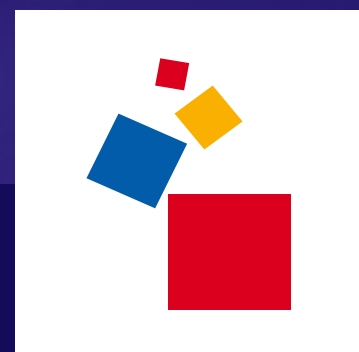


Mediakit 2025



TEXPERTISE
the textile business network

**YOUR BRAND.
OUR NETWORK.
WORLDWIDE IMPACT.**

FROM YARN TO YES – WE'VE GOT YOU COVERED.

30,000
MONTHLY
B2B USERS

Texpertise connects what drives the textile world. With over 60 international textile trade fairs in 13 countries, Messe Frankfurt is the global market leader for textile trade fairs.

We connect people, markets, and innovations along the entire textile value chain. Texpertise creates buzz in the global textile industry – put your company in the spotlight on our international online platform.

COMPANY PROFILE PLUS

ADVERTORIALS

ONLINE-BANNER

WHITEPAPER

THE FAST LANE TO INTERNATIONAL VISIBILITY



International reach

We are globally active and networked.

Texpertise connects your company online with international B2B decision-makers from the entire textile value chain. Our network also includes over 60 trade fairs worldwide.



Strong brand presence

Relevance begins with presence.

We connect the attractive variety of textile topics directly with your brand. Whether new materials, innovations in production or sustainability visions – content creates the relevant surrounding.



Valuable leads

One network. Many opportunities.

Texpertise Network takes your business solutions to where they are needed and uses digital formats to target specialist audiences with a specific interest.

Clear, focused and internationally visible.

Clicks today.
Clients tomorrow!



TEXPERTISE
the textile business network

PRICING 2025

Company profile Plus

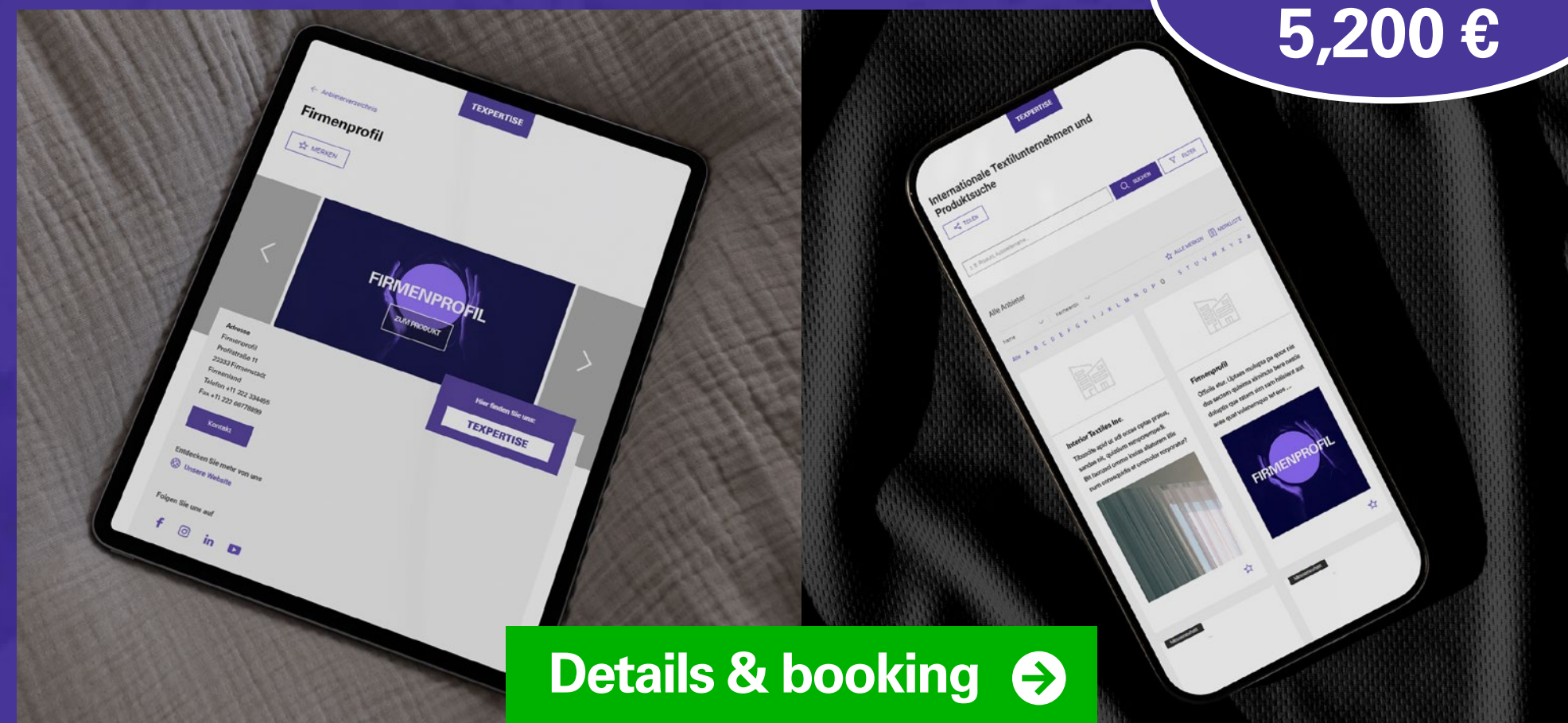
Place your company perfectly in our international textile market directory.

