

# textilia.



ADVERTISEMENT  
RATES  
2010

# THE MAGAZINE FOR THE FASHION INDUSTRY FOR 88 YEARS

Textilia has been the leading magazine for fashion professionals for 88 years. Textilia informs and inspires its readers about market developments, trends, buying behaviour and brand preferences.

## Target group

Textilia's target group are entrepreneurs - primarily independent retailers - in the fashion industry. In addition, Textilia is read by store personnel, agents, importers, manufacturers, buyers, students and suppliers of the fashion industry.

## Editorial formula

Textilia independently selects news, offers relevant trend information and highlights business developments from all segments of the fashion industry. The accessibility of the magazine, its

visual appeal and detail make Textilia the authority and a respected discussion partner for professionals in the fashion industry.

## Frequency, circulation and reach

Textilia is published 24 times a year and has 10 specials which prepare readers for the new season. The average circulation of Textilia is over 5,462 copies. With a high exposure factor of 3.7, this results in a reach per edition of over 20,000 decision makers in fashion!



## 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 within that segment. 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 & analysis and more business & expertise. Since 2009, the children's fashion special has been integrated with Bengels, the magazine for children's fashion. This enables us to offer an even better special, optimally targeting the children's fashion segment!



- Women's fashion
- Men's fashion
- Jeans
- Body fashion
- Children's fashion

# TEXTILIA.NL

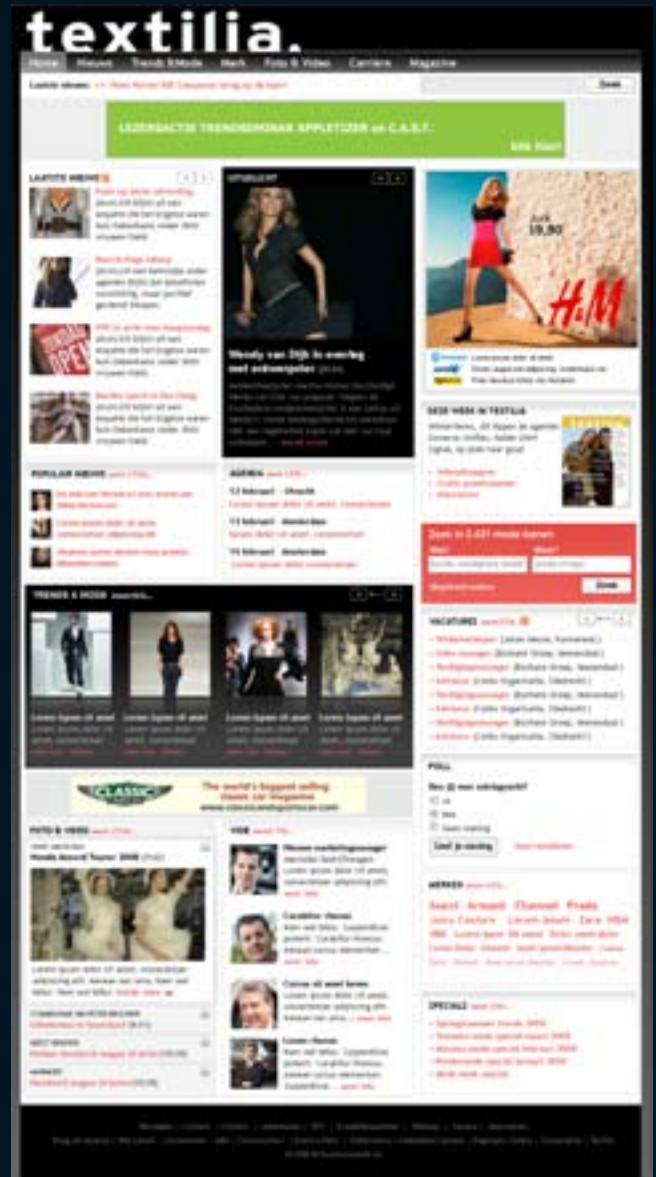
Textilia.nl is the site for fashion professionals, with over 60,000 unique visitors every month. With its ever growing reach, Textilia.nl offers you, the advertiser, a more than interesting proposition. Textilia.nl offers unique opportunities to reach your very specific target group. Internet is very low threshold because one click on your advertisement takes the visitor directly to your site. Moreover, the Internet enables you to build up your audience fast. Due to its interactive character, any leads can be converted into customer relations rapidly, efficiently and personally. Consider an order form or comments form, for example. The Internet also offers possibilities for analysis: how often the advertisement is displayed, click frequency, etc. In short, webvertising can bring you into contact with your target group in a relatively short space of time, thus giving you maximum return on your budget.

