

# textilia.



## RATE CARD 2020

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 99 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.



Circulation journal print

**3.000**



Reach journal print

**11.100**



Textilia.nl

**31.000**

unique visitors a month



Textilia.nl

**72.000**

page views a month



Email newsletters

**23.500**

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



Sociale Media

**21.500**

fans

## RATECARD 2020

### JANUARY

#### WOMEN'S FASHION

*Issued on* 17 January  
*Deadline* 31 December

#### MENSWEAR

*Issued on* 21 January  
*Deadline* 3 January

### FEBRUARY

#### REVIEW FAIRS AND TRENDS

*Issued on* 14 February  
*Deadline* 29 January

### APRIL

#### E-COMMERCE/LOGISTICS/IT

*Issued on* 24 April  
*Deadline* 7 April

### JUNE

#### TRADE SHOWS & PREVIEW COLORS

*Issued on* 9 June  
*Deadline* 20 May

### JULY

#### WOMEN'S FASHION

*Issued on* 14 July  
*Deadline* 30 June

#### MENSWEAR

*Issued on* 21 July  
*Deadline* 7 July

### AUGUST

#### REVIEW FAIRS AND TRENDS

*Issued on* 14 augustus  
*Deadline* 29 July

### OCTOBER

#### SMART RETAILING

*Issued on* 30 October  
*Deadline* 14 October

### DECEMBER

#### TRADE SHOWS & PREVIEW COLORS

*Issued on* 8 December  
*Deadline* 23 November

## 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 targetgroup.

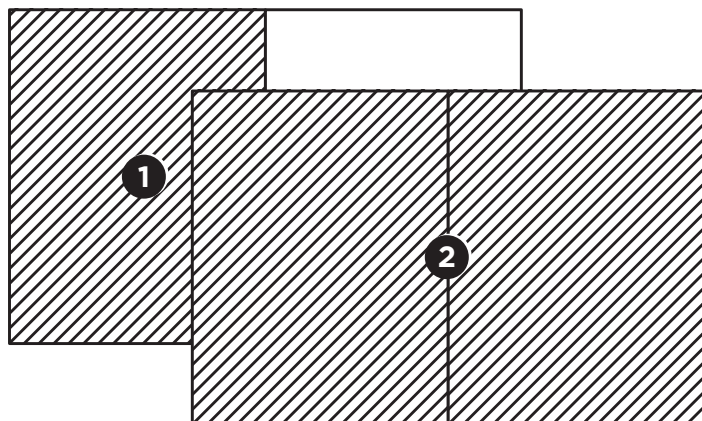
## WANT TO KNOW MORE?

Call us, or send an email to:

**Anne Wesselman:**

+31 (0)6-12965638 or  
a.wesselman@textilia.nl

# ADVERTISING RATES PRINT

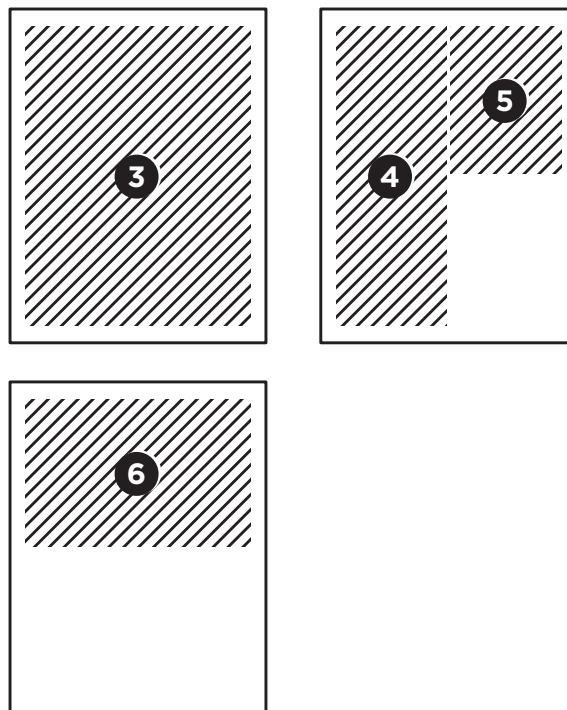


## BLEED DIMENSIONS (EXCLUDING 3 MM BLEED TO ALL SIDES)

1/1 page	1	200 x 258 mm
2/1 page	2	400 x 258 mm

## FULL PAGE 200 X 258 MM

	PORTRAIT	LANDSCAPE
1/1 page	3 187 x 245 mm	6 187 x 121 mm
1/2 page	4 92 x 245 mm	
1/4 page	5 92 x 121 mm	



## PRODUCT ADVERTISEMENTS

2/1 page	€ 5.400
1/1 page	€ 3.000
1/2 page	€ 1.650
1/4 page	€ 907

## PLUS PROPOSITIONS

Bound insert	€ 3.000
Insert	€ 2.500
Band	€ 2.500
Stickers*	€ 1.100

\* combined with 1/2 or 1/1 page

## WANT TO KNOW MORE?

Call us, or send an email to:

Anne Wesselman: +31 (0)6-12965638 or a.wesselman@textilia.nl

# ADVERTISEMENT RATES ONLINE

WWW.TEXTILIA.NL

- 1 Full banner ..... per month € 500
- 2 Leaderboard ..... per month € 750
- 3 Large Rectangle ..... per month € 850
- 4 Rectangle video ..... per month € 1.150

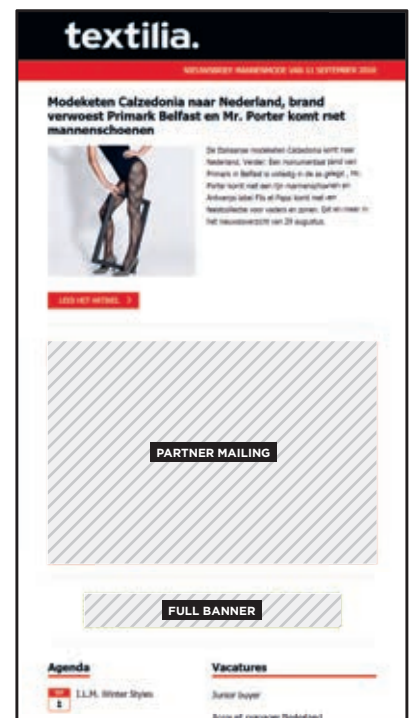


## NEWSLETTERS

- Full banner ..... per week € 275
- Partner mailing ..... each time € 950
- Sponsor mailing ..... each time € 1.350
- Newsletter advertorial ..... per week € 750

## ONLINE VACANCIES

- 1 vacancy position ..... € 350
- 5 vacancy positions ..... € 300
- 10 vacancy positions ..... € 250



## EVENTS

For more information on sponsoring opportunities during our events, please contact Anne. See details at the bottom of the page.

## WANT TO KNOW MORE?

Call us, or send an email to:

Anne Wesselman: +31 (0)6-12965638 or a.wesselman@textilia.nl