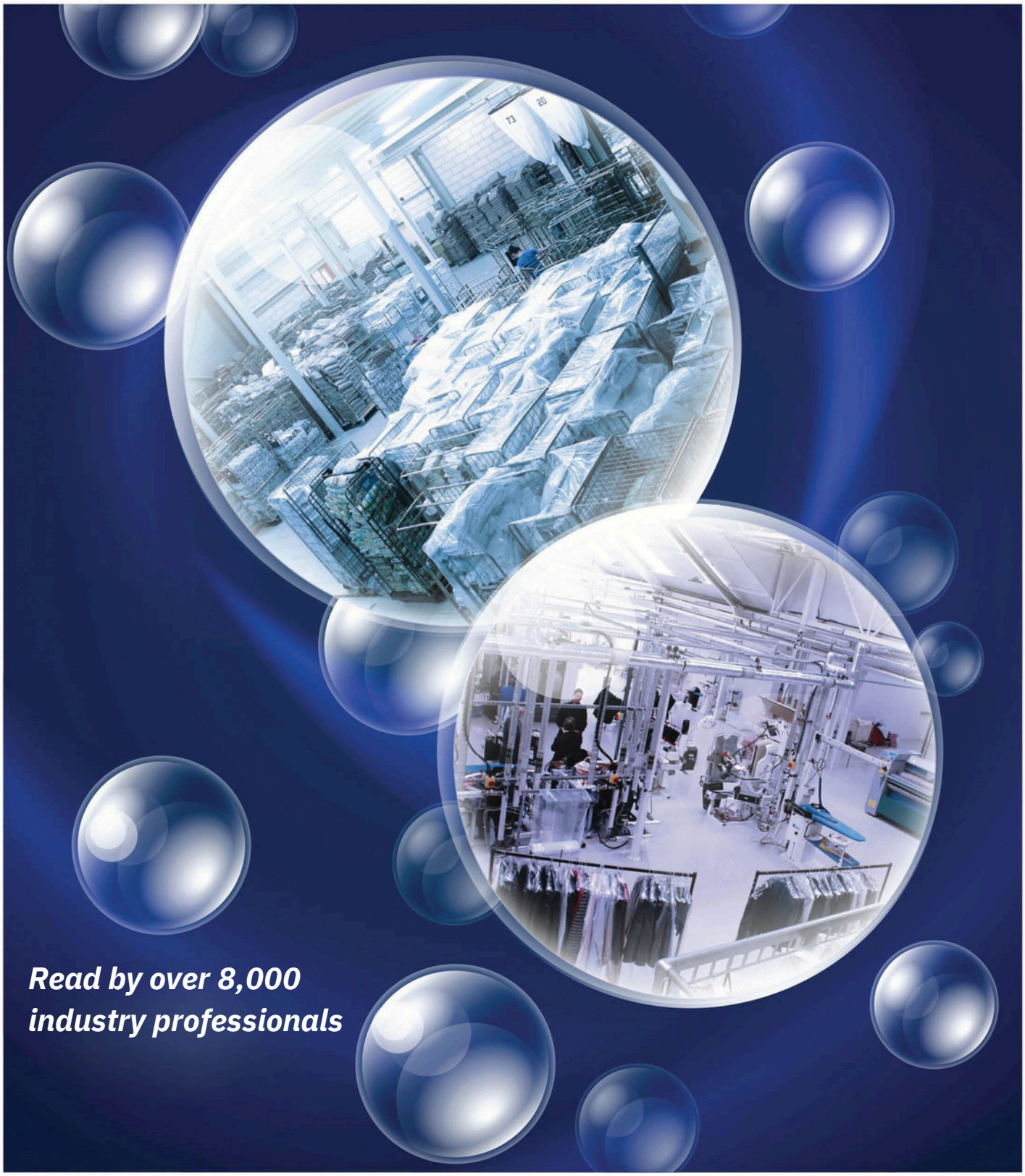
LAUNDRY & CLEANING TODAY

2025
MEDIA
PACK



Read by over 8,000 industry professionals

THE PUBLICATION FOR SECTORS ACROSS THE TEXTILE CARE INDUSTRY

In 1992 the Queen celebrated her Ruby Jubilee, Bill Clinton was elected president of the US, Nigel Mansel won his 26th Grand Prix and Betty Boothroyd was elected first woman speaker of the House of Commons.

