

Textilia.nl

Textilia.nl is **the** site for fashion professionals, with over **65,000** unique visitors every month. With its ever growing reach, Textilia.nl offers you, the advertiser, a more than interesting proposition. Textilia.nl offers unique opportunities to reach your very specific target group.

Online Advertising is very low threshold because one click on your advertisement takes the visitor directly to your site. Moreover, the Internet enables you to build up your audience fast. Due to its interactive character, any leads can be conver-

Online facts

- **65.000 unique visitors** per month
- **250,000 page views** per month
- **25,000 newsletter** subscribers
- An average **50% returning visitors** per month
- An average **50% new visitors** per month
- Visitors browse for an **average of 15 minutes** on Textilia.nl

NEWSLETTER

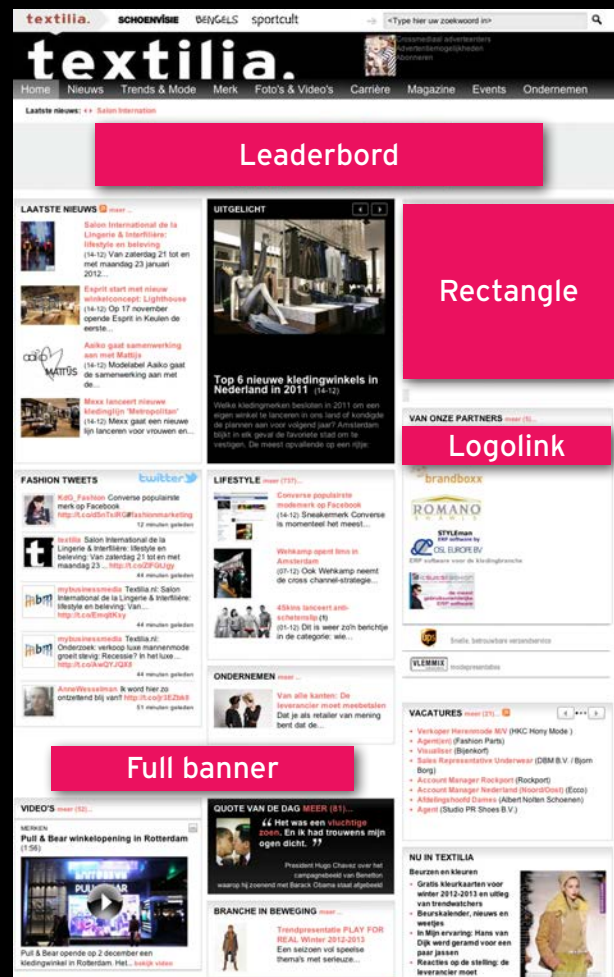
Textilia sends daily e mail newsletters, a weekly newsletter specific to the segment (women's fashion, men's fashion, children's fashion, jeans and body fashion) and a general week review on Saturdays. In addition there are themed newsletters, about careers and E-business for example. All these newsletters are sent weekly to over 25,000 fashion professionals.

Who visits Textilia.nl?

- The visitor and the newsletter subscribers are **well educated** (higher professional education +)
- The target group mainly consists of **independent retailers**
- The target group give **guidance to 11 persons and is codecision or responsible**
- **More than 64% visits Textilia.nl weekly** because of News, Trends & Fashion, Brands and Fairs
- Because of **useful, appropriate and complete workinformation** the visitor goes to Textilia.nl

ted into customer relations rapidly, efficiently and personally. Consider an order form or comments form, for example.

Textilia works with an extensive and reliable reporting tool which gives you clear insight into the results of your campaign. For example, how often is your web advertising displayed, what is the click frequency? In short, web advertising can bring you into contact with your target group in a relatively short space of time, thus giving you maximum return on your budget.



Online Display Advertising

At Textilia.nl you can target unique propositions with display advertising such as **bannering, logo link, rectangle, full banner** and/or **leader board**.