## Online facts

- **60,000 unique visitors** per month
- **250,000 page views** per month
- **20,000 newsletter subscribers**
- Average **50% returning visitors** every month
- Visitors browse for **an average of 10 minutes** on Textilia.nl
- An average of **50% new visitors every month**

## NEWSLETTER

Textilia sends daily e-mail newsletters, a weekly newsletter specific to the segment (women's fashion, men's fashion, children's fashion, jeans and body fashion) and a general week review on Saturdays. In addition there are themed newsletters, about careers for example. All these newsletters are sent weekly to over 20,000 fashion professionals.



## Partner mailing

Through a partner mailing, you can send your message in your own look & feel from the Textilia database.

## Sponsor mailing

A sponsor mailing is a newsletter which looks like a normal newsletter. As the advertiser, you can insert your own text between the editorial sections. This enables you to benefit from the independent character of the newsletter.



## Mini site

Would you like to show your press releases or new collections to your target group? You can do this through a mini site on Textilia.nl. With a mini site, you create your very own website within the Textilia.nl environment. Here you can display a complete message in word, image and sound. With a mini site, you hitch a lift on the high visit frequency and stay on Textilia.nl. A mini site is ideal for collection or product presentations or a business profile.





# TEXTILIA FASHION EXPERIENCE 3rd edition

## The event for fashion professionals

Every year, Textilia organises a Fashion Experience. Textilia Fashion Experience 2009 featured a presentation by Christine Boland and expert sessions. Textilia Fashion Experience is a unique concept that succeeds in bringing 400 fashion professionals together to excite and inspire them. No other event serves its target group in this way. Besides this event, joint initiatives can also be launched with you, the advertiser. You can thus hitch a ride on the name familiarity and authority of Textilia. Seminars, events and introductions to the editors of Textilia are among the many options.

With these unique concepts, you create direct personal contact opportunities with your target group.



Expert sessions during the Fashion Experience 2009 in Brandboxx in Almere.

## THE ONLY WAY TO FASHION

Besides Textilia, MYbusinessmedia also publishes the titles Schoenvisie, Bengels and Sportcult. You can thus target the whole market! With four titles, various events, sites and themed editions, your message can reach 57,000 fashion professionals every day.

## EXPERT LOG

At Textilia.nl, the Textilia expert log is a popular section. On this page, visitors can find information about a range of subjects such as legal advice, the perfect store routing, automation, starting a webshop, etc. This expert log is filled with content from partners of Textilia. Would you like to become an expert at Textilia.nl and uniquely come into contact with your target group? For more information, contact Sales.

## RESEARCH

Textilia regularly commissions research into important consumer developments and trends in the fashion industry. These results are presented in Textilia. Textilia itself is also the subject of research: quantitative and qualitative reader surveys are performed to find out more about Textilia's readers and what they expect from the magazine. Did you know that the great majority (66.2%) of our subscribers have been reading Textilia for over 5 years and that 76.6% of our subscribers have read the last 12 editions of Textilia?

## Mini editions

Together with Schoenvisie, Bengels and Sportcult, Textilia publishes mini editions which can be added as an insert to one or more titles, depending on the subject. These mini editions have a high circulation and extensive reach! The mini editions focus on subjects like interior store design, children's shoes, trade fairs, etc.



## Reader promotions

At Textilia.nl and in the magazine, Textilia offers particularly attractive reader promotions, such as trend seminars, mail & win promotions and the chance to win a complete store makeover. These promotions are intended to improve the bond between Textilia and its readers. If your organisation would like to offer a reader promotion, Textilia will be happy to provide ideas.

## SPONSORING

At Textilia.nl, you can also sponsor frequently viewed content parts. The name of your organisation is then linked to video items or tips for applying for jobs in the career section of the site, for example. To do this, you can enter into exclusive agreements with Textilia, so that you are the only advertiser visible within the domain of your expertise. This puts you permanently a step ahead of the competition.

### Online Textilia business guide

Textilia business guide provides a total overview of all the brands & suppliers & (web) shops. With a paid entry, clients and prospects can find you at once and you benefit from the high indexation of textilia.nl in Google.

## Career

Textilia.nl, is the online recruitment channel for executive board members, stylists, buyers, store managers, sales employees, representatives, designers, merchandisers and many other people in the fashion industry. In addition, Textilia also publishes a specific job vacancy newsletter. At Textilia.nl you will find the latest vacancies as well as career stories, career tips, training and courses and an overview of all personnel changes in the fashion industry. Besides vacancies, you can also show a business presentation on video or sponsor content.

