


DETERGO NETWORK



**DETERGO**  
**COMMUNICATION**  
**NETWORK**  
**2026**



DETERGO



EXPODETERGO INTERNATIONAL



## DETERGO COMMUNICATION SYSTEM NETWORK

DETERGO IS A BENCHMARK FOR THE PROFESSIONALS IN SMALL LAUNDRIES AND DRY-CLEANING SHOPS, CLEANING LABS, AND INDUSTRIAL LAUNDRIES

In 2026, the year of **EXPODETERGO INTERNATIONAL**, DETERGO positions itself as a **fully integrated communication NETWORK** (alongside other communication tools specifically dedicated to EXPODETERGO INTERNATIONAL 2026 trade fair)

**DETERGO Magazine** showcases the latest technologies, key players, and market trends. The **portal, DETERGO.EU**, provides freshly up-dated news, technical insights, and direct access to companies. Through **social media**, DETERGO amplifies the industry's voice, fostering connections among businesses, operators, and suppliers

Our communication offering related to EXPODETERGO INTERNATIONAL 2026 trade fair includes three **key tools: the DETERGO SPECIAL EDITION, the EXHIBITOR CATALOGUE, and the EXHIBITION AREA FLOOR PLAN** (each product will have promotional spaces). All three will be distributed free of charge to visitors during the four days of the exhibition.

A dynamic ecosystem that unites print, web, and digital platforms to promote the culture of textile care. DETERGO is where information and innovation converge, serving as a strategic partner for those seeking growth, communication, and visibility. In 2026 and beyond, **DETERGO** continues to be the **voice of the professional laundry industry worldwide**





**DETERGO**

**.EU & MAGAZINE  
ADVERTISING  
SOCIAL MEDIA  
ACTIVITIES 2026**



The integration of the portal, magazine and social media activities is now a concrete reality, creating a unified communication ecosystem that maximizes visibility, engagement, and impact across multiple channels.

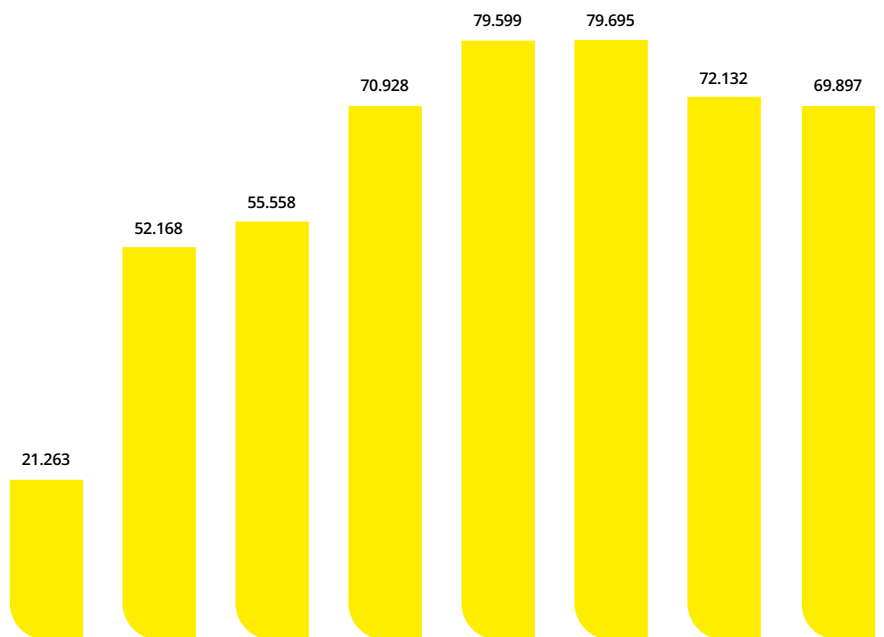
**WHY BECOME AN ADVERTISER**

Because **DETERGO NETWORK** is a key resource and an essential meeting point for professionals in the laundry and textile care industry:

- :: **International Coverage** - the magazine reaches laundry professionals in Italy and around the world
- :: **Extensive Database** - thanks to **EXPODETERGO INTERNATIONAL** with over **35.000 contacts across Italy, Europe, and worldwide**
- :: **Technical and Specialized Content** - DETERGO offers in-depth, updated information on machinery, technologies, and market trends
- :: **Virtual Agorà** - a dynamic space where manufacturers and industry operators can interact, exchange insights, and stay updated with the latest developments in the sector