Why your Company profile Plus?

INTERNATIONAL PRESENCE – With over 11,000 active industry participants.
YEAR-ROUND VISIBILITY – Placement in a search tool with high click-through rates.
TARGETED – Reach users with customisable areas of interest.

Your package

- 1 company page & 1 image, company name & contact details for quick findability.
- 3 content pages, 8 search terms and logo.
- Social media links and documents for more reach.



Details & booking →

Advertorials

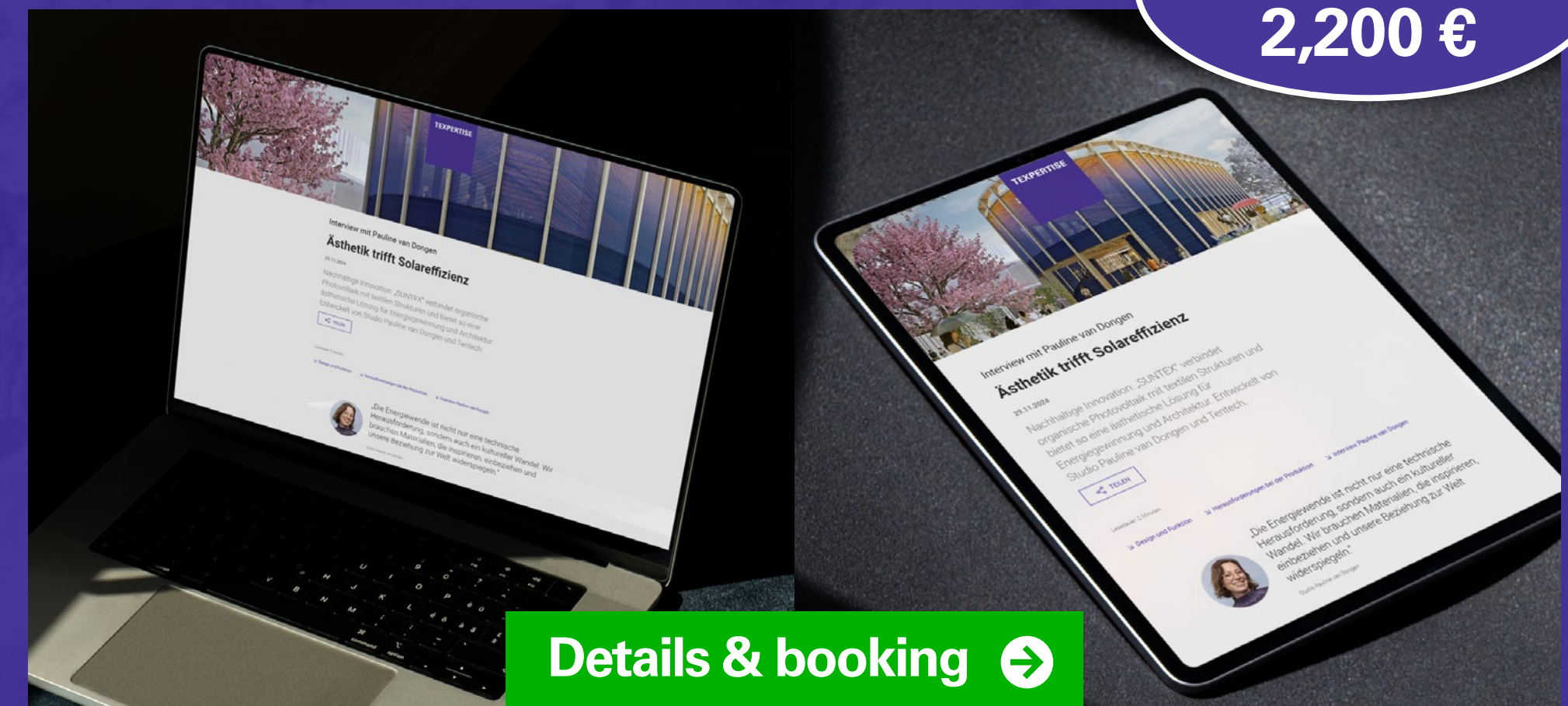
Position your content strategically and present your expertise in a professional textile environment.