# ADVERTISMENT RATES

(all prices exclude VAT, subject to change)

## PRODUCT ADVERTISEMENTS

	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

## IM PAGE 3

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

## PACKAGES

All our packages consist of advertisements in small or large formats, bannering on the website, collection news and/or updates.

	VALUE
XS	€ 3,000
S	€ 6,000
M	€ 10,000
L	€ 15,000
XL	€ 20,000

## TEXTILIA FASHION EXPERIENCE

There are various possibilities for main sponsoring, expert sponsoring and playground sponsoring.

Regular advertisers of Textilia receive extra discount on participation in events.

## PLUSPROPOSITIONS

	Standard	Special
Stapled insert	€ 3,060	€ 3,900
Insert	€ 2,900	€ 3,700
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

## ONLINE VACANCIES (incl. vacancies newsletter)

Place 1 vacancy	€ 325
Place 5 vacancies	€ 285
Place 10 vacancies	€ 235

# Online delivery specifications

## ADVERTORIAL IN NEWSLETTERS

Format: 135 x 200 px  
File formats: gif (non-animated),  
jpg (no swf format possible)

## FULL BANNER IN NEWSLETTERS

Format: 468 x 60 px  
File size: max. 50 kB  
File formats: gif (animated and non-animated),  
jpg (no swf-format possible)

## SPONSORED VIDEO

### Videos

Format: 640 x 360 px  
Bit rate: 1mbit  
File formats: wmv file, Windows  
Media Video 9, FLV

### Flash

30 second film clips are generally best viewed.  
We therefore advise keeping the film clips  
short.

## SPONSORED MAILING

Maximum 4 (news) messages are supplied in  
Word of maximum 100 words per message

Images: gif (animated and non-animated) or  
jpg (no swf format possible)

## PARTNERMAILING

### Header

Format: 748 x 40-100 px  
File size: max. 150 kB  
File formats: jpg, gif (animated and non-  
animated)  
Text business information, preferably supplied  
in Word (NAW, URL, e-mail address)

### Image material

Format: in consultation  
File size: max. 1 MB  
File formats: jpg, gif  
(animated and non-animated)

## MINI SITES

### Images

File formats: jpg, gif, png (animated and non-  
animated)  
File size: max. 2 MB

### Logo for teaser/block

'From our partners/mini sites'

File formats: 80 x 40 px, jpg or gif (animated  
and non-animated)  
File size: 500 kB

### Header mini sites

File format: max. 960 x 100 px,  
jpg, gif, png (animated and non-animated)  
File size: max. 2 MB

## General comments

- For each order, the advertiser supplies  
the URL to which the online  
advertisement must link.
- The required resolution of gif, jpg  
and png files is 72 dpi.

The advertising terms and conditions of  
MYbusinessmedia b.v. apply to supply and  
services.

## ONLINE

### FULL BANNER OR ADVERTORIAL NEWSLETTER

In general newsletter	€ 800 per week
In segment newsletter	€ 200 per time
Partner mailing	€ 1,200 per time
Sponsored mailing	€ 1,500 per time

### OP DE WEBSITE

Logo link	€ 275 per month
Full banner	€ 400 per month
Leaderboard	€ 700 per month
Large Rectangle	€ 850 per month

Mini site	€ 6,000 per year
Expert log	€ 1,500 per year

Ask about our other online possibilities

## 25% discount

If you advertise in one or more of our other magazines  
as well as Textilia, your discount could rise to as much as  
25%. This also applies if you combine our websites.

# SUPPLYING ADVERTISING MATERIAL

### Advertising material for print media:

fashionads@mybusinessmedia.nl

### Advertising material for website and newsletters:

onlineadvertenties@mybusinessmedia.nl

Contact person is Debby Bugter: +31 (0)570-504 359,  
MYbusinessmedia, PO Box 58, 7400 AB Deventer.

## 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.
- Always enclose a representative colour proof.
- Raster 54 for black-white, raster 60 for full colour.
- Only use CMYK colours.
- Cancellation: By 10.00 a.m. on closing date

### LEADERBOARD

Format: 728 x 90 pixels  
File size: max. 49 kb  
File formats: gif, jpg, swf\* (these may be 39 kb)

### LARGE RECTANGLE

Format: 336 x 280 pixels  
File size: max. 49 kb  
File formats: gif, jpg, swf\* (these may be 39 kb)

### FULL BANNER

Format: 468 x 60 pixels  
File size: max. 49 kb  
File formats: gif, jpg, swf\* (these may be 39 kb)  
This position can also be used for an advertorial  
Client then supplies a banner filled with text

### LOGO LINK

Format logo: 60 x 30 pixels + 40 characters  
(including spaces and symbols)  
File size: max. 49 kb  
File formats image/logo: gif, jpg, text in Word

\*For a .swf file, always supply a .gif file separately, provided with click tag.  
Note: the click tag must be present in the .swf not in the gif file

**MORE  
INFORMATION?  
PLEASE CONTACT  
THE SALES TEAM:**

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Textilia is a subsidiary of the MYfashion cluster of MYbusinessmedia.  
MYfashion also consists of Sportcult, Bengels and Textilia.