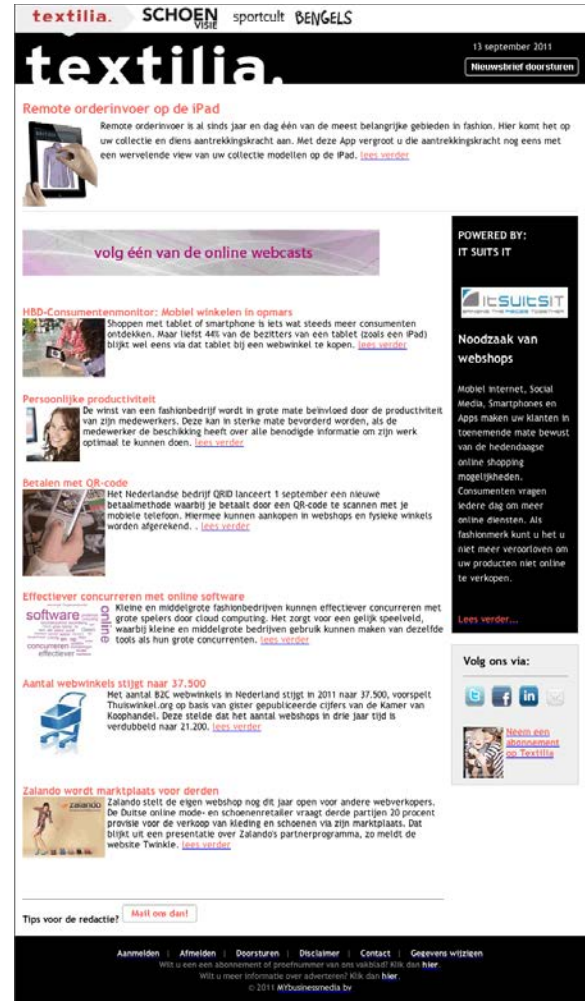
Partner mailing

Through a partner mailing, you can send your message in your own look & feel from the Textilia database.



Sponsor mailing

A sponsor mailing is a newsletter which looks like a normal newsletter. As the advertiser, you can insert your own text between the editorial sections. This enables you to benefit from the independent character of the newsletter.



Online Textilia business guide

The Textilia business guide provides a total overview of all the brands & suppliers & (web) shops. With a paid entry, clients and prospects can find you at once and you benefit from the high indexation of Textilia.nl in Google.

Minisite

Would you like to raise product familiarity with your brand, products or services? You can do this through a mini site on Textilia.nl. With a mini site, you create your very own website within the Textilia.nl environment. Here you can display a complete message in word, image and sound. With a mini site, you hitch a lift on the high visit frequency and stay on Textilia.nl. A mini site is ideal for collection or product presentations or a business profile. The mini site has a branding stimulance. Within the independent environment of Textilia.nl,

your brand, product and/or service comes to the attention of the fashion professionals. The mini site is directly linked to your landing page. By setting up a keyword analysis in advance, you can ensure that you are easier to find for your target group by using the mini site. The mini site starts with a 0 measurement; after going live the results can be reported clearly, accessibly and at any given time. And you get editing publicity too! Three times a year, an article is written about your subject.



Sponsored content

At Textilia.nl you can also sponsor frequently visited content elements. The name of your organisation is then linked to video items or job application tips in the career part of the site. For this, you can make exclusive arrangements with Textilia, so that you are the only advertiser to be visible within the domain of your expertise, keeping you a step ahead of your competitor.

CAREER

Textilia.nl is the online recruitment channel for executive board members and managers in the fashion industry. In addition, Textilia also publishes a specific job vacancy newsletter. At Textilia.nl you will find the latest vacancies as well as career stories, career tips, training and courses and an overview of all personnel changes in the fashion industry. Besides vacancies, you can also show a business presentation on video or sponsor content.

BUSINESS

At Textilia.nl you can draw attention to your business by means of sponsored content, subjects and/or themes on the Business platform. The Business platform has been specially designed to provide information and support for business issues and processes. For example, subjects like personnel and financial matters, E-business, legal issues, banking & insurance, education & training, subsidies, store premises and layout, etc.

