

textilia.



FACTS & FIGURES

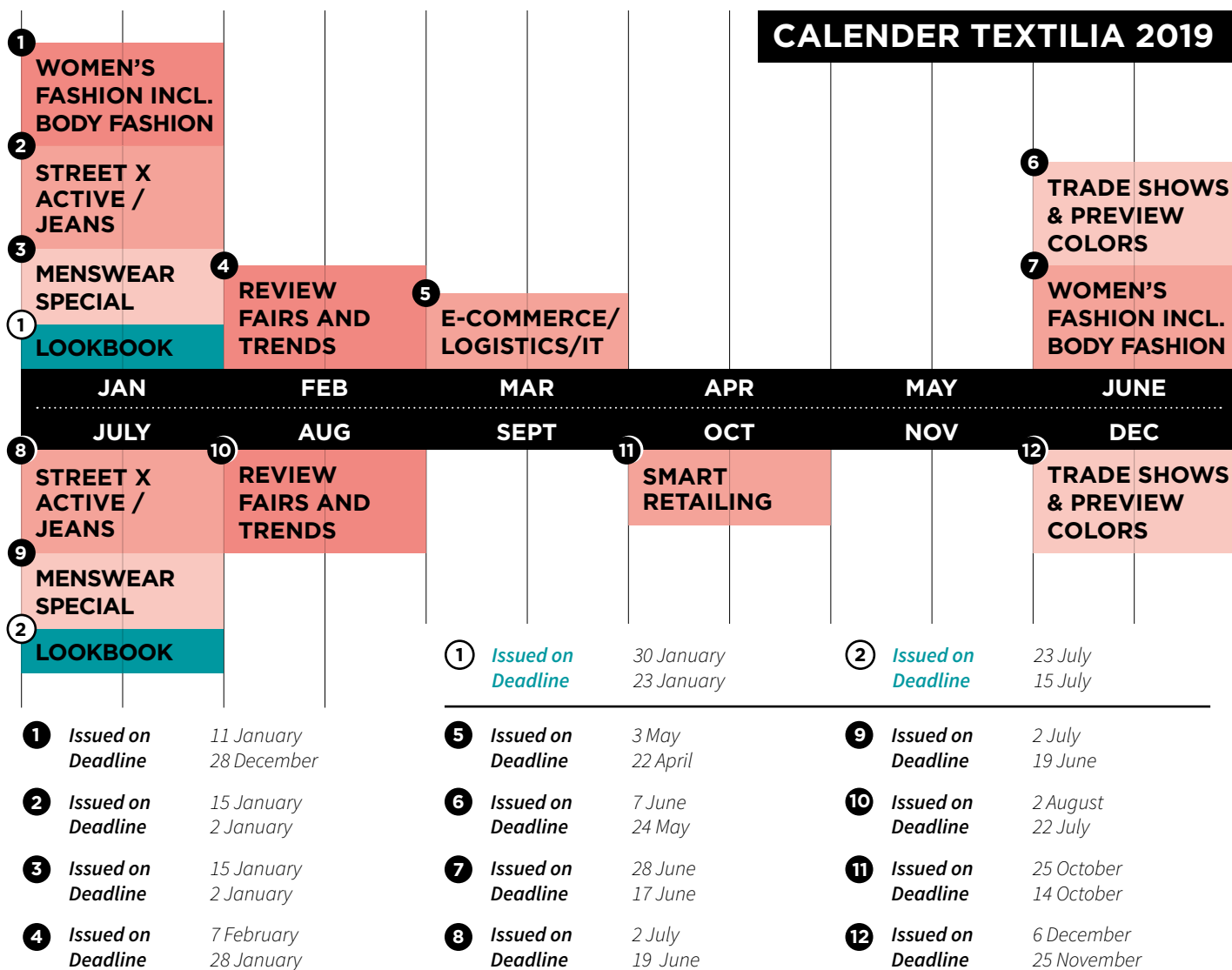
TEXTILIA, THE JOURNAL FOR THE FASHION INDUSTRY

Foto: Jeroen Snijders

Textilia is the most leading journalistic source of information for the fashion business in The Netherlands. For over 98 years Textilia informs and inspires its readers on all market developments, trends, buying behaviour and brand preferences. Our readers vary from independent retailers, manufacturers and resellers to employees and managing boards of retail stores and chains.

The Textilia portfolio includes interactive online engagement through Textilia.nl. This market leading website engage subscribers by publishing the latest breaking fashion news, regular news alerts and dedicated sections to news, updates and business information. Textilia has an extensive features and calendar, which allows you to target specific segments for the retail fashion industry.

Textilia offers you innovative advertising and sponsorship business solutions tailored to your specific needs. Our multiplatform and industry specific marketing propositions are designed to meet your objectives across a full spectrum of digital, print and event marketing.



MOST READ JOURNAL BY FASHION STORES*

2016

*Source: Marktdata Marketingrapport Kledingbranche (The Market Data Marketing Report for the Clothing Industry)

72%

With 72%, Textilia is the most widely read journal. In addition, the reading intensity is also very high with 63% of the people reading it for the most part and completely.



Circulation journal print

3.000



Reach journal print

11.100



Textilia.nl

45.000

unique visitors a month



Textilia.nl

85.000

page views a month



Email newsletters

32.500

Women's fashion, Men's fashion, Street X active, Weekly overview



Sociale Media

20.750

fans

WHY ADVERTISE?

- Textilia is an independent authority in the fashion industry.
- Textilia has the highest paid circulation of all fashion journals in the Netherlands.
- The target group – for the most part professional retailers – describe Textilia as: expert, accessible, complete and thorough.
- Almost 70% of all fashion retailers prefer to be inspired and informed by reading expert knowledge in a journal and with 72%, Textilia is the most read journal within this target group.

WANT TO KNOW MORE?

Call us, or send an email to:

Anne Wesselman:

+31 (0)6-12965638 or

a.wesselman@textilia.nl