MEDIA DATA 2027

HTE Home Textile exports



PRINT COPIES
4,850

+

DIGITAL COPIES
OVER 88,000

+

AT ALL MAJOR
TRADE SHOWS

*HTE Home Textile Exports Magazine has advertisers from all over the world and promotes them since 1982.

2027 EXHIBITION CALENDAR

EDITION	EXHIBITION	DATE	COUNTRY	ORGANIZER
JANUARY	HEIMTEXTIL FRANKFURT	12-15	Frankfurt-Germany	Messe Frankfurt
	IMM Cologne	19-22	Cologne-GERMANY	Koelnmesse
FEBRUARY	VIATT Vietnam International Textile Fair	26-28	Ho Chi Minh-Vietnam	
	Milano UNICA Textile & Interior Decoration F.	02-04	Milan-ITALY	
MARCH	Homedeco International Home Textile . Decor.	28-30	Almati-KAZAKHS.	Turkel
	CIFF-China International Furniture Fair	28-31	Guangzhou-CHINA	
APRIL	iSaloni Furniture & Design Fair	13-18	Milan-IALY	
	Proposte	04-06 May	Como-ITALY	Proposte Srl.
MAY	HOMETEX (formerly Evteks)	25-29	Istanbul-Turkey	KFA-Tetsiad
JUNE	INDEX Dubai	01-03	Dubai-UAE	dmg Events
JULY	NASTEX Hometex	18-21	Damascus-SYRIA	Pyramids Fair Services
AUGUST	Intertextile Home Textiles	25-27	Shanghai-CHINA	Messe Frankfurt
SEPTEMBER	Hometextile & Design (former Heimtextil Russia)	21-23	Moscow-RUSSIA	Messe Fr. Russia
	FDI-Furnishing & Design Istanbul	Sept.	Istanbul-Türkiye	IFM
	Intertex Tunisia	October	Sousse-TUNISIA	
OCTOBER	UzTextile Expo - Textile & Apparel Expo	Oct.	Tashkent-UZBEKI.	
	Cairo Fashiontex-Garment, fabric and textiles	October	Cairo-EGYPT	
NOVEMBER	Fast Textile - International Textile Trade Fair	November	Lodz-POLAND	
DECEMBER	MTG - International Textile & Garment Fair	14-17	Yangon-MYANMAR	

ADVERTISEMENT RATES & TECHNICAL SPECS

PRINT MAGAZINE

PAGE OPTIONS

FRONT COVER	5,000 Euro
BACK COVER	3,000 Euro
1 INSIDE PAGE	1,500 Euro
TWO PAGE SPREAD	3,250 Euro
HALF PAGE	850 Euro
INSIDE FRONT COVER	1,850 Euro
INSIDE BACK COVER	1,700 Euro

*In yearly reservations 15% discount will be applied.

ADVERTISEMENT SIZES

Full page sizes:	20,6 (width) x 27,6 cm
Two-page spread:	40,6 (width) x 27,6 cm
Half page vertical ad:	10 cm (width) x 27 cm
Half page horizontal ad:	20 cm (width) x 13,5 cm

ADVERTORIAL

Text should be English & Turkish.
Text and pictures should be delivered by client.
We help to translate your text into Turkish for free.
We prepare your pages and send you for your approval.