**ORGANIC IMPRESSIONS DETERGO.EU PORTAL  
FEBRUARY-SEPTEMBER 2025**



**Impressions** indicate the number of times a website appears in Google's Search Engine Results Page (SERP), either for branded searches or queries related to the content available on the website

*Data source: Google Search Console*

FEBRUARY  
launch of the new portal



## DETERGO .EU

DETERGO.EU IS THE DEDICATED PORTAL THAT BRINGS TOGETHER THE PROFESSIONAL LAUNDRY WORLD. IT WAS CREATED TO INTEGRATE THE ACTIVITIES OF DETERGO MAGAZINE, AIFL, AND EXPODETERGO INTERNATIONAL, CREATING A CENTRAL HUB FOR INFORMATION, INNOVATION, AND COLLABORATION IN THE TEXTILE CARE SECTOR

It offers up-dated news, in-depth technical insights, and highlights the latest innovations introduced by leading companies in the industry

A platform designed to connect manufacturers, operators, and cleaning professionals, featuring an advanced, SEO-optimized system that streamlines and accelerates every useful search

A gateway between Detergo's editorial heritage and the evolving digital landscape, with a strong emphasis on the international market

A key reference: in 2026, in occasion of EXPODETERGO INTERNATIONAL, the portal will serve as a central communication point for the textile care sector

**DETERGO.EU: where the international professional laundry industry comes together**



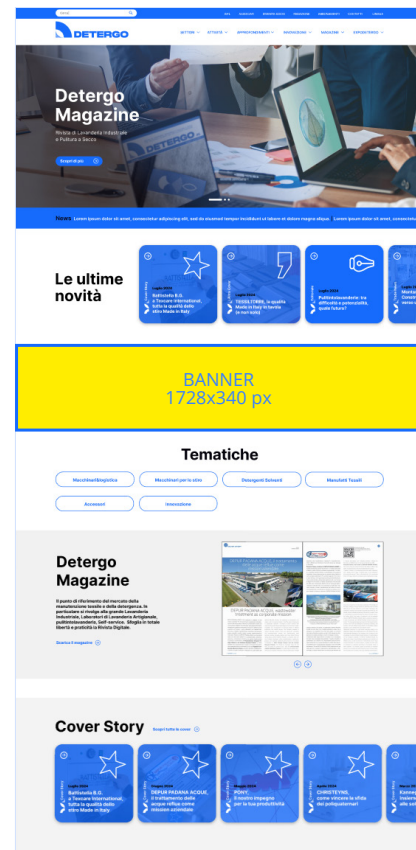
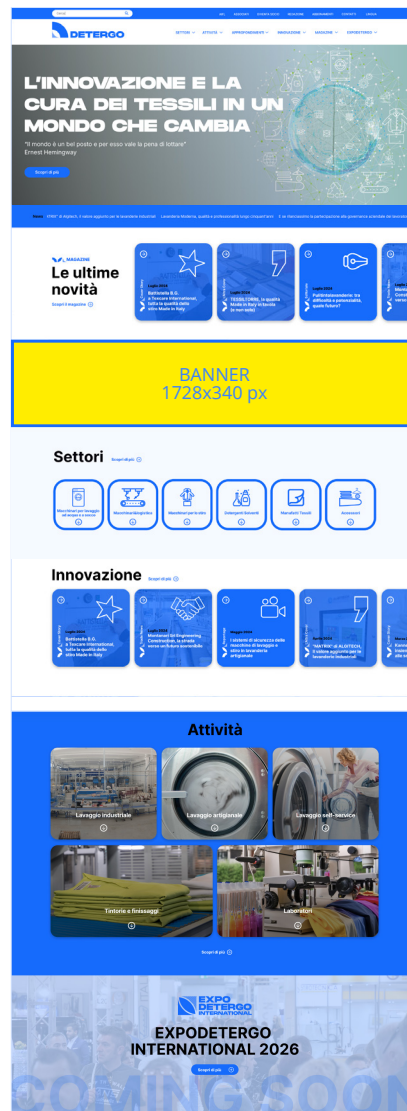


# DETERGO ADS TECHNICAL REQUIREMENTS

## .EU PORTAL

:: Promote your brand with our **ADVERTISING SPACES**

You can choose between different types of ADV, depending on the format, location and target audience (digital format gif/jpg/png RGB)

