

# Media KIT 2020

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)

Advt. Size in cm (Ht:XWdt:)	Rate Per Insertion		
	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.

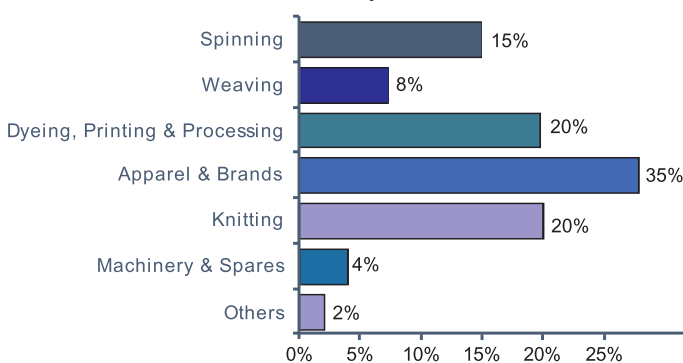
## Material Format:

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

## Payment Terms for Wire Transfer

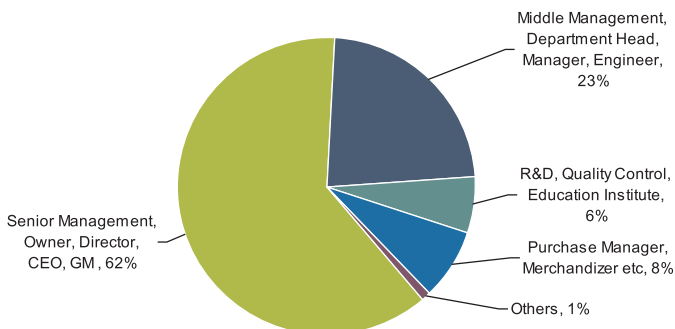
"Please remit Euro \_\_\_\_\_ to HDFC Bank, Mumbai, India, Account Number 623-16-02308 with JP Morgan Chase Bank, Frankfurt, Germany, IBAN NO: DE26501108006231602308 Swift Code - CHASDEFX for further credit to 3i Publishing Pvt. Ltd Account Number 01432440000160 with HDFC Bank, Santacruz Branch, Mumbai,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

### Reach By Sector



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

### Reach by Job Function



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# Textile Excellence Bangladesh Editorial Calendar 2020

January	<p><b>Special Report:</b> Spinning/Digital Printing  <b>Product Focus:</b> Winter Wear  <b>Market Focus:</b> Scandinavia  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            16th December 2020            Advt. Deadline:            15th December 2020</p>
February	<p><b>Special Report:</b> Weaving/Knitting  <b>Product Focus:</b> Cotton  <b>Market Focus:</b> EU  <b>DTG 2020 Special</b>  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th January 2020            Advt. Deadline:            25th January 2020</p>
March	<p><b>Special Report:</b> Processing/Digital printing  <b>Product Focus:</b> Denim  <b>Market Focus:</b> UK  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th February 2020            Advt. Deadline:            15th February 2020</p>
April	<p><b>Special Report:</b> Spinning  <b>Product Focus:</b> Home Textiles  <b>Market Focus:</b> African Continental Free Trade Agreement  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th March 2020            Advt. Deadline:            15th March 2020</p>
May	<p><b>Special Report:</b> Weaving/Processing &amp; Finishing  <b>Product Focus:</b> Jackets  <b>Market Focus:</b> South Asia  <b>ITM 2020 Special</b>  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th April 2020            Advt. Deadline:            15th April 2020</p>
June	<p><b>Special Report:</b> Knitting/3D Printing  <b>Product Focus:</b> Trousers  <b>Market Focus:</b> RCEP  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th May 2020            Advt. Deadline:            15th May 2020</p>
July	<p><b>Special Report:</b> Textile Technology  <b>Product Focus:</b> Baby Wear  <b>Market Focus:</b> CPTPP  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th June 2020            Advt. Deadline:            15th June 2020</p>
August	<p><b>Special Report:</b> Spinning/Processing  <b>Product Focus:</b> Polyester Fibre  <b>Market Focus:</b> CISFTA  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th July 2020            Advt. Deadline:            15th July 2020</p>
September	<p><b>Special Report:</b> Weaving/Digital Printing  <b>Product Focus:</b> Sweaters  <b>Market Focus:</b> ASEAN  <b>ITMA Asia Preview</b>  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            19th August 2020            Advt. Deadline:            15th August 2020</p>
October	<p><b>Special Report:</b> Knitting/3D printing  <b>Product Focus:</b> Jeans  <b>Market Focus:</b> AGOA  <b>ITMA Asia Special</b>  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th September 2020            Advt. Deadline:            15th September 2020</p>
November	<p><b>Special Report:</b> Spinning/Weaving  <b>Product Focus:</b> Cotton Textiles  <b>Market Focus:</b> Thailand  <b>ITMA Asia Review &amp; India ITME Preview</b>  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th October 2020            Advt. Deadline:            15th October 2020</p>
December	<p><b>Special Report:</b> Knitting / Processing  <b>Product Focus:</b> Modest fashion  <b>Market Focus:</b> Indonesia  <b>India ITME 2020</b>  <b>Market Intelligence Report:</b> Textile Value Chain</p>	<p><b>Regulars:</b> Cluster Updates, Global Apparel Retail Market, Sustainable Practices, Textile Innovations, Supply Chain Management Solutions, Corporate Update, Fibre/Yarn/Fabric Report, International Trade, BRI Update.</p>	<p><b>Regular Sections</b>            ► News Update            ► Event Coverage            ► Interviews            ► Techspeak</p>	<p><b>Editorial Deadline:</b>            20th November 2020            Advt. Deadline:            15th November 2020</p>