DETERGO COMMUNICATION NETWORK 2027



DETERGO NETWORK
BEYOND FABRICS. SHAPING THE FUTURE OF TEXTILE CARE

More than a publication, DETERGO is a COMMUNICATION NETWORK: a MULTICHANNEL ECOSYSTEM that informs, provides in-depth insights, builds relationships and gives visibility to the key market's players.

PRINTED-COPY, DIGITAL, WEB, HUBSPOT AND EVENTS come together in an integrated communications system that supports the industry throughout the year.

DETERGO MAGAZINE covers the sector's technologies, key industry players and trends. The DETERGO.EU PORTAL offers the latest news, technical insights and a direct contact to companies; on SOCIAL MEDIA, Detergo amplifies the industry's voice, connecting businesses, professionals and suppliers.





WHY BECOME AN ADVERTISER

:: INTERNATIONAL REACH
Direct reach to laundry industry professionals in Italy and abroad

:: EXTENSIVE DATABASE
More than 35.000 contacts across Italy, Europe, and worldwide, built thanks to the ownership and organisation of EXPODETERGO INTERNATIONAL trade fair

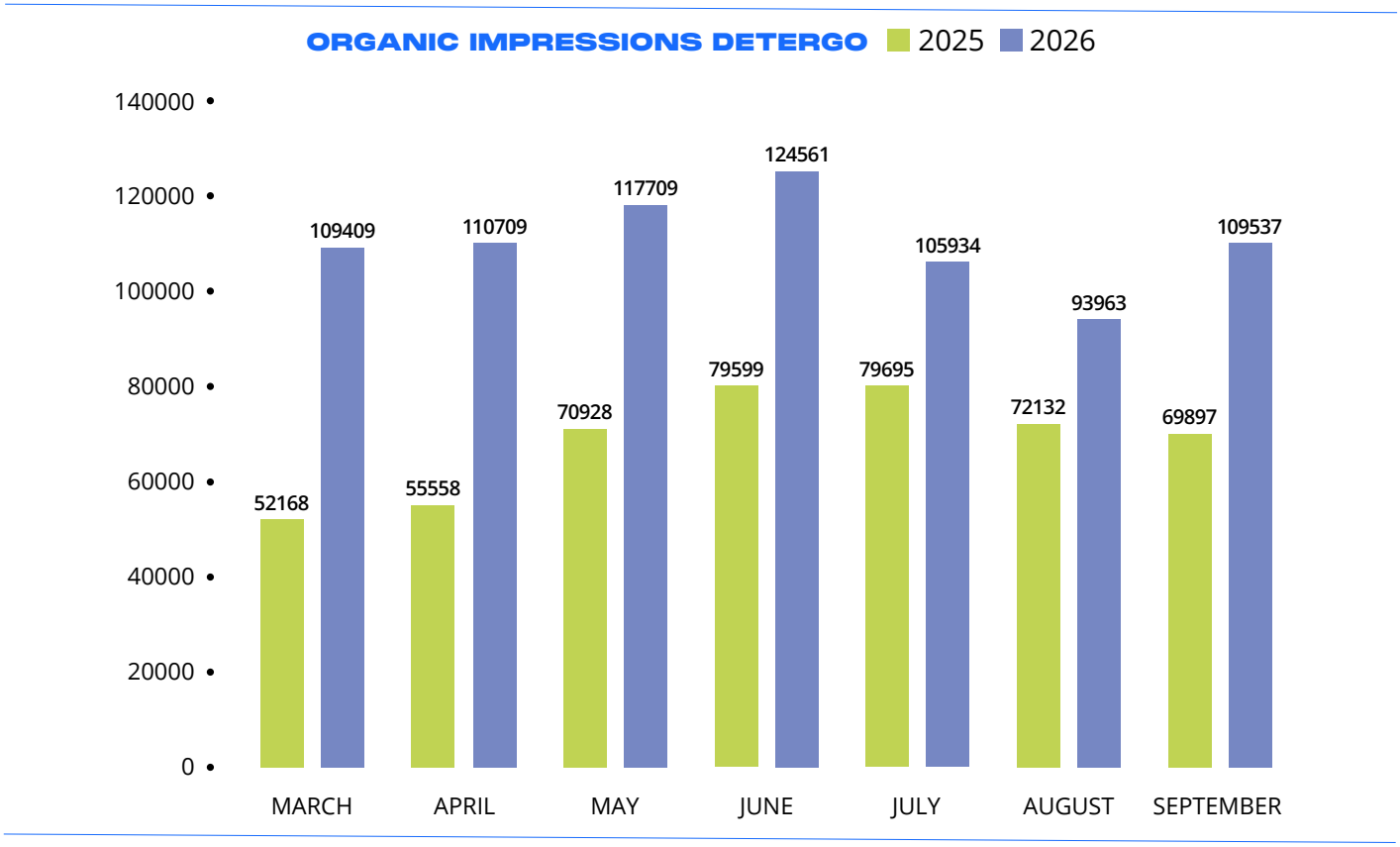
:: TECHNICAL AND SPECIALISED APPROACH
Detailed, up-to-date information on machinery, technologies and market trends