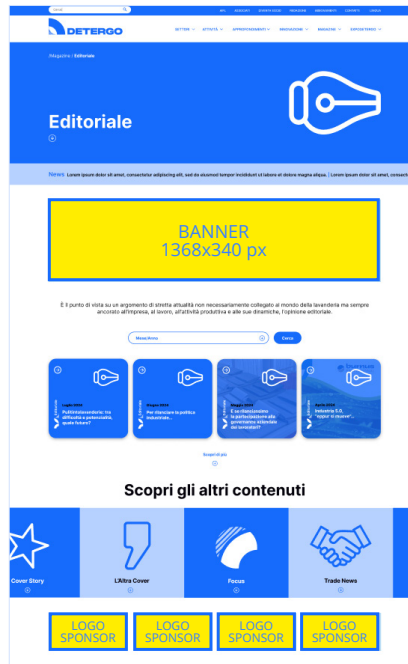


**TOP BANNER**  
**FULL WIDTH**  
Format 1728x340 px  
(+ 400x400 px for mobile)  
:: Main Homepage  
:: Magazine Homepage



# DETERGO ADS TECHNICAL REQUIREMENTS

## .EU PORTAL



**CATEGORY TOP BANNER**  
Format 1368x340 px  
(+ 400x400 px for mobile)  
**CATEGORY SPONSOR LOGO**  
Format 325x157 px  
2nd-Level Category Pages:  
:: Detergo magazine  
:: Activities  
:: Sectors  
:: Insights  
:: Innovation

**SKYSCRAPER BANNER**  
Format 330x1060 px  
:: In all articles (3rd-level)  
Editorial articles, non-advertorial  
contents created for the companies

**POP-UP ADVERTISING**  
Format 450x450 px  
:: On all pages

**1368x340 px - 325x157 px**  
2nd-Level Category Pages:

:: Detergo magazine  
• Editorial • Other Articles

:: Activities  
• Industrial Washing • Traditional Washing • Self-Service Washing • Dyeing and Finishing Activities  
• Laundry Laboratories

:: Sectors  
• Washing & Dry-cleaning machines • Machinery&Logistics • Ironing Equipment • Detergents & Solvents  
• Textile Products • Accessories

:: Insights  
• Restaurants • Hospitality • Healthcare • Residential Care Homes • Communities • Sports & Wellness

:: Innovation  
• Machinery & Accessories • Hardware & Software • Detergents



# DETERGO ADVERTISEMENT PRICELIST

## .EU PORTAL 2026

PRICELIST in Euro (VAT charged to the advertiser)



- :: TOP BANNER** **800 € per month**  
 Format 1728x340 px  
 Full width - On the Main Homepage and Magazine Homepage
- :: TOP BANNER CATEGORY** **550 € per month**  
 Format 1368x340 px  
 On 2nd-level Category Pages
- :: CATEGORY SPONSOR LOGO** **120 € per month**  
 Format 325x157 px  
 On 2nd-level Category Pages, same as category top banner
- :: SKYSCRAPER BANNER** **400 € per month**  
 Format 330x1060 px  
 In all 3rd level articles
- :: POP-UP ADVERTISING** **900 € per month**  
 Format 450x450 px  
 On all pages



# DETERGO MAGAZINE

- :: MONTHLY MAGAZINE:  
11 issues - July/August  
unique issue
- :: DISTRIBUTION:  
monthly
- :: CHIEF EDITOR:  
Marzio Nava  
marzio.nava@detergo.eu
- :: DETERGO EDITORIAL  
OFFICE:  
detergo@expodetergo.com

## DETERGO MAGAZINE HAS LONG BEEN THE BENCHMARK FOR THE TEXTILE CARE INDUSTRY

Straddling **history and innovation**, it chronicles the evolution of a dynamic sector. A true **"cogitation-corner"** it fosters the exchange of ideas, analyses, and future visions. This **contents lab** combines expertise, experience, and passion, delivering each issue packed with technical insights, interviews, and global market trends. It is the voice of those who innovate, produce, and transform the cleaning sector, serving as a gateway between companies, professionals, and institutions

Three thousand printed copies for readers who still cherish the "paper scent", complemented by a wide-reaching digital distribution of over 35.000 online copies sent to companies and laundry professionals worldwide

Today, alongside DETERGO.EU and EXPODETERGO INTERNATIONAL, it expands its communication reach