The screenshot shows the Textilia.nl website interface. At the top, there is a navigation bar with the Textilia logo and various menu items: Home, Nieuws, Trends & Mode, Merk, Foto's & Video's, Carrière, Magazine, Events, and Ondernemen. A search bar is located on the right side of the header. Below the navigation bar, there is a large banner for 'DENIM LINE' with the website 'DENIM-LINE.COM'. The main content area is titled 'Expertlog: Automatisering' and features several articles and advertisements. One article is titled 'Vergelijking' and discusses statistics about 10,000 MKB companies. Another article is titled 'Winst zit in een klein hoekje' and discusses the emotional aspect of clothing. A third article is titled 'Monnikenwerk' and discusses the challenges of the confectionery industry. There are also advertisements for 'LEXUS CT 200h FULL HYBRID' and 'VAN ONZE PARTNERS'.

Expert log

At Textilia.nl, the Textilia expert log is a popular section. On this page, visitors can find information about a range of subjects such as legal advice, the perfect store routing, automation, starting a webshop, etc. This expert log is filled with content from partners of Textilia. Would you like to become an expert at Textilia.nl and uniquely come into contact with your target group? For more information, please contact Sales.

Online delivery specifications

ADVERTORIAL IN NEWSLETTERS

Format: 135 X 200 px
File formats: gif (non-animated), jpg (no swf format possible)

FULL BANNER IN NEWSLETTERS

Format: 468 x 60 px
File size: max. 50 KB
File formats: gif (non-animated),
jpg (no swf-format possible)

SPONSORED VIDEO

Videos

Format: 640 x 360 px
Bit rate: 1mbit
File formats: wmv-file, Windows Media Video 9, FLV

Flash

30 second film clips are generally best viewed.
We therefore advise keeping the film clips short.

SPONSORED MAILING

Maximum 4 (news) messages are supplied in Word of maximum 100 words per message Images: gif (animated and non-animated) or jpg (no swf format possible)

PARTNER MAILING

Header

Format: 748 x 40-100 px
File size: max. 150 KB
File formats: jpg, gif

(animated en non-animated)

Business information text: preferably supplied in Word (NAL, URL, e-mail address)

Image material

Format: in consultation
File size: max. 1 MB
File formats: jpg, gif (animated and non-animated)

MINI SITES

Images

File formats: jpg, gif, png
(animated and non-animated)
File size: max. 2 MB

Logo for teaser/block

'From our partners/mini sites'
File formats: 80 x 40 px, jpg or gif (animated and non-animated)
File size: 500 kB

Header mini sites

File format: max. 960 x 100 px, jpg, gif, png
(animated and non-animated)
File size: max. 2 MB

LEADERBOARD

Format: 728 x 90 pixels
File size: max. 49 KB
File formats: gif, jpg, swf* (these may be 39 kB)

LARGE RECTANGLE

Format: 336 x 280 pixels
File size: max. 49 KB
File formats: gif, jpg, swf* (these may be 39 kB)

FULL BANNER

Format: 468 x 60 pixels
File size: max. 49 KB
File formats: gif, jpg, swf* (these may be 39 kB)
This position can also be used for an advertorial. Customer then supplies a banner filled with text

LOGOLINK

Format logo: 60 x 30 px + 40 text characters
(including spaces and punctuation)
File size: max. 49 kB
File formats image/logo: gif, jpg, text in word

* For a .swf file always supply a separate .gif file, provided with a click tag. Note: the click tag must be present in the .swf not in the gif file

General comments

- For each order, the advertiser supplies the URL to which the online advertisement must link.
- The required resolution of gif, jpg and png files is 72 dpi. Delivery and services are subject to the advertising terms and conditions of MYbusinessmedia b.v.