:: VIRTUAL AGORÀ
A dynamic space where manufacturers and market professionals can interact, exchange ideas and stay updated with the latest developments in the textile care sector.

DETERGO .EU
INDUSTRY CONNECTIONS, GLOBAL IMPACT

The launch of the new Detergo.EU portal in MARCH 2025 MARKED A SIGNIFICANT STEP CHANGE, WITH EXTRAORDINARY GROWTH.

(immediately reflected in organic Google impressions *source: Google Search Console*)



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

The portal is the digital hub for INFORMATION, INNOVATION AND NETWORKING: bringing together the latest news, expert technical insights and industry innovations, all in one place.

A GATEWAY between Detergo's editorial heritage, the international reach of EXPODETERGO INTERNATIONAL and the evolving power of digital media to connect the industry with global markets and unlock new business opportunities



DETERGO.EU: WHERE THE INTERNATIONAL PROFESSIONAL LAUNDRY INDUSTRY COMES TOGETHER

DETERGO .EU
AMPLIFY YOUR BRAND. EXPAND YOUR REACH. GROW YOUR BUSINESS

The detergo.eu portal is the industry's daily source for the latest news: A DIGITAL SPACE WHERE BRANDS CAN BUILD VISIBILITY AND CREDIBILITY and generate targeted leads through purpose-designed ADVertising formats.

DIGITAL ADS OPPORTUNITIES

BRAND AWARENESS VISIBILITY

:: OBJECTIVE
Capture attention with striking, engaging creative that sparks curiosity as users browse the site

:: IDEAL FOR
Launching new products or brands, promoting events, or announcing certifications and milestones to the market

:: SHARED KPI (KEY PERFORMANCE INDICATORS)
Impression

Format	Price
Top Banner HOME page - 1728×340 px, Main Homepage	800 €/month
Top Banner HOME Magazine - 1728×340 px, Magazine Homepage	800 €/month
Top Banner Category - 1368×340 px, 2° level Category Pages	550 €/month







DETERGO .EU
AMPLIFY YOUR BRAND. EXPAND YOUR REACH. GROW YOUR BUSINESS

DIGITAL ADS OPPORTUNITIES

BRAND AWARENESS
AUTHORITY

:: OBJECTIVE

Strengthen the authority (credibility) of a brand or product through high-value editorial content created and curated by Detergo editorial team

:: IDEAL FOR

Launching new products or brands, promoting events, or announcing certifications and milestones to the market

:: PROPOSED KPIs

Impressions, clicks, readership and listening figures

Format	Description	Price
Podcast	Prepared by Detergo editorial team based on an article published on Detergo Magazine	1.000 €
Video Interview	An interview recorded with the client, with questions agreed in advance	3.500 €





DETERGO MAGAZINE
THE LEADING MONTHLY MAGAZINE DEDICATED TO THE LAUNDRY AND TEXTILE CARE INDUSTRY

11 issues per year
3.000 paper-copies
Digital distribution with more than 35.000 contacts reach



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WHERE TRADITION MEETS INNOVATION

:: FLUID HORIZONS
Telling the story of an industry in constant motion

:: CONTENT HUB & THINK TA
A creative space where expertise, experience and passion come together to shape ideas, insights and visions for the future

:: AGORÀ
A platform for the voices shaping the future of professional cleaning - bringing businesses, industry professionals and institutions together in an ongoing conversation

DETERGO EDITORIAL PLAN 2027
DETERGO MAGAZINE, DETERGO NEXT
NEW PERSPECTIVES. NEW PLAYERS. NEW IDEAS

In 2027 DETERGO MAGAZINE E DETERGO.EU is strengthening its editorial offer with exclusive contents about businesses, innovation, technology and the people shaping the industry.