Why advertorials?

ACCURATE – Placement in the environment of high-quality specialist articles and industry news.
TARGETED – Your content where decision-makers are looking for solutions.
FLEXIBLE – Ideal for complex products that require explanation.

Your package

- Header photo, headline, teaser & editorial text (EN & DE), 3-5 images.
- Distribution via industry hub, social media & newsletter.
- On request: reporting of the number of views.



Details & booking →

PRICING 2025

Online banner

Digital placement that places your brand message clearly and eye-catchingly in the focus of the target group.

Why online banners?

IMAGE-BUILDING – Be featured as an expert.

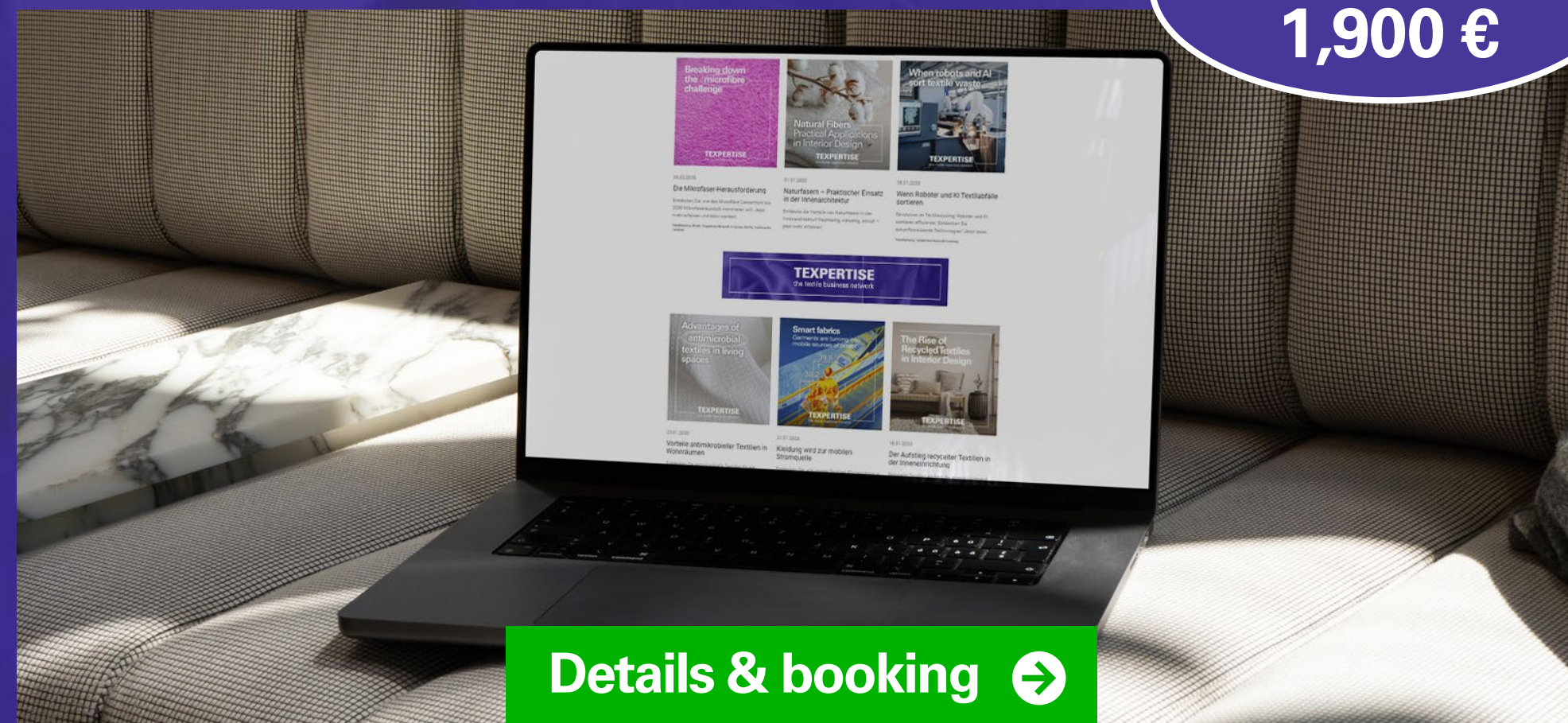
AUTHENTIC – Reach your target group in the editorial section.

