

CHINA TEXTILE LEADER

MEDIA KIT 2018

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

Profile

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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 an 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 2018

Issue and Publication Date	Special Feature	Regular Columns	Exhibition or Conference
No.1 Jan. 08	New Year Special Column: New Observations on Textile Industry Latest Development of World Textile Technology	Fiber Technology Spinning Technology Dyeing & Finishing Technology Nonwoven Technology	Heimtextil Frankfurt, 2018.01.09 – 12 ISPO BEIJING 2018 Beijing, 2018.01.24 – 27
No.2 Feb. 08	Recent Progress of Global Chemical Fiber Industry: Materials, Technology, Application & Market	Spinning Technology Weaving Technology Knitting Technology Dyeing & Finishing Technology	Première Vision Paris, 2018.02.13 – 15
No.3 Mar. 08	Recent Applications of Intelligent Technology and Equipment in Textile Industry	Fiber Technology Weaving Technology Dyeing & Finishing Technology Technical Textiles	SPINEXPO Shanghai, 2017.03.13 – 15 intertextile SHANGHAI apparel fabrics Shanghai, 2018.03.14 – 16 intertextile SHANGHAI home textiles Shanghai, 2018.03.14 – 16 CHIC 2018 Shanghai, 2018.03.14 – 16 Yarn Expo Shanghai, 2018.03.14 – 16
No.4 Apr. 06	The State-of-the-art Dyes and Assistants	Fiber Technology Spinning Technology Weaving Technology Apparel Technology	China Interdye 2018 Shanghai, 2018.04.11 – 13 ITM 2018 Istanbul, 2018.04.14 - 17
No.5 May 08	Latest Development of Technical Textiles at Home and Abroad	Fiber Technology Spinning Technology Knitting Technology Dyeing & Finishing Technology	Techtextil North America Alexandria, 2018.05.22 – 24
No.6 Jun. 08	Yarn Production: Technology, Equipment, Products and Applications	Fiber Technology Weaving Technology Dyeing & Finishing Technology Nonwoven Technology	ANEX 2018 Toyoko, 2018.06.06 – 08 China Textile Innovation Conference • Forum on Textiles Development
No.7 Jul. 09	The Latest Knitting Technology and Knitted Product Development	Fiber Technology Weaving Technology Dyeing & Finishing Technology Apparel Technology	SPINEXPO Paris Paris, 2018.07.03 - 04 ISPO SHANGHAI 2018 Shanghai, 2018.07.05 – 07 SPINEXPO New York New York, 2018.07.17 – 19

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Issue and Publication Date	Special Feature	Regular Columns	Exhibition or Conference
No.8 Aug. 08	<p>CINTE Techtextil China 2018 Preview (in annual Supplement: Technical Textiles)</p> <p>Status-quo and Developing Trend of Technical Textiles and Nonwovens (in annual Supplement: Technical Textiles)</p> <p>Home-textiles: Market, Brand and Product Development</p>	<p>Fiber Technology</p> <p>Spinning Technology</p> <p>Dyeing & Finishing Technology</p> <p>Apparel Technology</p>	<p>Intertextile SHANGHAI Home Textiles Shanghai, 2018.08</p> <p>Cinte techtextil China 2018 Shanghai, 2018.09.04 – 06</p> <p>SPINEXPO Shanghai Shanghai, 2018.09.04 – 06</p>
No.9 Sept. 07	<p>ITMA ASIA + CITME 2018 Preview (I)</p> <p>Focus on Textiles Development: Mode Innovation and Case Study</p>	<p>Fiber Technology</p> <p>Weaving Technology</p> <p>Dyeing & Finishing Technology</p> <p>Technical Textiles</p>	<p>The 57th DORNBIRN Man-Made Fibers Congress Dornbirn, 2018.09</p> <p>Première Vision Paris, 2018.09.12 – 14</p> <p>The 24th China International Man-made Fiber Conference</p>
No.10 Oct. 08	<p>ITMA ASIA + CITME 2018 Preview (II)</p> <p>The Latest Progress of Global Nonwoven Technology</p>	<p>Fiber Technology</p> <p>Spinning Technology</p> <p>Knitting Technology</p> <p>Dyeing & Finishing Technology</p> <p>Apparel Technology</p>	<p>intertextile SHANGHAI apparel fabrics Shanghai, 2018.10.15 – 17</p> <p>Yarn Expo Shanghai, 2018.10.15 – 17</p> <p>PH Value Shanghai, 2018.10.15 – 17</p> <p>CHIC Shanghai, 2018.10.15 – 17</p> <p>China Textile Academic Conference Shanghai, 2018.10</p> <p>ITMA ASIA + CITME 2018 2018.10.26 – 30</p>
No.11 Nov. 08	<p>ITMA ASIA + CITME 2018 Review</p> <p>Eco-friendly Dyeing and Finishing Technology & Machinery</p>	<p>Fiber Technology</p> <p>Spinning Technology</p> <p>Weaving Technology</p> <p>Apparel Technology</p>	
No.12 Dec. 07	<p>Latest Shuttleless Weaving Technology, Machinery & Products Designing</p>	<p>Fiber Technology</p> <p>Knitting Technology</p> <p>Dyeing & Finishing Technology</p> <p>Technical Textiles</p>	<p>China Textile Innovation Conference Beijing, 2018.12</p>

Notes:

1. The closing date for press releases is the 10th of the preceding month, for advertisement material the 20th 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;
4. Besides the exhibitions listed in the above table, China Textile Leader will attend some other exhibitions whose showing dates haven't been defined.