AN EDITORIAL ECOSYSTEM designed to provide industry professionals with QUALIFIED INFORMATION AND PRACTICAL INSIGHTS, while creating valuable opportunities for partner companies to enhance their visibility and strengthen their market presence.

NEW CONTENTS

:: DETERGO HUB
Artificial Intelligence applied to textile care industry
The new Detergo HubSpot is a project that is going to be launched in 2027 and developed in collaboration with Digital360, dedicated to Artificial Intelligence and its transformative applications in the textile care industry. Technology, real-world case studies, expert insights and business opportunities will provide companies with practical perspectives on how AI can drive greater efficiency, productivity, organisational effectiveness and competitiveness, offering companies the opportunity to position their brands alongside authoritative and innovative content, through an integrated presence across Detergo Magazine and Detergo.EU.

:: GLOBAL LAUNDRY
Uno sguardo sul mondo per comprendere il "nostro" mondo
A fresh perspective on the world of small and industrial laundries, exploring how businesses operate across different countries and markets. We will compare distinctive practices, organisational models and ways of working - from established traditions to innovative approaches and emerging needs. International experiences and solutions will reveal how laundries are evolving around the world, and what we can learn from businesses operating in different markets. Which ideas could be adapted to our own?
An international journey through the experiences, technologies and strategies shaping the sector, offering fresh perspectives and inspiration for the future of textile care.

:: WORK&BUSINESS
Business figures, organisation and innovation
Each month, we visit an industrial laundry or an outstanding business in the sector, exploring its figures, processes, technologies and results. Topics include productivity, water and energy consumption, automation, delivery times, investment, staffing, profitability, challenges and growth prospects. Each feature offers an in-depth business case study that showcases the companies involved and gives readers benchmarks and practical ideas.

:: INTERVIEWS
Voices of authority in the industry
Leading entrepreneurs, managers, experts, and representatives of institutions, organisations and associations will share their insights in exclusive interviews addressing the key forces shaping the industry - from the economy and labour to innovation, sustainability, technology, and the future of textile care.

DETERGO EDITORIAL PLAN 2027
TRADITIONAL STRENGTHS. TIMELESS CREDIBILITY

:: REPORTAGE

#1	J	• Small laundry businesses: mistakes that make profits evaporate
#2	F	• Smart fabrics, smarter washing: the evolution of professional laundering and the treatment of new fibres
#3	M	• The invisible laundry: technology beyond washing
#4	A	• The revolution starts at the final stage. Is finishing the new competitive factor?
#5	M	• How much Is a certification really worth? Marketing tool or competitive advantage?
#6	J	• Self-service: a new growth model - lower consumption, greater value
#7/8	J/A	• Working without finding staff. Who will work in the laundries of the future?
#9	S	• The future in new hands: generational change in laundries
#10	O	• The laundry of the future? A data factory
#11	N	• Boutique laundries: when specialisation and diversification matter more than size
#12	D	• The value of water: from recycling to wastewater treatment

:: FOCUS

#6	J	
#9	S	• Road to Clean Show: companies take on Las Vegas
		• Host Milano Special: companies innovating textile care



:: COLUMNS

. COVER STORY
. THE OTHER COVER
. LAUNDRY GUIDE
. ITALIAN TALENT
. MARKETING&CUSTOMER
. ASSOCIATIONS
. INTERNATIONAL TRADE FAIRS
. WORK&BUSINESS
. PILLS FOR THE FUTURE
. LEGISLATION
. DETERGO HUB
. GLOBAL LAUNDRY

:: ADVERTORIALS

. TRADE NEWS
. INTERVIEW

DETERGO MAGAZINE
ADS TECHNICAL REQUIREMENTS

:: The magazine accepts only printing material stored in digital formats:
jpg, pdf, eps with 300dpi resolution

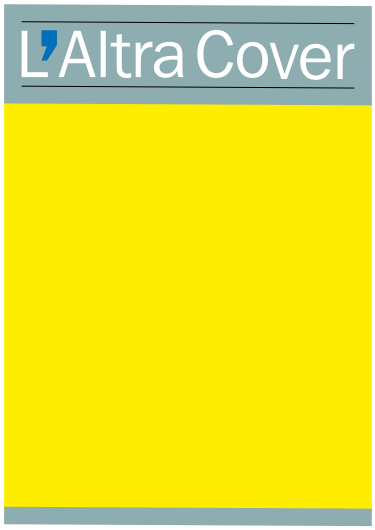
:: When preparing the advertisements allowances should be made for the paperback binding, with a 5 mm trim on the four bleed sides;
however leave at least 8 mm. between the edge and the texts

