egytex.com
EGYPT OFFICIAL TEXTILE INDUSTRY PORTAL

Media Kit 2026

ADVERTISE WITH EGYTEX

Reach Egypt's textile industry, directly.

Egypt's textile and apparel portal since 2001, where international buyers, Egyptian manufacturers and industry professionals meet. This kit explains where your advert can appear, what it costs and how to book it.

2,500+	8,000+	70+	25 yrs
Factories and suppliers in the Egytex Directory	Registered industry professionals and buyers	Countries reached by our export-focused audience	Serving Egypt's textile & apparel sector since 2001

Inside this kit

02 Why Egytex & who you reach
03 How advertising works
04 Homepage placements
05 Section & Directory placements
06 Rate card in EGP, USD & EUR
07 Packages & savings
08 Sponsored content & creative guide
09 How to book & FAQ

EMAIL
advertising@egytex.com

ONLINE
egytex.com/advertise

RATES VALID
from 1 October 2026

WHY EGYTEX

The audience you want, without the waste.

General media reaches everyone. Egytex reaches the people who make, buy and sell textiles and garments, at the moment they are looking for suppliers, prices and industry news. Every visitor is part of your market.

2,500+
factories and suppliers listed in the Directory

8,000+
registered members: owners, managers and buyers

2,000+
news articles, reports and interviews published

EN · AR
fully bilingual, in English and Arabic

Who you will reach

three audiences, one platform

International buyers

Sourcing teams and importers from Europe, the USA and the Middle East who use the Directory to shortlist Egyptian suppliers.

Factory owners & managers

Decision-makers across spinning, weaving, knitting, dyeing, finishing and garment making: the people who buy machines, yarn, chemicals and services.

Industry professionals

Engineers, merchandisers, exporters, researchers and analysts who follow our market data, reports and news every week.

GOOD FIT FOR

Who advertises on Egytex

- Machinery and spare-parts suppliers
- Yarn, fabric, trims and accessories
- Dyes, chemicals and finishing
- Garment and home-textile exporters
- Logistics, testing, certification
- Banks, export councils, free zones
- Exhibitions, conferences and training

What visitors come for

where your advert is seen

Directory

Search Egyptian factories by product and category, and open detailed company profiles.

News & Articles

Daily industry news, editorials, expert opinion and interviews.

Market Data

Cotton and yarn prices, export flows and Egypt's country profile.

Industry Reports

In-depth reports on sectors, markets and trade agreements.

Events

Exhibitions, fairs and conferences in Egypt and abroad.

Research & Jobs

Academic research papers and the industry's own jobs board.

HOW ADVERTISING WORKS ON EGYTEX

Simple, fair and transparent.

New to online advertising? This page explains the rules we follow for every advertiser, and the few words you will see in your proposal and reports.

01 One advertiser per space
Your banner is the only one in its space for your whole booking. It does not rotate with other adverts, so every visitor to that page sees it.

02 Booked by the month
Choose your start date and how many months. Your advert switches on and off automatically on the dates agreed.

03 English, Arabic or both
Show one banner on both language versions, or supply separate English and Arabic designs for each audience.

04 Clearly labelled
Every advert carries a small “Advertisement” label. Readers trust Egytex because paid and editorial content are never mixed.

05 Honest numbers
We count real people only. Search-engine robots and automated traffic are removed before anything is counted.

06 Monthly report
You receive the views, clicks and click rate of your advert every month, so you can see what your money is doing.

07 No tracking scripts
Your advert is a picture with a link, nothing more. No third-party code runs on your readers’ screens.

08 Relevant adverts only
We accept advertising for the textile, apparel and related industries, and every design is checked before it goes live.

WORDS YOU WILL SEE

A short glossary

View
Also called an impression: counted each time a real visitor opens a page showing your advert.

Click
A visitor clicks your advert and your website opens in a new tab.

