

Professionals in fashion
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Textilia.nl

2012

MEDIA BROCHURE

Factsheet Magazine



Textilia



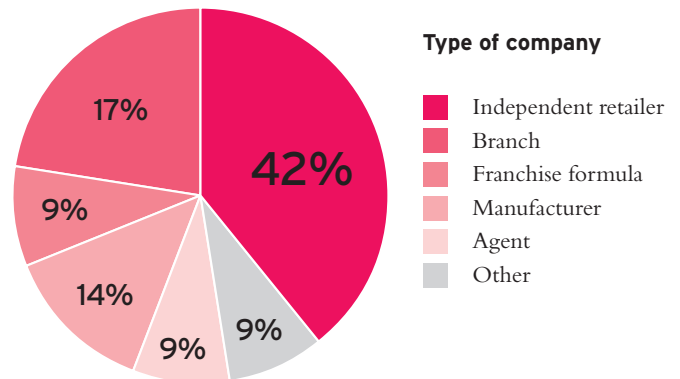
Textilia is the leading source of information for fashion Professionals. The unique combination of magazine, website, newsletters and events make Textilia the authority and important discussion partner for professionals in the fashion industry. Ninety years Textilia informs and inspires its readers about all the market developments, trends, buying behaviour and brand preferences in the fashion industry.

Frequency, circulation and reach

Textilia is published **eighteen times a year** and has **ten specials** which prepare readers for the new season. In addition, the Bengels magazine for children's fashion is distributed among readers of Textilia four times a year. The average circulation of Textilia is over 6,500 copies. With a high exposure factor of 3.7 this results in a reach per edition of over 24,000 decision makers in fashion!

Who reads Textilia?

- The reader is **well educated** (Higher professional education +)
- The target group mainly consists of **independent retailers**
- The reader works more than ten years in de fashion industry, give guidance to 13 persons and is codecision or responsible
- Most of the readers are **loyal subscribers to Textilia**
- The readers of Textilia are **keen to acquire information**
- Magazines, internet and trade fairs are among the top 3 sources of information. Over 60% from the readers off Textilia visit Textilia.nl weekly
- Average reading time: **20 minutes**
- Exposure factor: **3.7**



What do readers think about the Textilia magazine?

Readers of Textilia describe the magazine as **the** magazine for fashion professionals. Textilia responds to the latest trends, is informative, up to date, accessible and is described by the reader as expert, accessible and completely.

THE SPECIALS



Ten times a year, just before the buying season and the big (inter) national trade fairs, a special is published for each segment featuring trade fair news, market developments, survey statistics and information about trends and collections. These specials have a higher circulation than normal because they are distributed at the major trade fairs. These editions are also bigger, offer more background information and analysis and more business and expertise.

- *Children's fashion*
- *Jeans & Sportfashion*
- *Women's fashion*
- *Men's fashion*
- *Body fashion*

Appearance calendar 2012

Ed.	Subjects	Publication	Closing date
1.	Bengels 1 (children's fashion)	10-01-2012	23-12-2011
2.	Jeans/Sportfashion (special)	13-01-2012	02-01-2012
3.	Women's fashion (special)	17-01-2012	04-01-2012
4.	Men's fashion (special)	20-01-2012	09-01-2012
5.	Body fashion (special)	27-01-2012	16-01-2012
6.	Bengels 2 (children's fashion)	10-02-2012	27-01-2012
7.	Man/Woman	17-02-2012	06-02-2012
8.	Jeans/ SportFashion	02-03-2012	20-02-2012
9.	Accessories	06-04-2012	26-03-2012
10.	Trade fair overview Preview/colour cards	22-04-2012	11-04-2012
11.	Agens	26-06-2012	11-06-2012
12.	Bengels 3 (children's fashion)	29-06-2012	15-06-2012
13.	Jeans/Sportfashion (special)	06-07-2012	25-06-2012
14.	Women's fashion (special)	13-07-2012	02-07-2012
15.	Men's fashion (special)	20-07-2012	11-07-2012
16.	Body fashion (special)	27-07-2012	18-07-2012
17.	Bengels 4 (children's fashion)	03-08-2012	21-07-2012
18.	Man/Woman	17-08-2012	06-08-2012
19.	Jeans/SportFashion	31-08-2012	20-08-2012
20.	Accessories	28-09-2012	17-09-2012
21.	Smart retailing, extra theme Trousers	19-10-2012	08-10-2012
22.	Trade fair overview / preview colour cards	14-12-2012	03-12-2012

ADVERTISEMENTS RATES

(all prices exclude VAT, subject to change)

	1x	2x	4x	6x	12x	24x
2/1 page	€ 8,150	7,900	7,430	7,210	7,000	6,300
1/1 page	€ 5,080	4,930	4,880	4,640	4,500	4,050
1/2 page	€ 2,650	2,575	2,490	2,420	2,350	2,115
1/4 page	€ 1,410	1,370	1,330	1,290	1,250	1,125
1/8 page	€ 735	710	690	670	650	580
1/16 page	€ 395	380	370	360	350	315
Clickable advertising Ezine Textilia €100,-						

IM

	1x	2x	4x	6x	12x	24x
45 x 45	€ 380	370	360	350	340	330
94 x 45	€ 680	660	640	620	600	580

PLUSPROPOSITIONS

	Standard	Special
Stapled insert	€ 2,750	€ 3,500
Insert	€ 2,600	€ 3,300
Banderole	€ 1,965	€ 2,500
Stickers *	€ 865	€ 1,100

* possible on a 1/2 or 1/1 page

PERSONNEL ADVERTISEMENTS (incl. online)

1/1 page	€ 5,100
1/2 page	€ 2,700
1/4 page	€ 1,450
1/8 page	€ 750

FORMATEN

Type page 230 x 300 mm

	staand	liggend
1/1	202 x 268 mm	
1/2 page	99 x 268 mm	202 x 132 mm
1/4 page	99 x 132 mm	202 x 64 mm
1/8 page		99 x 64 mm
1/16 page		98 x 31 mm

Bleed formats (excluding trim + 5 mm)

2/1 page	460 x 300 mm
1/1 page	230 x 300 mm

Textilia Special formats

1/1 page	148 x 21 mm	(5 mm bleed)
2/1 page	296 x 21 mm	(5 mm bleed)

SUPPLYING

Advertising material for print media:

fashionads@mybusinessmedia.nl

Contact person is Debby Bugter:

+31 (0)570 504 359, MYbusinessmedia, PO Box 58,
7400 AB Deventer The Netherlands

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

DELIVERY TERMS AND CONDITIONS

- Deviations from the standard formats as described here involve extra work, risks and costs which are charged to the client.
- Advertisements must be supplied in Certified PDF.
- Raster 54 for black-white, raster 60 for full colour.
- Only use CMYK colours.
- Printing method : Offset, ISOcoated_v4

textilia. Textilia is published by MYbusinessmedia

MYbusinessmedia b.v.
Joan Muyskenweg 22
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The Netherlands

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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!

TAILOR-MADE ADVICE?

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