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

:: The printing material must be submitted at least 40 days before the publication date



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



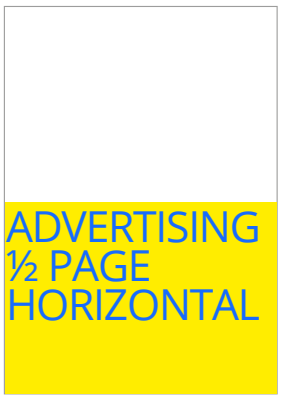
THE OTHER COVER
Bleed
B 210 mm. H 230 mm.
(+5 mm bleed on each side)



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



½ PAGE VERTICAL
Type Area
B 90 mm. H 260 mm.
Bleed
B 104 mm. H 297 mm.
(+5 mmbleed on each side)



½ PAGE HORIZONTAL
Type Area
B 190 mm. H 132 mm.
Bleed
B 210 mm. H 147 mm.
(+5 mm bleed on each side)

DETERGO MAGAZINE
MAKE NEWS. MAKE BUSINESS

Detergo Magazine is your strategic partner for increasing brand visibility, STRENGTHENING YOUR MARKET POSITION AND REACHING THE PROFESSIONALS, DECISION-MAKERS AND QUALIFIED INDUSTRY OPERATORS WHO CAN DRIVE YOUR BUSINESS FORWARD.

Through authoritative content on innovation, technology, trends and market developments, we connect companies with professionals seeking solutions and expertise - helping you attract new customers and unlock valuable business opportunities.

Detergo Magazine gives your brand a powerful voice in the professional laundry industry - building credibility, creating connections and helping you expand your business, reach new markets and turn visibility into tangible growth.

MAKE NEWS. MAKE BUSINESS. STRENGTHEN YOUR COMPANY REPUTATION TODAY and unlock new opportunities for tomorrow.

ADVERTISING SOLUTIONS

Format	Price
½ ADVERT COLOUR PAGE	950 €
1 ADVERT FULL PAGEARIA	1.800 €
COVER PAGE + 4 PAGES COVER STORY + TOP BANNER Format 1728x340 px Full width - On the Magazine Homepage + POST SOCIAL MEDIA	3.800 €
COVER PAGE + 4 PAGES COVER STORY + TOP BANNER Format 1728x340 px Full width - On the Main Homepage and Magazine Homepage + POST SOCIAL MEDIA	4.300 €
THE OTHER COVER (BACK COVER) + 3 PAGES THE OTHER COVER ARTICLE + TOP BANNER CATEGORY Format 1368x340 px On 2nd-level Category Pages /Section The Other Cover) + POST SOCIAL MEDIA	3.200 €
INSIDE FRONT COVER	2.500 €
INSIDE BACK COVER	2.500 €
FIRST RHP	2.500 €
PAGE FACING TABLE OF CONTENTS	2.400 €
1 PAGE OF TRADE NEWS	950 €
1 PAGE OF INTERVIEW	1.200 €

DETERGO LEAD GENERATION
NOT JUST CONTACTS, BUT FUTURE CUSTOMERS

What is lead generation?
LEAD GENERATION BRINGS TOGETHER ACTIVITIES DESIGNED TO IDENTIFY PEOPLE WHO MAY BE INTERESTED IN A PRODUCT SERVICE AND COLLECT THEIR CONTACT DETAILS, creating opportunities for follow-up and potentially become customers.

Unlike traditional ADVertising, which pays to deliver a message to a broad, undifferentiated audience INBOUND MARKETING AIMS TO ATTRACT PEOPLE WHO ARE ALREADY INTERESTED IN A SPECIFIC TOPIC BY OFFERING THEM VALUABLE CONTENT.

Once a reader has shown genuine interest - for example, by reading an article or engaging with social media content - they are invited to provide their details in exchange for premium content, such as a white paper, webinar or infographic.
This is known as GATED CONTENT: IT TURNS A CASUAL VISITOR INTO A QUALIFIED CONTACT.