Click rate (CTR)
Clicks divided by views. 50 clicks from 10,000 views is a click rate of 0.5%.

Pixels (px)
The size of your banner file. 300 × 250 means 300 pixels wide and 250 pixels tall.

18 fixed spaces

8 on the homepage and 10 across the News, Reports, Events, Market Data and Directory sections. No clutter, no pop-ups, so each advert gets noticed.

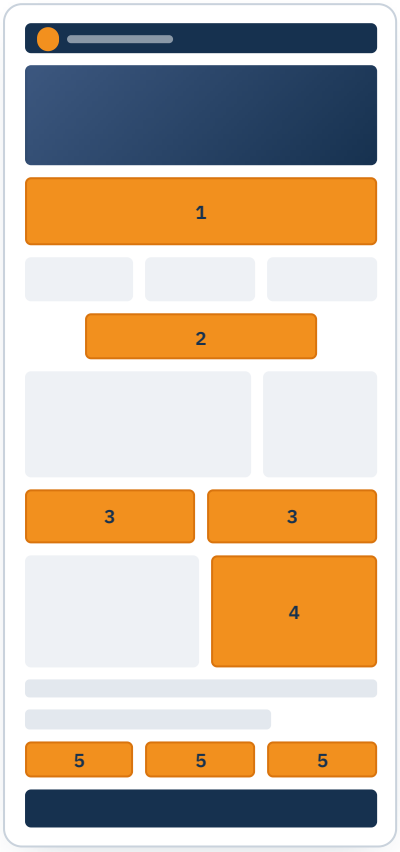
Three currencies

Fixed prices in EGP, USD and EUR. Egyptian companies are invoiced in EGP; international companies in USD or EUR.

PLACEMENTS · HOMEPAGE

The homepage: 8 spaces.

The front door of Egytex and the most visited page on the site. Four of the spaces are exclusive: one advertiser, the whole month.



HOMEPAGE · ILLUSTRATIVE

1 Homepage Billboard

The largest advert on Egytex: full width, high on the homepage. Seen by almost every visitor.

1184 × 150 px · 1 space · exclusive

EGP 12,000
$350 · €330
per month

2 Homepage Leaderboard

A wide banner directly below the market snapshot, where readers look before they scroll.

728 × 100 px · 1 space · exclusive

EGP 9,000
$260 · €245
per month

3 Homepage Feature Panel

A landscape panel set into the news and reports area of the homepage. Two side by side.

582 × 150 px · 2 spaces

EGP 6,500
$190 · €180
per month, each

4 Homepage Spotlight

A tall unit under the latest news, high on the homepage. Enlarged to 500 × 535 px until 17 November 2026.

500 × 535 px · 1 space · exclusive

EGP 26,000
$500 · €445
per month

5 Partners Strip

Three logo-style slots side by side in a labelled partners band. Affordable, always-on presence on the homepage.

384 × 80 px · 3 spaces

EGP 3,500
$110 · €100
per month, each

☆ **Tip:** exclusive spaces are booked first. If you have a launch, an exhibition or a new season coming, reserve the Billboard or Leaderboard early for those months.

PLACEMENTS · SECTIONS & DIRECTORY

Beside the content readers came for: 10 spaces.

Target by interest. Choose the section whose readers match your customers, and your advert appears on its list pages and on every article or report inside it.

Sidebar Rectangle

300 × 250 px · 6 spaces in 4 sections

SECTION PAGE · ILLUSTRATIVE

SECTION	PAGES COVERED	SPACES
News & Articles	News, Editorial, Expert Opinion, Textile Talks and every article page	2
Events	Events calendar and event pages	2
Industry Reports	Reports list and every report page	1
Market Data	Cotton & yarn prices, Trade Flows, Country Profile	1

One price for every section — **EGP 5,000** · $150 · €140 / month, each

Directory

where buyers shortlist suppliers · 4 spaces

DIRECTORY LIST

COMPANY PROFILE

C Directory Leaderboard

A full-width banner between the rows of factory listings, right where buyers are browsing suppliers.