For the textile care industry -
Laundry & Cleaning Today was launched!

LCT started out as an eight-page publication produced in newsprint with a single spot colour, produced six times a year by a team of two (father and daughter), having now grown in to a 28-36 page full colour glossy tabloid providing 10 issues a year to a wide ranging audience spanning the whole textile care industry, now with a team of eight.

Here at LCT we cannot afford to stand still and are taking full advantage of new technology to keep us at the forefront of the industry. With plans to improve, whilst maintaining the balance of news and features, providing a well-read publication.

LCT remains aware of the need not to put our services out of the reach of our valued advertisers, and all improvements will be carefully monitored to bring the best services to the industry all at affordable prices.

Commenting on the last 33 years publisher Tina Gleed said

"33 years ago we were in the grip of recession, but we had the foresight to launch Laundry & Cleaning Today and the rest as they say is history.

Laundry & Cleaning Today has come a long way and will be continuing to grow whilst maintaining all the features expected in such a well-received publication.

We are moving in a very positive direction and have lots of ideas we are waiting to implement over the next year or two which we see as offering more value for money to our advertisers and will attract many more readers.

Our main aim is to keep Laundry & Cleaning Today as lively and informative as possible creating more interaction with our reader base."

WITHOUT DOUBT. ..

Laundry & Cleaning Today has established itself as the industry's leading trade newspaper. Its superb quality, together with its pages of informative features and news stories, makes it the ideal vehicle to keep up-to-date with the product releases, trade associations, companies and people who understand and share your business concerns. Give us a call now. ..

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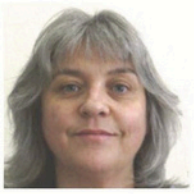

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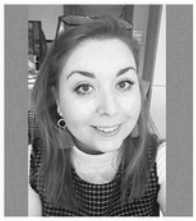

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FEATURE LIST 2025

FEBRUARY

- **Special report: The life of linen.** Through 2024 we saw continued developments in how we extend, recycle and repurpose the life of linen. This is expected to be a hot industry topic throughout 2025 so let's start the year looking at what's already happening and what's in the pipeline for the year.
- **Energy efficiency solutions for large laundries:** With energy costs continuing to dominate the balance books, let's look at the latest in systems and processes that our large commercial laundries can adopt to maximise the efficiency of their operation.
- **Wetcleaning:** A look at the latest developments in wetcleaning equipment and processes.

In Focus: Profile of an industry expert or laundry
National Apprenticeship Week – 10-16 February 2025: We shine a light on the positive impact that apprenticeships can offer both businesses and individuals and what the opportunities are for industry businesses to develop apprenticeship schemes to help with skills shortages.

MARCH

- **Report: Women in our industry:** To mark International Women's Day on Saturday 8 March 2025 we'll be celebrating and showcasing the women in our industry.
- **Technology - Robotics and AI:** We explore the impact of robotics and AI on the industry in 2025.
- **Shirt finishing equipment:** The latest designs and developments in shirt finishing equipment.

LADAs nomination guide
In Focus: Profile of an industry expert or laundry

APRIL

- **Technology - Information and Data:** The latest on management systems, apps data, payment and point of sale solutions for drycleaners and SMEs.
- **Feeders and Folders:** The latest in equipment
- **Chemicals and solvents**
- **Special report:** Cleanrooms and healthcare settings. We look at how laundry is managed and processed in healthcare settings and care homes.

