

**egytex.com**

EGYPT OFFICIAL TEXTILE INDUSTRY PORTAL

Media Kit 2026

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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+

Factories and suppliers in the Egytex Directory

8,000+

Registered industry professionals and buyers

70+

Countries reached by our export-focused audience

25 yrs

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

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.

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.

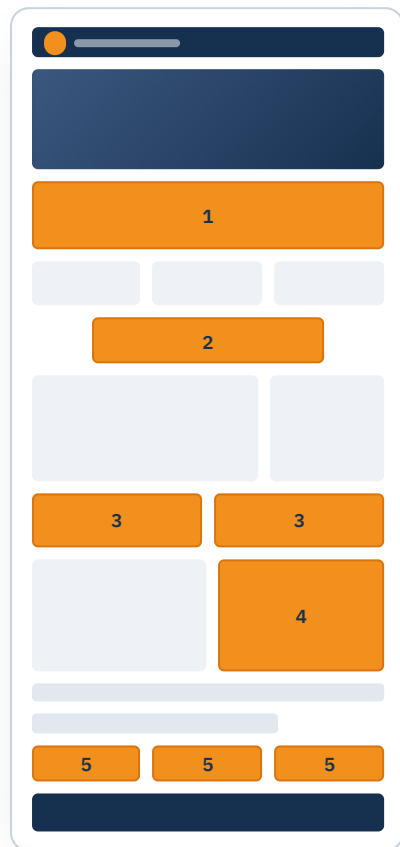


Three currencies

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

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

- | | | |
|--|---|--|
| <div style="background-color: #f4a460; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">1</div> | <p>Homepage Billboard</p> <p>The largest advert on Egytex: full width, high on the homepage. Seen by almost every visitor.</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 2px 10px; background-color: #f9f9f9;">1184 × 150 px</div> <div style="background-color: #f4a460; border-radius: 10px; padding: 2px 10px; color: white;">1 space • exclusive</div> </div> | <p>EGP 12,000</p> <p>\$350 • €330</p> <p>per month</p> |
| <div style="background-color: #f4a460; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">2</div> | <p>Homepage Leaderboard</p> <p>A wide banner directly below the market snapshot, where readers look before they scroll.</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 2px 10px; background-color: #f9f9f9;">728 × 100 px</div> <div style="background-color: #f4a460; border-radius: 10px; padding: 2px 10px; color: white;">1 space • exclusive</div> </div> | <p>EGP 9,000</p> <p>\$260 • €245</p> <p>per month</p> |
| <div style="background-color: #f4a460; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">3</div> | <p>Homepage Feature Panel</p> <p>A landscape panel set into the news and reports area of the homepage. Two side by side.</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 2px 10px; background-color: #f9f9f9;">582 × 150 px</div> <div style="background-color: #f4a460; border-radius: 10px; padding: 2px 10px; color: white;">2 spaces</div> </div> | <p>EGP 6,500</p> <p>\$190 • €180</p> <p>per month, each</p> |
| <div style="background-color: #f4a460; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">4</div> | <p>Homepage Spotlight</p> <p>A larger, deeper unit further down the homepage, beside the research and events sections.</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 2px 10px; background-color: #f9f9f9;">500 × 200 px</div> <div style="background-color: #f4a460; border-radius: 10px; padding: 2px 10px; color: white;">1 space • exclusive</div> </div> | <p>EGP 6,000</p> <p>\$175 • €165</p> <p>per month</p> |
| <div style="background-color: #f4a460; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">5</div> | <p>Partners Strip</p> <p>Three logo-style slots side by side in a labelled partners band. Affordable, always-on presence on the homepage.</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 2px 10px; background-color: #f9f9f9;">384 × 80 px</div> <div style="background-color: #f4a460; border-radius: 10px; padding: 2px 10px; color: white;">3 spaces</div> </div> | <p>EGP 3,500</p> <p>\$110 • €100</p> <p>per month, each</p> |

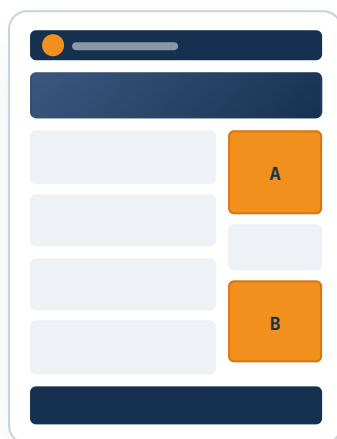


Tip: exclusive spaces are booked first. If you have a launch, an exhibition or a new season coming, reserve the Billboard or Leaderboard early for those months.

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** **EGP 7,500**

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

970 × 90 px 2 spaces

\$220 • €210 per month, each
- D** **Directory Sidebar** **EGP 5,500**

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

300 × 280 px 1 space • exclusive

\$160 • €150 per month
- E** **Company Profile Skyscraper** **EGP 6,500**

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

\$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'.

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 Beside research & events	500 × 200	1	6,000	175	165
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.

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 0% Standard rate	3 months -10% One season	6 months -15% Recommended	12 months -20% Best value
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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 SUPPLIERS TO FACTORIES Directory Power EGP 16,500 \$485 · €460 per month	MAXIMUM VISIBILITY Market Leader EGP 21,500 \$630 · €590 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	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	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.

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.

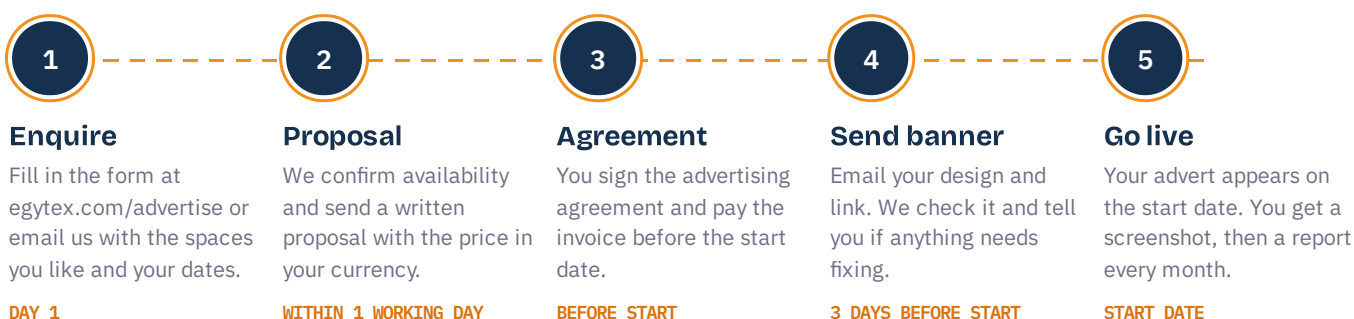
Tips for a banner that gets clicked

- ✓ **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.

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.



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.



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