:: OBJECTIVE
Create content that turns readers into qualified contacts with a genuine interest for the topic

:: IDEAL FOR
Launching new products, strengthening an established market position, or entering new markets

:: PROPOSED KPIs
Clicks and leads

DETERGO LEAD GENERATION
INBOUND PACKAGES – INTEGRATED LEAD GENERATION

This process is structured in three stages (included in every package)

:: ATTRACT

Reach the right audience through organic content, such as social media posts and editorial articles, supported by display placements rather than generic advertising messages

:: CONVERT

Turn attention into a genuine contact by offering valuable content that can be downloaded after registering on a dedicated landing page

:: DELIGHT

Qualify the lead, assess how close they are to make a purchase and, in the more comprehensive packages, nurture the relationship over time

The three packages below combine Media Kit assets across this journey:

- Organic reach through social media and editorial content
- Gated content to collect contacts
- Lead qualification

all enabled and tracked through HubSpot.

:: PACKAGE 1 – SILVER

For: companies looking to explore lead generation through Detergo, combining organic reach with a focused and achievable lead-generation target

Fase	Included Asset	Notes
Attract	2 Social Media Posts	Social media presence
Attract	2 Trade News Articles	Two organic contents, in different formats, directing traffic to the landing page
Attract	1 Top Category Banner (1 month)	Display presence
Convert	1 Whitepaper + Landing Page/Gated Content Hub	The downloadable content provides the incentive, while the landing page captures the visitor's contact details and turns their interest into a qualified lead
Delight	Basic Lead Scoring + Contacts List	First lead-quality filter

LIST PRICE: 6.200 €
PACKAGE PRICE: 5.150 €

DETERGO LEAD GENERATION
INBOUND PACKAGES – INTEGRATED LEAD GENERATION

:: PACKAGE 2 – GOLD

For: companies with more ambitious lead-generation goals that want to generate qualified leads while building long-term authority and visibility beyond a single content download

Fase	Included Asset	Notes
Attract	3 Social Media Posts	Social media presence
Attract	2 Trade News Articles	Two organic contents, in different formats, directing traffic to the landing page
Attract	1 Top Category Banner (1 month)	Mid-level display format, featured on 2° level pages
Attract	Newsletter	Amplify your visibility through our monthly database
Convert	Whitepaper + Infographic (content upgrade) + Landing Page/Gated Content Hub	Two gated assets are offered in sequence: once the first asset has been downloaded, the second one is presented as a next step
Delight	Lead Scoring Premium (MQL/SQL) + Monthly Report	Distinguishes between curious leads and purchase-ready leads

LIST PRICE: 10.750 €
PACKAGE PRICE: 9.000 €

DETERGO LEAD GENERATION
INBOUND PACKAGES – INTEGRATED LEAD GENERATION

:: PACKAGE 3 – PLATINUM

For: companies looking for a flagship lead-generation experience to support a product launch or entry into a new market, while generating high-quality, sales-ready leads

Fase	Included Asset	Notes
Attract	5 Social Media Posts	Constant social media presence during the campaign
Attract	Interview Article + Trade News Article + Video Interview	Three organic features in different formats to maximise audience reach
Attract	TOP VISIBILITY BANNER (on the Main Homepage, for 1 month)	Maximum display exposure
Attract	Newsletter (with article release)	Full-month coverage through our database
Convert	Webinar (Premium Experience) + Whitepaper (follow-up) + Landing Page/Gated Content Hub with Progressive Profiling	Progressive data collection at each stage
Delight	Managed Nurturing Programme (60- 90 days) + Premium Lead Scoring + CRM Connect + Shared ROI Dashboard	The lead becomes a managed relationship, not just a contact

LIST PRICE: 31.000 €
PACKAGE PRICE: 25.700 € (3 MONTHS CAMPAIGN)

DETERGO LEAD GENERATION
INBOUND PACKAGES – INTEGRATED LEAD GENERATION

:: QUICK COMPARISON OF PACKAGES

	SILVER	GOLD	PLATINUM
Social Media Posts	2	3	5
Editorial Contents	2 Trade News Articles	2 Trade News Articles	3 Interview Article + Trade News Article + Video)
Banner	Top Category Banner	Top Category Banner	TOP VISIBILITY BANNER (Main Homepage)
Newsletter	–	√	√ Extended Presence
Gated Assets (Convert)*	1	2	2 (Webinar + Whitepaper)
Nurturing / CRM (Delight)**	–	–	√

All packages can be combined with other Media Kit activities, such as placements in the print or digital magazine, and can be adjusted in scope upon request. All lead-generation activities are enabled and tracked through HubSpot, including automation, lead scoring and reporting

* **"Gated Asset (Convert)"** valuable content that users can access only after providing some of their details, with the aim of converting them into leads
** **"Nurturing / CRM (Delight)"** the marketing process of maintaining a relationship with a contact or customer after acquisition, building trust and encouraging further engagement or purchases

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