In Focus: Profile of an industry expert or laundry

MAY

- **Report: Mental health and wellbeing:** 10-16 May 2025 is Mental Health Awareness Week. In support of this we look to highlight the importance of employee mental health and wellbeing and the support available. A key part of this feature will be to share the initiatives that our industry businesses have in place to support their employees.
- **Boilers and Heat Pumps**
- **Larger Washers**

In Focus: Profile of an industry expert or laundry
CleanEx 2026

FEATURE LIST 2025

JUNE

- **Report - Sustainability:** To align with a number of sustainability awareness days in June we look at the latest initiatives and solutions for the industry towards achieving their sustainability goals.
- **Servicing and spares**
- **Irons and presses**

In Focus: Profile of an industry expert or laundry

JULY

- **On Premise Laundries**
- **Tumble Dryers**
- **Technology:** RFIDs and the big investment technology for laundries to improve efficiencies.

In Focus: Profile of an industry expert or laundry
LADAs: Nomination deadline reminder

SEPTEMBER

- **Wetcleaning:** Update/ latest developments.
- **Conveyors:** Large scale for laundries and workwear management.
- **Report:** Industry careers and development. Attracting and retaining talent to the industry has always been difficult. We look at the various routes that our industry businesses use and showcase some success stories, including a look at the trade associations that support development in the industry.

In Focus: Profile of an industry expert or laundry
LADAs update

OCTOBER

- **Detergents and Dosing**
- **Calenders**
- **Workwear focus:** A look at the latest from workwear suppliers and those that manage, clean and maintain workwear

In Focus: Profile of an industry expert or laundry
LADAs: Preview

NOVEMBER

- **Trolleys, Pallets and Cages**
- **Tunnel Washers**
- **Sustainability:** Practical solutions and initiatives to help our smaller and high street businesses make better sustainable choices for their business and their customers
- **Transport and Logistics:** Information, top tips and case studies of the choices available to get linen and laundry from A to B efficiently, sustainably and affordably, incl apps and electric/ hybrid vehicles

In Focus: Profile of an industry expert or laundry

DECEMBER

- **Developments and trends for 2025:** We look to 2026 at what the key developments and innovations are that will be shaping our industry.
- **Drycleaning Machines:**
- **Dust Mats:** We learn more from suppliers and those that manage the cleaning and maintenance for businesses as well as the promotional opportunities

CLEANEX 2026 update
LADAs: Review and photo gallery
In Focus: Profile of an industry expert or laundry

PUBLICATION DATES

Ten issues per year, each has a circulation of 4,180, with an estimated readership of over 8,000. Laundry & Cleaning Today is published in the last week of the month preceding the month of publication (e.g. February issue published in the last week of January).

Issues: February, March, April, May, June, July, September, October, November and December.

4-COLOUR DISPLAY ADVERTISING

Insertion rates per ad		**Single Ad**	**3 Ads**	**6 Ads**
Double page spread	(370mm x 550mm)	£3675	£3423	£3255
Full page	(370mm x 262mm)	£2048	£1943	£1838
Half page (L)	(182mm x 262mm)	£1103	£1050	£998
Half page (P)	(370mm x 128mm)	£1103	£1050	£998
Third page (L)	(120mm x 262mm)	£788	£735	£683
Third page (P)	(370mm x 84mm)	£788	£735	£683
Quarter page	(182mm x 128mm)	£599	£567	£525
Sixth page	(182mm x 84mm)	£420	£389	£357
Eighth page	(88mm x 128mm)	£326	£305	£284
Front page	(290mm x 84mm)	£893	£840	
Front page	(182mm x 128mm)	£735	£704	

(Measurements indicate depth first then width)

CLASSIFIED ADVERTISING RATES AND OTHER PACKAGES

Position	**Rates**
Single Column Centimeter (min size 4 SSC)	£13
Shop Window for 10 Issues (single column x 4cms)	£240 +VAT
Special 4-page colour wraparound	£POA
Inserts	£POA
Company Profiles also available	£POA
Website advertising (prices start from)	£200 +VAT
E-Shot Newsletter advertising (prices start from)	£450 +VAT
Bespoke company newsletter (prices start from)	£590 +VAT
Online leader page advertising (prices start from)	£350 +VAT

TERMS

Deadlines: 21 days prior to publication.
Cancellations: minimum of two clear editions. All classified advertisements payments must be made with the order. All prices are shown excluding VAT which will be charged at the current rate agency commission is 10%.