

textilia



MEDIA KIT 2022

**TEXTILIA, THE PLATFORM FOR THE PROFESSIONAL
IN THE DUTCH FASHION INDUSTRY**

Foto: Hellessy

Textilia is the leading platform for all professionals in the Dutch fashion industry. Over a 100 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 a subscribers based magazine, seminars, webinars, an extensive reach on social media and interactive online engagement through the website [textilia.nl](https://www.textilia.nl). This market leading website engage subscribers by publishing the latest breaking fashion news, regular news alerts, dedicated sections to news, updates and business information. Textilia has an extensive features 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

2.500



Reach journal print

11.100



Textilia.nl

35.000

unique visitors a
month



Textilia.nl

72.000

page views
a month



Email newsletters

23.500



Sociale Media

23.500

fans

PRICE INDICATION ADVERTISING

JANUARY

WOMENSWEAR

Issued on 18 January
Deadline 3 January

MENSWEAR

Issued on 21 January
Deadline 6 January

FEBRUARY

TRENDS NEW COLLECTIONS WINTER

Issued on 8 February
Deadline 24 January

APRIL

SMART RETAILING

Issued on 25 March
Deadline 10 March

JUNE

CALENDAR TRADE FAIRS/ COLOUR SWATCH CHARTS SUMMER

Issued on 10 June
Deadline 26 May

JULY

WOMENSWEAR

Issued on 5 July
Deadline 20 June

MENSWEAR

Issued on 8 July
Deadline 23 June

AUGUST

TRENDS NEW COLLECTIONS SUMMER

Issued on 2 August
Deadline 18 July

OCTOBER

SMART RETAILING

Issued on 20 September
Deadline 5 September

DECEMBER

CALENDAR TRADE FAIRS/ COLOUR SWATCH CHARTS WINTER

Issued on 9 December
Deadline 24 November

WHY TEXTILIA IS THE RIGHT CHOICE FOR YOU

- Textilia has been an independent authority in the Dutch fashion industry for over a 100 years.
- 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 b2b magazine and with 72%, Textilia is the most read b2b magazine within this targetgroup.

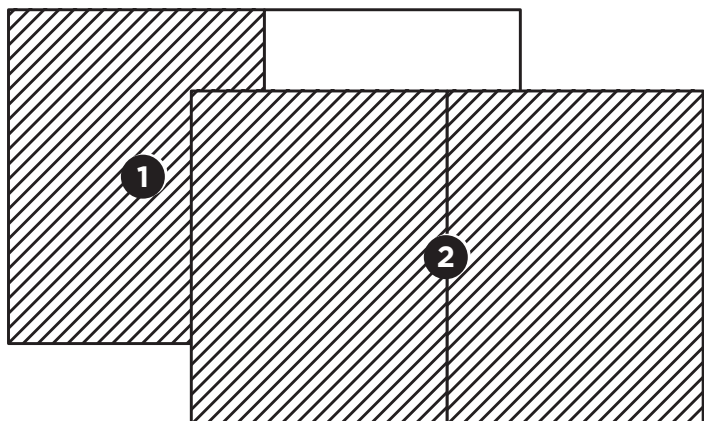
NEED MORE INFORMATION?

Call us, or send an email to:

Anne Wesselman:

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

ADVERTISING RATES PRINT

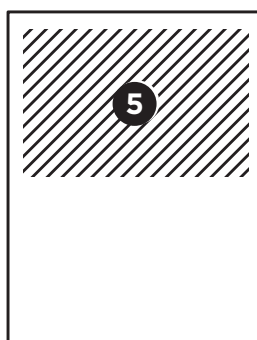
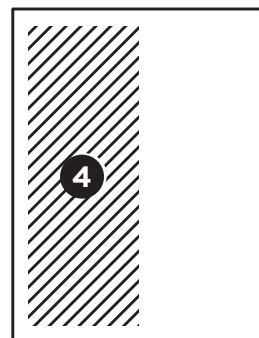
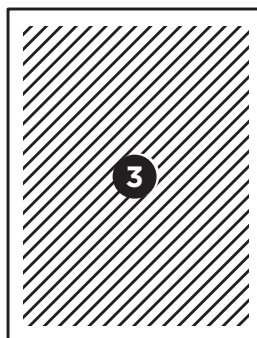


BLEED DIMENSIONS (EXCLUDING 3 MM BLEED TO ALL SIDES)

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	
1/2 page	4 92 x 245 mm	5 187 x 121 mm



PRODUCT ADVERTISEMENTS

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

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?

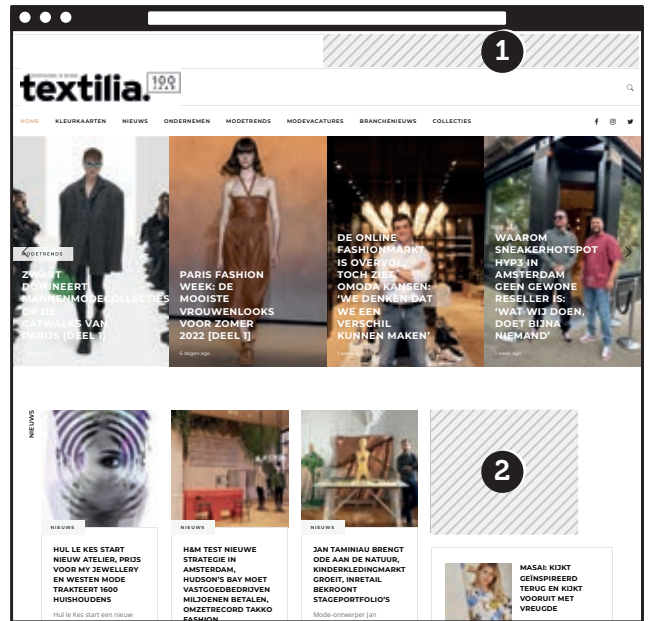
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ADVERTISEMENT RATES ONLINE

WWW.TEXTILIA.NL

- 1 Leaderboard : per month € 750
- 2 Large Rectangle : per month € 850

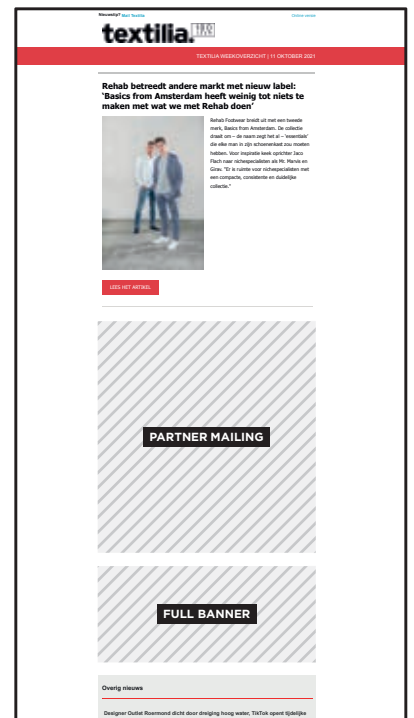


NEWSLETTERS

- Full banner : per week € 275
- Partner mailing : each time € 950
- Sponsor mailing : each time € 1.350
- Newsletter advertorial : per week € 450

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?

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