Advertisement material for website and newsletters:
online.opdrachten@mybusinessmedia.nl

Contact person is Debby Bugter: +31 (0)570 504 359,
MYbusinessmedia, PO Box 58, 7400 AB Deventer, the Netherlands

ADVERTISEMENT RATES

(all prices exclude VAT, subject to change)

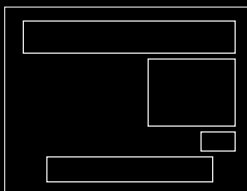
NEWSLETTER

Full Banner in general newsletter	€ 800	per week
Full banner in segment newsletter	€ 200	a time
Partner mailing	€ 1,200	a time
Sponsored mailing	€ 1,500	a time
Advertorial	€ 750	a time
included 'Branch on the move'	€ 950	a time

WEBSITE

	ROS	GUIDE CARD
Logolink	€ 325	€ 245 per month
Full banner	€ 500	€ 375 per month
Leaderboard	€ 850	€ 640 per month
Large Rectangle	€ 950	€ 715 per month
Rectangle video	€ 1,450	€ 1,095 per month
Minisite		€ 4,000 per year
Expert log		€ 1,500 per year

FORMATS:



Leaderboard: 728 x 90 pixels

Large rectangle: 336 x 280 pixels

Logo link: 60 x 30 pixels

Full banner: 468 x 60 pixels

EDITORS

You can mail press releases and other information for the editors to: redactie@textilia.nl

Textilia is part of the MYfashion cluster of MYbusinessmedia. MYfashion also consists of Sportcult, Bengels and Schoenvisie. MYbusinessmedia also has the following clusters in its portfolio: MYautomotive, MYmaritime, MYtrading, MYengineering, MYhealth, MYfood, MYbusiness, MYmedia and MYindustry

textilia. is a publication of MYbusinessmedia

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Joan Muyskenweg 22
1096 CJ Amsterdam
The Netherlands

Textilia is
a member of HOI **HOI**[®]
PRINT

Schoenvisie is member of HOI, circulation data 01/01/2011 until 31/12/2011

New in March 2012

Image collection information (max 5 images)	€ 350	per half year
Half banner	€ 500	per month
Clickable advertising E-zine	€ 100	per advertising
Advertorial homepage included 'Branch on the move'	€ 1,100	per month

ONLINE TEXTILIA BUSINESS GUIDE

Free mention		
Paid mention	€ 400	per year
Premium mention	€ 750	per year
Minisite	€ 4,000	per year

ONLINE VACANCIES (incl. vacancies newsletter)

Place 1 vacancy	€ 350
Place 5 vacancies	€ 300
Place 10 vacancies	€ 250

*For more information
about combination options, etc.
please contact Sales.*

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12 REASONS TO ADVERTISE

1. **Increase familiarity with your existing labels/brands**
2. **Present your new collections/products**
3. **Announce your participation in trade fairs**
4. **Recruit trained and experienced personnel from the fashion industry**, for example via Textilia.nl or through the newsletters with 25,000 subscribers
5. You reach a **motivated reader, 70% of whom are subscribers to the magazine** and Textilia.nl has **50% returning visitors every month**
6. Textilia offers **many other cross-media applications** for your message, for example via the site with over **65,000 monthly unique visitors**
7. Thanks to the fact that **people tend to keep Textilia**, your advertisement will still come to the attention of the reader several months later
8. Textilia is an **authority in the market** with an **average circulation of over 24,000 readers, 25,000 newsletter subscribers** and **65,000 unique visitors** from the fashion industry
9. **Highest paid circulation** of all fashion magazines in the Netherlands (HOI 2011)
10. **More frequent publications than other fashion magazines**, so if you want your advertisement to be as up-to-date as possible or you are looking for personnel fast, choose Textilia
11. **Highest brand awareness** according to independent investigation (MODINT 2010)
12. **90% form the visitors Modefabriek reads Textilia Magazine** according to investigation (Modefabriek 2011)

In short, Textilia is the best medium for targeting the professional in the fashion industry!



NOT YET A SUBSCRIBER TO TEXTILIA?

Call our customer service department for an affordable subscription:
0900 – 0400668 or send an e-mail to lezersservicembm@perfectdm.nl