2-page advertorial:	2,000 Euro

MEDIA INFORMATION 2027

2027 Editorial Calendar / Topics by month

HTE Home Textile exports

EDITION	MAIN TOPICS
January	**Theme: Trends in Sustainable Textiles** • Features on eco-friendly production methods. • Insights into sustainable sourcing and recycling innovations.
February	**Theme: Smart Textiles and Technology** • Advancements in smart fabrics for home use. • Key technologies reshaping the textile export industry.
March	**Theme: Global Market Outlook for 2027** • Market trends and opportunities in key export regions. • Case studies of successful exporters.
April	**Theme: Spring-Summer Collections** • Showcasing latest designs and fabrics for the season. • Buyer preferences and emerging patterns.
May	**Theme: Textile Certifications and Compliance** • Navigating international standards and certifications. • Impact of compliance on market access.
June	**Theme: Innovations in Textile Machinery** • Spotlight on the latest equipment for textile production. • Interviews with leading machinery manufacturers.
July	**Theme: Logistics and Supply Chain Efficiency** • Best practices for efficient global distribution. • Trends in shipping and freight for textiles.
August	**Theme: Autumn-Winter Collections** • Highlights of upcoming collections and trends. • Consumer preferences for colder seasons.
September	**Theme: Textile Industry and Circular Economy** • How circular practices are shaping the industry. • Focus on waste reduction and closed-loop systems.
October	**Theme: Emerging Markets in Home Textiles** • Deep dive into new growth regions. • Analysis of market entry strategies.
November	**Theme: Textile Design and Innovation Awards** • Celebrating groundbreaking designs and technologies. • Coverage of award-winning products and interviews with designers.
December	**Theme: Year in Review and 2028 Projections** • Recap of 2027 highlights in the textile industry. • Forecasts and preparations for the upcoming year.

ADVERTISEMENT RATES & TECHNICAL SPECS

DIGITAL ADVERTISEMENT OPTIONS

BANNERS ON OUR HOMEPAGE | www.hometextile.com.tr

Top banner price:
1,500.00 Euro / month
Sizes: 728 x 90 px

Skyscraper price:
1,200 Euro / month
Sizes: 160 x 600 px

Side banner price:
600 Euro / month
Sizes: 350 x 350 px

Pop-up price:
1,250 Euro / month
Sizes: 600 x 400 px



ONLINE / NEWSLETTER ADVERTORIALS

Advertorials are published on our homepage
www.hometextile.com.tr
Maximum number of characters for text: 1,000, incl. blanks
Price: 750.00 Euro

VIDEO INTERVIEW

We can make video interviews
in your stand you attend
in trade shows.
This options is available for
all exhibitions we attend in 2024.
Video examples can be found at
www.hometextile.com.tr
Price: 1.750 Euro



EDM (E-MAILING SERVICE):

Reach Your Target Markets with International B2B Email Marketing
Our e-shot service helps exporters, importers and manufacturers promote their products and services to international business audiences. Your advertisement, product announcement or company presentation is delivered in newsletter format to our database of over 88,000 international email addresses, reaching industry professionals, purchasing managers, CEOs and R&D teams.

Each campaign includes direct links to your website, allowing potential buyers to explore your products and connect with your business. Following delivery, we provide a detailed performance report covering clicks, geographical distribution and visitor engagement. Where tracking data is available, the report also identifies companies showing the strongest interest in your offering.

Enquiries generated by the campaign can be collected and forwarded to your team. Alternatively, we can configure your email address as the reply-to address, enabling interested recipients to contact you directly.

Before distribution, you will receive a test email to review and approve, ensuring that the content, design and links meet your expectations.

E-mailing service for 1 time:
1,750 euro

E-mailing specs:
750 (width) x 1500 pxl at HTML format



WEBINARS
THE PLATFORM THAT YOU CAN INTRODUCE YOUR COMPANY, PRODUCTS AND INNOVATIONS TO YOUR TARGET AUDIENCE

You can showcase your new product / your exhibition, the results of a study, new developments or a pilot project in an interactive webinar format to your customers / target audience.

The process lasts 60 minutes, including a subsequent discussion or a question and answer session with the participants. The webinar will be recorded and can also be accessed later via our website.

A webinar package includes:
- Invitation of participants for the webinar through mailings, newsletters and website
- Reminder e-mails for the participants
- Implementation of the webinar, including moderation
- One banner in our newsletter and the banner will be online in our website.
- After webinar, we publish the news about webinar in our upcoming issue.

Webinar package price:
13,500 Euro

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