/Month
	Article 3	Month	280.00/Month

Picture: .jpg, .gif < 500 KB, 500\*700 pixels; Video<30 MB.



## CTL Express

A real-time electronic gazette reporting on the latest news of China textile industry, edited and published by CHINA TEXTILE LEADER 18 issues per year. It is an informative electronic journal that inclusively introduces real-time valuable information of China textile industry. Eye-catching places are available for Ad with hyperlinks for more convenient info access.

- ◆ Language: English
- ◆ Frequency: Every 20 days
- ◆ Reaching over 30,000 readers every issue



Size(pixel):  
760×90  
File spec.:  
.jpg ≤ 30K  
.gif ≤ 60K  
Price: EURO  
500.00/issue



Size(pixel):  
120×50  
File spec.:  
.jpg ≤ 20K  
.gif ≤ 30K  
Price: EURO  
120.00/issue

## CTL E-Alert

Elaborately made from CTL monthly. By virtue of our exclusive and accurate textile industry database, CTL E-Alert is emailed to the massive readers at the earliest time. Eye-catching places are available for Ad with hyperlinks for more convenient info access.

- ◆ Language: Simplified Chinese
- ◆ Frequency: Monthly
- ◆ Reaching over 39,000 readers every issue



Size(pixel):  
760×70  
File spec.:  
.jpg ≤ 30K  
.gif ≤ 60K  
Price: EURO  
400.00/issue



Size(pixel):  
550×70  
File spec.:  
.jpg ≤ 30K  
.gif ≤ 50K  
Price: EURO  
300.00/issue

## iPad App

CTL's iPad application provides a new level of reader engagement by taking advantage of the platform's high-resolution screen, touch navigation, mobility. Content of the journal is perfectly displayed through iPad. It's also a new channel of distribution to help clients realize maximum profits of advertisement.

- ◆ Language: Simplified Chinese with English excerpts
- ◆ Frequency: Monthly
- ◆ Price: EURO 200.00/issue and UP; Free for CTL print advertisers!



## Email Marketing

Database building is an arduous work, but we managed throughout years of consistent effort and daily update.

- ◆ Domestic Readership — 39,000 Email addresses
- ◆ Overseas Readership — 30,000 Email addresses
- ◆ Price: EURO 60.00 for 1,000 Emails

## CTL New Media

Official Website	iPad App	Wechat	MicroBlog	Mobile Website

## Trustworthy marketing services

CHINA TEXTILE LEADER provides remarkable one-stop marketing services to our advertisers.

1. During all conferences or symposiums hosted either by CHINA TEXTILE LEADER or its publisher--China Textile Information Center, longstanding customers can enjoy favorable services
2. Keep in step with customers' real-time strategic marketing plans and provide corresponding assistance or specific propaganda proposals. Regularly publish advertisers' press release in related columns.
3. Local investment or purchasing plans concerning textile machinery, textile chemicals or fiber material as well as any possible collaborative opportunity information will be timely delivered to customers via CHINA TEXTILE LEADER Express which is published in English, 18 issues a year.
4. CHINA TEXTILE LEADER directly or indirectly participates in multitudes of textile industry exhibitions and symposiums annually and provides free-of-charge services to longstanding advertising customers such as distributing company and product brochures when they can't make the attendance.
5. Customer's website hyperlinks and detailed company profile introduction as well as product information would be set in an eyeball-catching position on CHINA TEXTILE LEADER's official website at [www.texleader.com](http://www.texleader.com).
6. CHINA TEXTILE LEADER possesses the most comprehensive and across-the-board database covering information of approximately the whole textile sectors including textile fabric manufacturers, textile machinery vendors and textile trading companies throughout years of accumulation. Useful information needed by customers can be indexed instantly, therefore services as helping customers distribute propaganda materials and enlarge business areas can be provided in a much more competitive as well as effective way.

## Long-term advertising partners

Textile machinery manufacturers:



Fiber producers:



Textile chemicals producers:



Others:



Organizations:



Exhibitions:



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