## DETERGO MAGAZINE: where knowledge meets innovation





## DETERGO

# EDITORIAL PLAN 2026

### :: FOCUS AND INTERVIEWS

- #1 J • Interview with the Director of ICE – the Italian Trade Agency for the international promotion and the global expansion of Italian companies
- #2 F • Double interview with labor law experts (Ichino and Cazzola) on the current state of the labor market
- #3 M • Finishing equipment for dry-cleaning and laundry shops, key innovations looking forward to EXPODETERGO INTERNATIONAL 2026
- #4 A • From 4.0 Industry to 5.0 Industry: technological evolution and the central role of people in production processes (interview with an industry expert)
- #5 M • Professional treatment of workwear : comparative analysis based on interviews with company managers
- #6 J • Interview with the President of Fiera Milano and the President of EXPODETERGO
- #7/8 J/A • Tablecloths, bed linens, and bathroom textiles: spotlight on key innovations at EXPODETERGO INTERNATIONAL 2026
- #9 S • EXPODETERGO INTERNATIONAL 2026: insights and perspectives key players in the textile industry
- #10 O • Water washing and tumble dryers: which could be the most effective and suitable solution?
- #11 N • Interview with the President of Confindustria Moda on the current state
- #12 D of the industry  
• EXPODETERGO INTERNATIONAL 2026, first impressions and feedback

### #1 J :: REPORTAGE

- #2 F • Management and control of inlet water in laundries: a roundtable discussion among operators
- #3 M • Labor market: workforce management in laundries, exploring potential solutions
- #4 A • The “C” Factor: Costs, energy savings, and reducing consumption in laundries
- #5 M • 4.0 and 5.0 Industry: exploring opportunities and limitations
- #6 M • Workwear: innovative treatment methods aligned with regulatory standards and service excellence
- #6 J • Self-service: emerging trends and future directions
- #7/8 J/A • Software and RFID technology in laundries: applications and added value, a comparative analysis of manufacturers and users
- #9 S • Can Artificial Intelligence (AI) create business opportunities for industrial laundries?
- #10 O • Integrated water management in textile processes: environmental impact and energy recovery
- #11 N • Dry-cleaning and wet-cleaning: potential and operational challenges, comparative analysis between manufacturers and users
- #12 D • The “W” factor: outlet Water, between purification and reuse



## DETERGO COLUMNS



- . COVER STORY
- . REPORTAGE
- . FOCUS
- . THE OTHER COVER
- . LAUNDRY GUIDE
- . TRADE NEWS - column/advertorial
- . ITALIAN TALENT
- . MARKETING&CUSTOMER
- . ASSOCIATIONS
- . INTERNATIONAL TRADE FAIRS
- . INTERVIEWS
- . WORK&BUSINESS
- . PILLS FOR THE FUTURE
- . LEGISLATION

:: COLUMNS, INSIGHTS AND INTERVIEWS  
FROM THE TEXTILE CARE MARKET

:: MONTHLY COLLABORATIONS WITH  
INDUSTRY EXPERTS FOR CREATING  
DEDICATED CONTENTS AND SPECIAL  
FOCUS ARTICLES

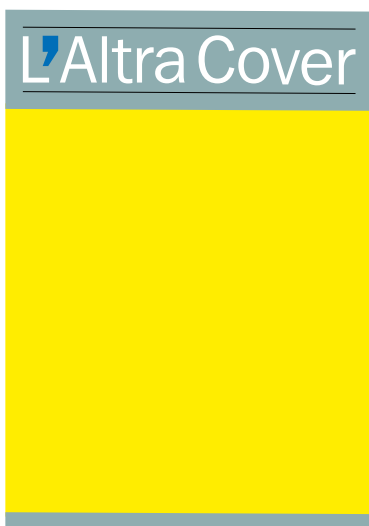
:: STAKEHOLDERS INVOLVED: PROFESSIONALS,  
COMPANIES, ASSOCIATIONS, LABORATORIES  
AND INSTITUTIONS OF RESEARCH



**COVER**  
**Bleed**  
B 210 mm. H 200 mm.  
(+5 mm bleed on each side)

## DETERGO ADS TECHNICAL REQUIREMENTS MAGAZINE

- :: The magazine accepts only printing material stored in digital formats: jpg, pdf, eps with 300dpi resolution
- :: When preparing the advertisements allowances should be made for the paperback binding, with a 5 mm trim on the four bleed sides; however leave at least 8 mm. between the edge and the texts
- :: Allowed color space: CMYK (four-colour printing)
- :: The printing material must be submitted at least 40 days before the publication date