970 × 90 px · 2 spaces

EGP 7,500
$220 · €210
per month, each

D Directory Sidebar

Beside the Directory and the Factory List: the pages an international buyer opens when searching for a supplier.

300 × 280 px · 1 space · exclusive

EGP 5,500
$160 · €150
per month

E Company Profile Skyscraper

The tallest advert on Egytex, running down the side of every company profile page, across all 2,500+ profiles.

300 × 588 px · 1 space · exclusive

EGP 6,500
$190 · €180
per month

Selling machinery, yarn or services to factories? The Directory Sidebar and Company Profile Skyscraper sit on the pages factory owners check most: their own company profile and their competitors'.

RATE CARD 2026

All prices on one page.

Monthly price for one space. Egyptian companies pay in EGP; international companies pay in USD or EUR. Longer bookings earn a discount (see page 7).

PLACEMENT	SIZE (PX)	SPACES	EGP / MO	USD / MO	EUR / MO
Homepage					
Homepage Billboard EXCLUSIVE Full width, high on the homepage	1184 × 150	1	12,000	350	330
Homepage Leaderboard EXCLUSIVE Below the market snapshot	728 × 100	1	9,000	260	245
Homepage Feature Panel In the news & reports area	582 × 150	2	6,500	190	180
Homepage Spotlight EXCLUSIVE Under latest news · until 17 Nov 2026	500 × 535	1	26,000	500	445
Partners Strip Logo band, three side by side	384 × 80	3	3,500	110	100
Sections					
Sidebar Rectangle News & Articles (2) · Events (2) · Reports (1) · Market Data (1)	300 × 250	6	5,000	150	140
Directory					
Directory Leaderboard Between factory listings	970 × 90	2	7,500	220	210
Directory Sidebar EXCLUSIVE Directory & Factory List	300 × 280	1	5,500	160	150
Company Profile Skyscraper EXCLUSIVE Every company profile page	300 × 588	1	6,500	190	180
Content					
Sponsored Article Price per article · one week on the homepage	text + photos	n/a	6,000	180	170

What is included

Placement for the booked dates, a check of your design before launch, a screenshot on launch day, and a monthly report.

Minimum booking

One month per space. You can start on any date; the month runs from your start date.

Changing your design

You may replace your banner once a month at no charge, for example for a new offer or an exhibition.

Prices exclude VAT and any taxes that apply. Rates are valid from 1 October 2026 and may be revised; the price in your signed agreement is fixed for your whole booking. Availability is confirmed at the time of booking.

PACKAGES & SAVINGS

Stay longer, pay less.

Advertising works best when buyers see your name again and again. Book for longer and the monthly price goes down, for any space on the rate card.

1 month	3 months	6 months	12 months
0%	−10%	−15%	−20%
Standard rate	One season	Recommended	Best value

Example: a Sidebar Rectangle booked for 6 months costs EGP 4,250 a month instead of EGP 5,000, so you save EGP 4,500 over the booking.

Ready-made packages

monthly price · minimum 3 months

STARTER

Sector Presence

EGP 7,500

$230 · €210 per month

For a first campaign: stay visible to readers of one section, with a logo on the homepage.

- 1 Sidebar Rectangle in the section of your choice
- 1 Partners Strip slot on the homepage
- Monthly report

Save EGP 1,000 a month

FOR SUPPLIERS TO FACTORIES

Directory Power

EGP 16,500

$485 · €460 per month

Own the Directory, where factory owners and buyers spend their time on Egytex.

- 1 Directory Leaderboard
- Directory Sidebar (exclusive)
- Company Profile Skyscraper (exclusive)
- Monthly report

Save EGP 3,000 a month

MAXIMUM VISIBILITY

Market Leader

EGP 21,500

$630 · €590 per month

The biggest spaces on the homepage, plus a place in the news and your own story told by our editors.