For more information about combination options etc., please  
contact Sales.

## Formats

**NOTE: TEXTILIA FORMAT HAS CHANGED IN 2010**

**Type page** 230 x 300 mm

	<b>vertical</b>	<b>horizontal</b>
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

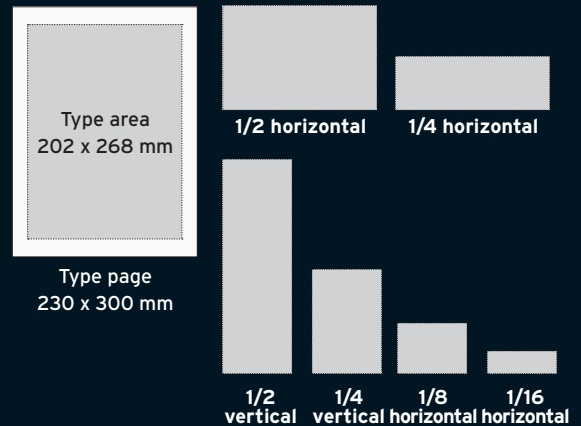
### Bleed formats (excluding trim + 5 mm)

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

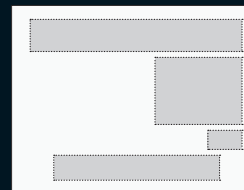
### MYfairs formats

1/1 page	14,8 x 21 mm	(5 mm bleed)
2/1 page	29,6 x 21 mm	(5 mm bleed)

### MAGAZINE



### ONLINE



**Leaderboard:** 728 x 90 pixels

**Large rectangle:** 336 x 280 pixels

**Logo link:** 60 x 30 pixels

**Full banner:** 468 x 60 pixels

## EDITORS

You can mail press releases and other information  
for the editors to: [redactie@textilia.nl](mailto:redactie@textilia.nl)

# textilia.

Textilia is published by MYbusinessmedia b.v.

MYbusinessmedia b.v.  
Joan Muyskenweg 22  
1096 CJ Amsterdam

Textilia is HOI registered, circulation numbers are over the period: 01/01/2009  
till 31/12/2009



# PUBLICATION CALENDAR

<b>Edition</b>	<b>Subjects</b>	<b>Publication</b>	<b>Closing date sales</b>	<b>Edition</b>	<b>Subjects</b>	<b>Publication</b>	<b>Closing date sales</b>
1.	Bengels 1 (children's fashion)	05-01-10	21-12-09	13.	Bengels 3 (children's fashion)	29-06-10	16-06-10
2.	Jeans/Young Fashion	15-01-10	04-01-10	14.	Jeans/Young Fashion	09-07-10	28-06-10
3.	Women's fashion	19-01-10	06-01-10	15.	Women's fashion	16-07-10	05-07-10
4.	Men's fashion	22-01-10	11-01-10	16.	Men's fashion	23-07-10	12-07-10
5.	Body fashion	29-01-10	18-01-10	17.	Body fashion	30-07-10	19-07-10
6.	Bengels 2 (children's fashion)	05-02-10	25-01-10	18.	Bengels 4 (children's fashion)	06-08-10	26-07-10
7.	Men's fashion / Women's fashion	05-02-10	25-01-10	19.	Men's fashion / Women's fashion	06-08-10	26-07-10
8.	Jeans/Young Fashion	19-02-10	08-02-10	20.	Jeans/Young Fashion	13-08-10	02-08-10
9.	Accessories	19-03-10	08-03-10	21.	Accessories	17-09-10	06-09-10
10.	April issue	23-04-10	12-04-10	22.	October issue	15-10-10	04-10-10
11.	Preview/Colour cards	21-05-10	06-05-10	23.	Preview/Colour cards	19-11-10	08-11-10
12.	Trade fair overview	11-06-10	31-05-10	24.	Trade fair overview	17-12-10	06-12-10

## 8 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 27,000 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 60,000 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 newsletter subscribers and 60,000 unique visitors from the fashion industry.

In short, Textilia is the best medium for targeting the professional in the fashion industry!

NOT YET A SUBSCRIBER TO TEXTILIA?

Call our customer service department for an affordable subscription:  
+31(0)172 - 476 085 or send an e-mail to [info@spabonneservice.nl](mailto:info@spabonneservice.nl)