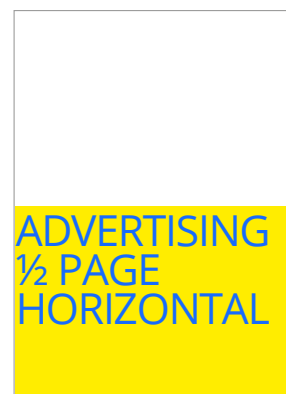
**THE OTHER COVER**  
**Bleed**  
B 210 mm. H 230 mm.  
(+5 mm bleed on each side)



**FULL PAGE**  
**Type Area**  
B 190 mm. H 277 mm.  
**Bleed**  
B 210 mm. H 297 mm.  
(+5 mm bleed on each side)



**1/2 PAGE VERTICAL**  
**Type Area**  
B 90 mm. H 260 mm.  
**Bleed**  
B 104 mm. H 297 mm.  
(+5 mm bleed on each side)



**1/2 PAGE HORIZONTAL**  
**Type Area**  
B 190 mm. H 132 mm.  
**Bleed**  
B 210 mm. H 147 mm.  
(+5 mm bleed on each side)



# DETERGO ADVERTISEMENT PRICELIST MAGAZINE 2026



PRICELIST in Euro (VAT charged to the advertiser)

:: ½ ADVERT COLOUR PAGE	<b>950 €</b>
:: 1 ADVERT FULL PAGE	<b>1.800 €</b>
:: COVER PAGE + 5 PAGES COVER STORY + 5 PAGINE DI COVER STORY + TOP BANNER Format 1728x340 px Full width - On the Main Homepage and Magazine Homepage + POST SOCIAL MEDIA	<b>3.800 €</b>
:: THE OTHER COVER (BACK COVER) + 3 PAGES THE OTHER COVER ARTICLE + TOP BANNER CATEGORY Format 1368x340 px On 2nd-level Category Pages + POST SOCIAL MEDIA	<b>3.200 €</b>
:: INSIDE FRONT COVER	<b>2.500 €</b>
:: INSIDE BACK COVER	<b>2.500 €</b>
:: FIRST RHP	<b>2.500 €</b>
:: PAGE FACING TABLE OF CONTENTS	<b>2.400 €</b>
:: 1 PAGE OF TRADE NEWS	<b>600 €</b>

**THE POSSIBILITY OF SENDING YOUR COMMERCIAL COMMUNICATION  
VIA EXPODETERGO DATABASE **3.600,00 €****

# **TOWARDS A CHANGING WORLD**

## **COMMUNICATION PLAN**



**EXPO  
DETERGO  
INTERNATIONAL**

**23-26 OCTOBER 2026**  
Fiera Milano, Rho



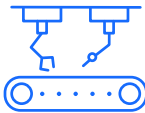
## EXPO DETERGO INTERNATIONAL 2026

# TOWARDS A CHANGING WORLD

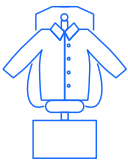
### SETTORI SECTORS



LAUNDRY & DRY-CLEANING MACHINES



MACHINERY & LOGISTICS



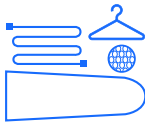
IRONING EQUIPMENT



DETERGENTS SOLVENTS



TEXTILE PRODUCTS



ACCESSORIES

EXPO DETERGO INTERNATIONAL 2026 IS THE WORLD TRADE FAIR DEDICATED TO THE TEXTILE CARE, A MEETING POINT FOR THE ENTIRE INDUSTRY

Leading the way with **SUSTAINABILITY, ENERGY SAVINGS, AUTOMATION AND AI**, EXPO DETERGO INTERNATIONAL 2026 PLACES INNOVATION THE HEART OF THE INDUSTRY

The trade fair will showcase cutting-edge technologies for industrial laundries, small laundries and dry-cleaning shops, highlighting the evolution of textiles through smart and efficient solutions.

From advanced machinery to next-generation digital applications, the fair brings together everything needed to optimize processes. It is a unique meeting ground where industry, research, and business converge with a strong focus on green and technological approach

Innovation, energy efficiency, and digitalization will drive change, offering participants an unparalleled opportunity to explore new ideas, forge partnerships, and create new business opportunities.