EXCLUSIVE – Limited booking options.

Your package

- Banner formats: 10:1 (1,140 x 114 px) or 6:1 (1,140 x 190 px), incl. linking.
- Duration: 12 weeks.
- On request: reporting of the number of views after 2 months.

from ~~3,105 €~~
1,900 €



Whitepaper

Publish in-depth textile expertise – clearly structured and application-oriented for the industry.

Why whitepapers?

ACCURATE – Placement next to industry news and expert voices.

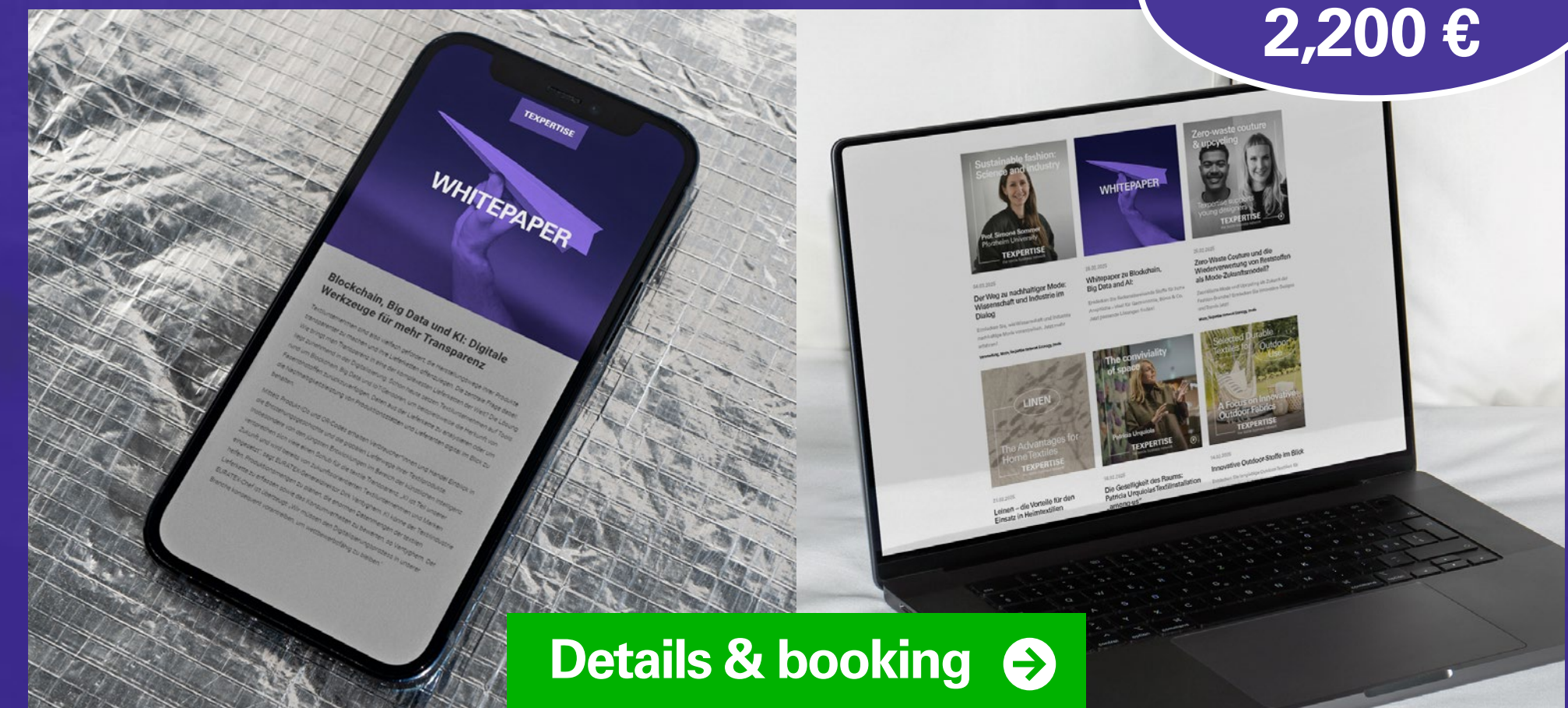
TARGETED – Your content where B2B decision-makers are looking for solutions.

PRACTICAL – Perfect as a download and for distribution.

Your package

- Whitepaper PDF (max. 25 MB) with header photo, headline, teaser & teaser graphic.
- Distribution via industry hub, social media & newsletter.
- Duration: 1 year for maximum visibility.

~~3,000 €~~
2,200 €



CONTACT

The next move is yours.
texpertise@messefrankfurt.com

www.texpertise-network.com