

textilia

MEDIA KIT 2024

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

L'ESTROP

Leonard

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. 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

2.000



Reach journal print

8.880



Textilia.nl

37.350

unique visitors a
month



Textilia.nl

70.000

page views
a month



Email newsletters

23.500



Social Media

21.400

fans



Sociale Media reach

71.000

PUBLICATION DATES & DEADLINES:

JANUARY

WOMENSWEAR

Issued on 16 January
Deadline 13 December

MENSWEAR

Issued on 19 January
Deadline 18 December

FEBRUARY

TRENDS NEW COLLECTIONS WINTER

Issued on 13 February
Deadline 10 January

APRIL

SMART RETAILING

Issued on 9 April
Deadline 6 March

JUNE

CALENDAR TRADE FAIRS/ COLOUR SWATCH CHARTS SUMMER

Issued on 14 June
Deadline 13 May

JULY

WOMENSWEAR

Issued on 2 July
Deadline 29 May

MENSWEAR

Issued on 5 July
Deadline 3 June

AUGUST

TRENDS NEW COLLECTIONS SUMMER

Issued on 30 July
Deadline 26 June

OCTOBER

SMART RETAILING

Issued on 1 October
Deadline 28 August

DECEMBER

CALENDAR TRADE FAIRS/ COLOUR SWATCH CHARTS WINTER

Issued on 6 December
Deadline 4 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?

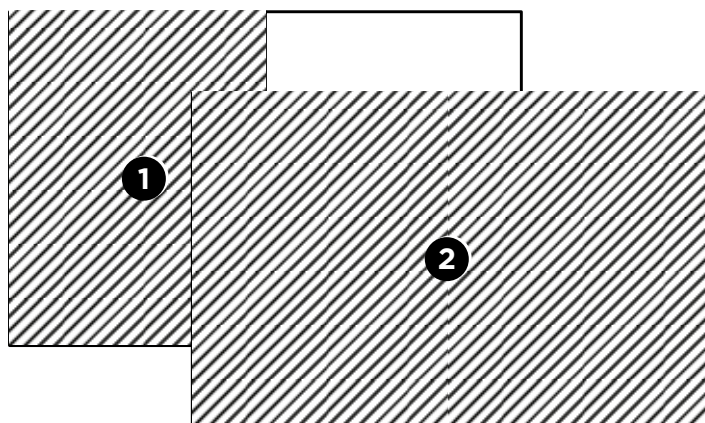
Send an email to or call:

Thamar Mantel

sales@textilia.nl

+31 (0)6-12965638

ADVERTISING RATES PRINT

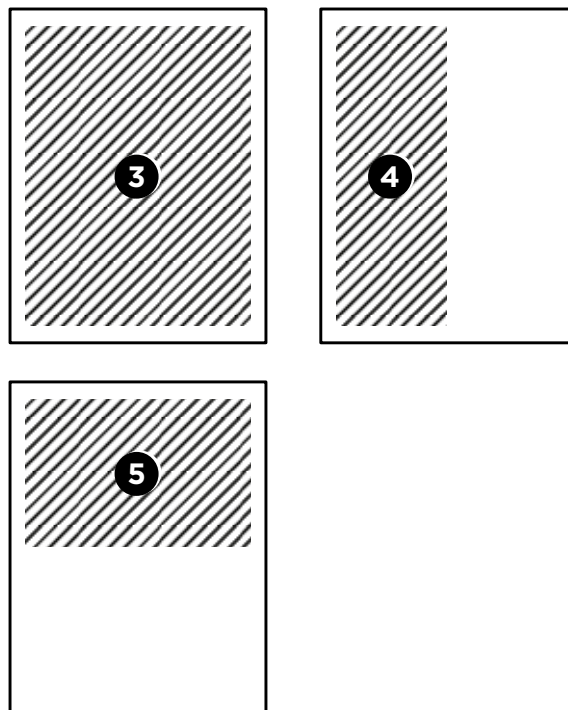


BLEED DIMENSIONS (EXCLUDING 3 MM BLEED TO ALL SIDES)

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	€ 5.750
1/1 page	€ 3.255
1/2 page	€ 1.755

PLUS PROPOSITIONS

Bound insert	Rates on request
Insert	
Band	
Stickers*	

* combined with 1/2 or 1/1 page

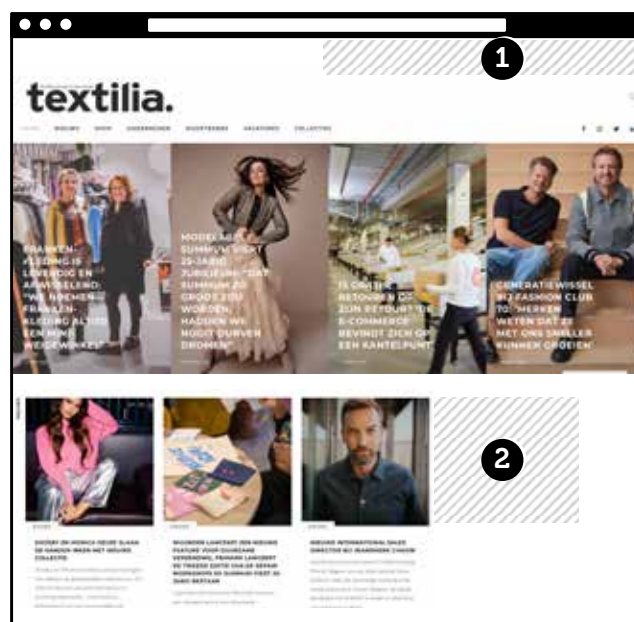
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ADVERTISEMENT RATES ONLINE

WWW.TEXTILIA.NL

- | | |
|---|---|
| <p>1 Leaderboard</p> <p>2 Large Rectangle</p> | <p>per month € 750</p> <p>per month € 850</p> |
|---|---|



NEWSLETTERS

Full banner	per week € 290
Partner mailing	each time € 367,50
Sponsor mailing	each time € 1.465
Newsletter advertorial	per week € 1.200

ONLINE VACANCIES

1 vacancy position	€ 350
5 vacancy positions	€ 325
10 vacancy positions	€ 275



EVENTS

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

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