- Homepage Billboard (exclusive)
- Homepage Leaderboard (exclusive)
- 1 Sidebar Rectangle in News & Articles
- 1 Sponsored Article every 3 months, included

Save EGP 4,500 a month + free articles

Package prices already include their saving; the multi-month discounts above do not apply on top. Exclusive spaces are subject to availability.

Need something different?

Tell us your goal and budget, for example “reach buyers before our exhibition in March”, and we will put together a mix of spaces that fits. Custom packages are available for exhibitions, associations and multi-brand groups.

BEYOND THE BANNER

Tell your story.

Sponsored Article

A full article about your company, new product, factory or expertise, written with the Egytex editorial team, published in the News section and promoted on the homepage for one week. It stays online and searchable afterwards.

- ✓ Up to 800 words plus up to 5 photos
- ✓ English, Arabic or both
- ✓ Link to your website and your Directory profile
- ✓ Clearly marked as “Sponsored”

EGP 6,000 $180 · €170 per article

COMING SOON

Ask us to reserve early

Featured Directory Listing
Your company at the top of its category, with a highlighted card.

Featured Event
Your exhibition or conference pinned at the top of the Events calendar.

Newsletter sponsorship
A banner in The Dispatch, our industry newsletter, delivered to members’ inboxes.

CREATIVE GUIDE

Preparing your banner.

RULE	REQUIREMENT
Size	Exactly the size of the space, e.g. 300 × 250. For extra sharpness, send it at double size (600 × 500).
File type	JPG or PNG. Animated GIF on the Billboard and leaderboards only.
File weight	Under 300 KB, so the page loads fast on phones.
Link	One web address starting with https://
Language	One design for both, or one English and one Arabic.
Deadline	3 working days before your start date.

Tips for a banner that gets clicked

- ✓ **One message.** A banner is seen for a second. Say one thing clearly.
- ✓ **Logo and a short action:** “See our range”, “Book a visit”, “Get a quote”.
- ✓ **Large, readable text.** Test it at real size on a phone.
- ✓ **Link to a matching page,** not just your homepage.
- × Designs that look like Egytex news, or like a system warning.
- × Flashing effects or long paragraphs of text.

No designer? Send us your logo, photos and message and we can arrange a simple banner for you. Ask for a quote.

HOW TO BOOK

From first email to live in days.

Five simple steps. Most display adverts go live 2 to 3 working days after we receive the banner and payment.

1

Enquire

Fill in the form at egytex.com/advertise or email us with the spaces you like and your dates.

DAY 1

2

Proposal

We confirm availability and send a written proposal with the price in your currency.

WITHIN 1 WORKING DAY

3

Agreement

You sign the advertising agreement and pay the invoice before the start date.

BEFORE START

4

Send banner

Email your design and link. We check it and tell you if anything needs fixing.

3 DAYS BEFORE START

5

Go live

Your advert appears on the start date. You get a screenshot, then a report every month.

START DATE

Questions advertisers ask

Can I see my advert before paying?

Yes. We send you a preview of where it will appear with your proposal, and a live screenshot on launch day.

How do I pay?

By bank transfer against our invoice, in EGP, USD or EUR. Payment is due before the campaign starts.

Can I target only Arabic or only English readers?

Yes. Each advert can show on the English site, the Arabic site, or both.

Can I pause or change my advert?

You can replace the design once a month at no charge. Paused days are not refunded but can be discussed for long bookings.

What happens when my booking ends?

Your advert stops automatically on the last day. We contact you before that so you can renew and keep your space.

Is my company listed in the Directory too?

Your Directory listing is separate from advertising. An advert gives your company extra visibility on top of it.

egytex.com

Let's plan your campaign.

Tell us what you want to achieve, and our advertising team will reply with availability and a proposal within one working day.

EMAIL

advertising@egytex.com

ONLINE

egytex.com/advertise