In 2026, **Milano** will welcome cleaning professionals from around the world to shape the future of textile care together

### EXPO DETERGO INTERNATIONAL 2026: TOWARDS A CHANGING WORLD





## EXPODETERGO INTERNATIONAL 2026

# EDITORIAL PLAN DETERGO SPECIAL EDITION

On the occasion of EXPODETERGO INTERNATIONAL 2026, Detergo will release a SPECIAL Edition offering an exclusive look at the latest innovations and flagship products from textile care companies featured at the trade fair. Available in print and for download on DETERGO.EU, the guide provides comprehensive insights into the laundry industry, highlighting businesses of all sizes and delivering valuable information for industry professionals

The Special Edition features in-depth coverage of the key strategic issues shaping the textile care industry:

### :: SUSTAINABILITY

Exploring eco-friendly solutions and low-impact processes that promote a more responsible and environmentally conscious approach to laundry

### :: INNOVATION

State-of-the-art technologies and machinery aimed at improving performance, efficiency, and service quality

### :: ARTIFICIAL INTELLIGENCE

Advanced smart tools that optimize processes, monitor production, and anticipate operational needs

### :: DIGITALIZATION

Integrated software and digital systems that enable faster, more precise management of data, workflows, and overall performance

### :: ERGONOMICS

Solutions designed to enhance operator comfort, safety, and well-being, increasing productivity while minimizing risks



## EXPO DETERGO INTERNATIONAL 2026



## SPECIAL EDITION

### ADS TECHNICAL REQUIREMENTS AND PRICELIST

:: Only print materials stored in digital formats (JPG, PDF, or EPS) with a resolution of 300 dpi are accepted

:: When preparing the advertisements allowances should be made for the paperback binding, with a 5 mm trim on the four bleed sides; however, leave at least 8 mm. between the edge and the texts

:: Allowed color space: CMYK (four-colour printing)

:: **Deadline:** All printing materials must be submitted by **30 June 2026** at the latest

PRICELIST in Euro (VAT charged to the advertiser)

:: **INSIDE FRONT COVER** **3.000 €**

:: **INSIDE BACK COVER** **3.000 €**

:: **FIRST RHP** **3.000 €**

:: **PAGE FACING TABLE CONTENTS** **2.400 €**

:: **1 ADVERT FULL PAGE 4 COLOURS** **2.000 €**

:: **1 ADVERTORIAL PAGE** **2.000 €**

text and photo to be sent by the customer

:: **1 ADVERTORIAL DOUBLE PAGES** **3.800 €**

text and photo to be sent by the customer



#### AD FULL PAGE

##### Type Area

B 190 mm. H 277 mm.

##### Bleed

B 210 mm. H 297 mm.

(+5 mm bleed on each side)



# EXPO DETERGO INTERNATIONAL 2026



## CATALOGUE

### ADS TECHNICAL REQUIREMENTS AND PRICELIST



**AD FULL PAGE**  
Type Area  
B 138 mm. H 200 mm.  
**Bleed**  
B 148 mm. H 210 mm.  
(+3 mm bleed on each side)

:: Only print materials stored in digital formats (JPG, PDF, or EPS) with a resolution of 300 dpi are accepted (this also applies for the advertiser logos in the exhibitor list, which must have a minimum width of 100 mm.)

:: When preparing the PRICELIST advertisements allowances should be made for the paperback binding, with a 5 mm trim on the four bleed sides; however, leave at least 8 mm. between the edge and the texts

:: Allowed color space: CMYK (four-colour printing)

:: **Deadline:** All printing materials must be submitted by **30 June 2026** at the latest

PRICELIST in Euro (VAT charged to the advertiser)

:: **INSIDE FRONT COVER** **2.700 €**

:: **INSIDE BACK COVER** **2.700 €**

:: **BACK COVER** **3.000 €**

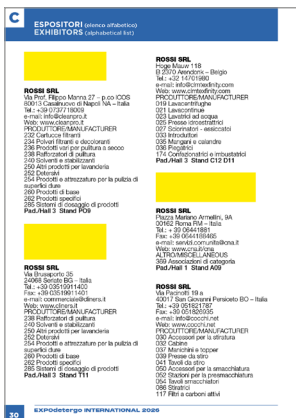
:: **PAGE FACING THE INDEX** **1.800 €**