China Textile Leader – Technical Textiles Supplement



The “Supplement”, which inherits the aim of the publication of CTL, i.e. originality, orientation and international, will review and analyze the development of technical textiles industry from a more professional and profound perspective, so as to help enterprises tap new growth potential.

Main Contents

Part I: Industry News

Outline: Reporting on the latest information about technical textile technologies and leading enterprises

Part II Topical Study: “Application and Outlook of Aviation & Aerospace Textiles”

Outline: The study will carry out a full-scale investigation and analysis on the current and future development of aviation and aerospace textiles both at home and abroad from different angles such as raw materials, technology, equipment, market and end products, trying to interpret the developing trend of textile industry towards an emerging hi-tech industry and explore the path for developing future textile industry.

Part III: Technology Follow-ups – “The Latest Developments in Global Nonwoven Technology”

Outline: The study will introduce the most advanced nonwoven machinery and technology in the world, analyze their characteristics and the gap between at home and abroad and comment on the developing trend, aimed at offering reference to domestic enterprises in the field of technical textiles and nonwoven fabric.

Part IV: Industry Events – “CINTE 2018”

Outline: In this part, we will give an introduction to “CINTE 2018”, including the scale, themes, main exhibitors and exhibits, to help readers understand the latest development of this industry.

Part V: Links to Enterprises

Publishing Channels

Total page: about 90 pages

Publishing date: August 15, 2018

Distribution: The Supplement will be distributed to readers together with “China Textile Leader” and free copies will be given to visitors of the following events:

Cinte techtextil CHINA 2018, Shanghai, September, 4-6 2018

ITMA ASIA+CITME 2018, Shanghai, October 26-30, 2018

ITMA 2019, Barcelona, June 20-26, 2019



Shanghai
September 4-6, 2018



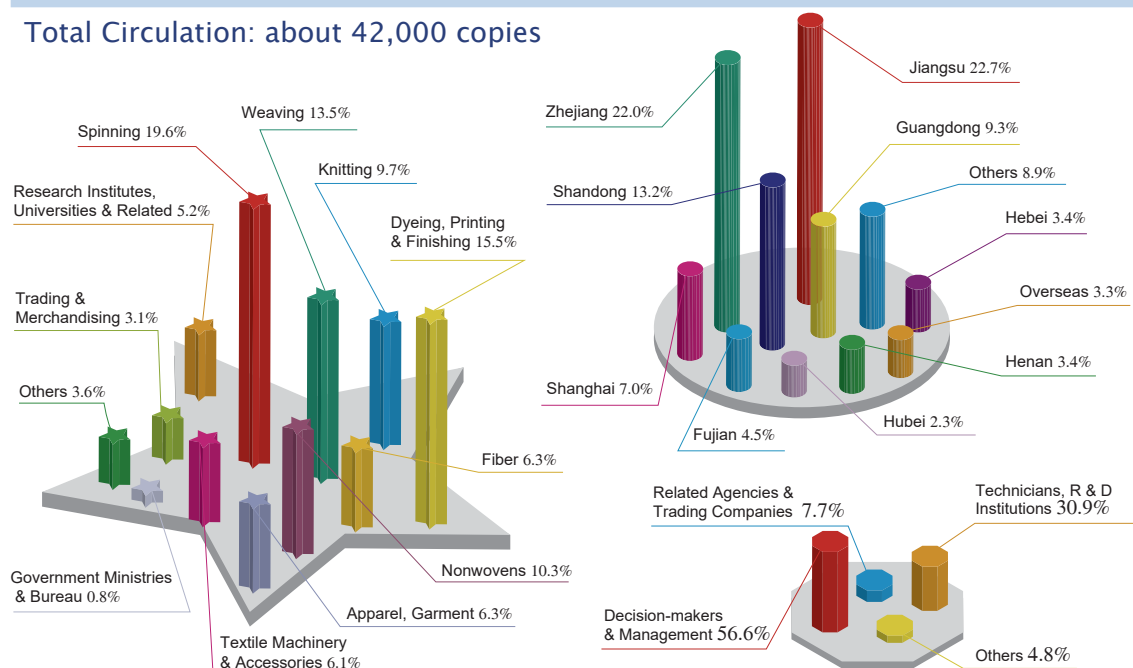
Shanghai
October 26-30, 2018



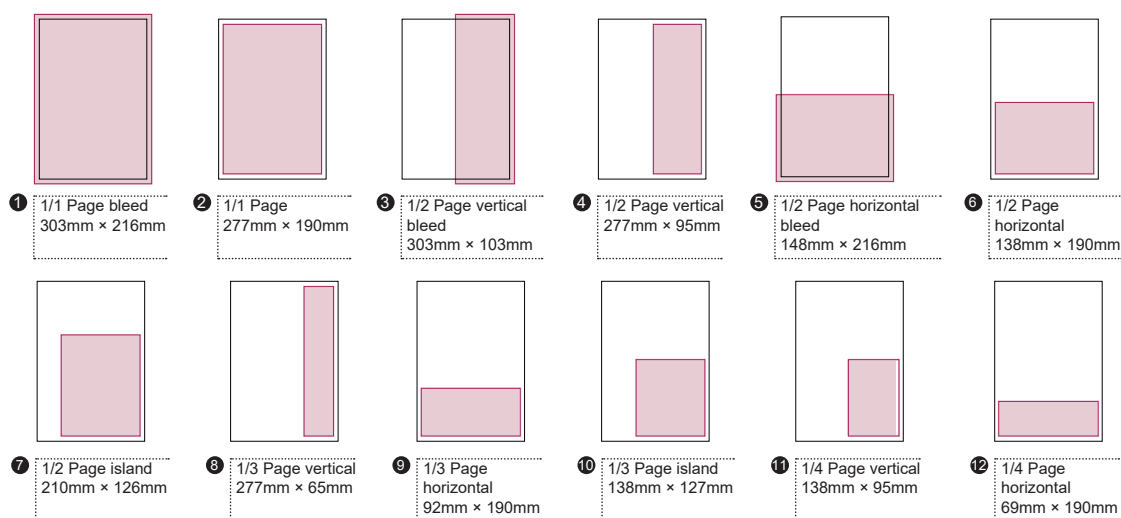
Barcelona
June 20-26, 2019

Readership of China Textile Leader

Total Circulation: about 42,000 copies



Magazine Format - Trim Size: 297 mm × 210 mm



2018 Advertising Rates in USD/Gross

Size	Spec.	Rate	Size	Spec.	Rate
1/1 Page		4700.00	Front cover		6250.00
1/2 Page		2780.00	Front cover gatefold	303 x 426mm	8950.00
1/3 Page		1920.00	Inside front cover		4970.00
1/4 Page		1300.00	The first page		4970.00
2 Page spread	303 x 426mm	8440.00	Facing copyright page		4800.00
2-1/2 Page spread	148mm x 426mm(bleed) 138mm x 400mm	4800.00	Facing contents page		4800.00
			Back cover		5500.00

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 2017, the website had have more than 71,000 registered members and the average daily page view (PV) is up to 9,000.



2018 Advertising Rates

Position	Advertising Format	File spec.	Size (Pixel)	Price(USD per month)
Homepage	A Top Frame Banner	.jpg≤30K .gif≤60K	1200*90	1,200.00
	B Focus Banner	.jpg≤20K .gif≤30K	720*90	800.00
	C Top Banner	.jpg≤30K .gif≤60K	1200*90	1,200.00
	D Left-In Banner 1	.jpg≤20K .gif≤20K	270*80	500.00
	E Left-In Banner 2	.jpg≤20K .gif≤20K	270*80	500.00
	F Left-In Banner 3	.jpg≤20K .gif≤20K	270*80	500.00
	G Right-In Banner 1	.jpg≤20K .gif≤20K	300*100	500.00
	H Right-In Banner 2	.jpg≤20K .gif≤20K	300*100	480.00
	I Right-In Banner 3	.jpg≤20K .gif≤20K	300*100	300.00
	J Right-In Banner 4	.jpg≤20K .gif≤20K	300*100	260.00
	I Mid-In Banner 1	.jpg≤30K .gif≤60K	570*90	500.00
	J Mid-In Banner 2	.jpg≤30K .gif≤60K	570*90	500.00

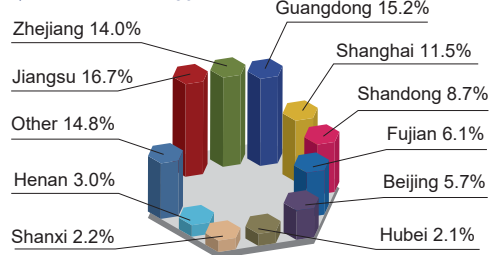
Frequency Discounts: 3-month: 5%; 6-month: 10%; 9-month: 15%; 12-month: 20%.

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: 14130



◆ Rate

Advertising Format	Position	Frequency	Rate(USD)
Article with Picture/Video	Article 1	Issue	320.00/ Issue
	Article 2	Issue	240.00/ Issue
	Article 3	Issue	160.00/ Issue
Banner (at the bottom of the article)	Article 1	Month	480.00/Month
	Article 2	Month	400.00/Month
	Article 3	Month	320.00/Month

Picture: .jpg, .gif < 500 KB, 700*500 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: USD
670.00/issue



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



Size(pixel):
550×70
File spec.:
.jpg ≤ 30K
.gif ≤ 50K
Price: USD
400.00/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: USD 270.00/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: USD 80.00 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.
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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