:: **PAGE FACING THE MAP** **1.800 €**

:: **PAGE FACING THE ALPHABETICAL LIST OF EXHIBITORS** **1.800 €**

:: **1 ADVERT INSIDE THE CATALOGUE** **1.400 €**  
(not fixed position)

:: **POSITION FOR THE COMPANY LOGO** **300 €**  
(near the company name)





# EXPO DETERGO INTERNATIONAL 2026



## FOLDING MAP

### ADS TECHNICAL REQUIREMENTS AND PRICELIST

- :: Only print materials stored in digital formats (JPG, PDF, or EPS) with a resolution of 300 dpi are accepted
- :: When preparing the PRICELIST advertisements allowances should be made for the paperback binding, with a 3 mm trim on the four bleed sides
- :: Allowed color space: CMYK (four-colour printing)
- :: **Deadline:** All printing materials must be submitted by **30 June 2026** at the latest

**CENTRAL BOX**

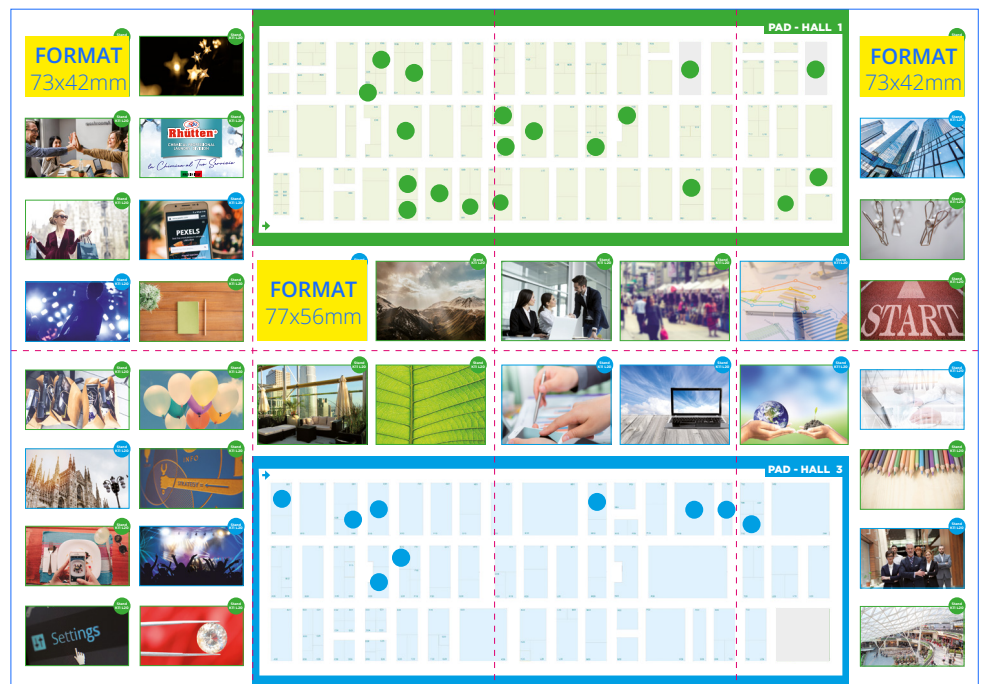
Type Area  
B 77 mm. H 56 mm.

**SIDES BOX**

Type Area  
B 73 mm. H 42 mm.

PRICELIST in Euro (VAT charged to the advertiser)

- :: **BOXES ON THE MAP, FROM NO. 1 TO NO. 10 each. 1.100 €**  
(CENTRAL position) Please indicate the box number (position) \_\_\_\_\_
- :: **BOXES ON THE MAP, FROM NO. 11 TO NO. 34 each. 950 €**  
(SIDES position) Please indicate the box number (position) \_\_\_\_\_





## DETERGO TAILORED ADVERTISING SOLUTIONS

# .EU PORTAL AND MAGAZINE TAILOR-MADE PROPOSALS



:: Promote your brand and enhance your visibility with your presence on **DETERGO MAGAZINE** and **DETERGO.EU** portal

:: By booking the main spaces/columns in the pages of the Magazine: **Cover, The Other Cover and other advertising space**, you can access exclusive benefits and special promotions, reserving a **privileged position** on the new **DETERGO.EU PLATFORM**

:: **ADVERTISEMENT PACKAGES WITH CUSTOMISED PROMOTIONS**, ideal for the activities and companies that would like an efficient and timely promotion of their machinery, products and services with the aim of reaching the highest number of customers





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DETERGO NETWORK

