

**TextilWirtschaft**

# **MEDIA KIT**

2020

# CONTACT

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## **PUBLISHER:**

Deutscher Fachverlag GmbH  
TextilWirtschaft  
Mainzer Landstraße 251  
60326 Frankfurt am Main, Germany  
Postal address:  
60264 Frankfurt am Main, Germany  
www.TextilWirtschaft.de

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## **WOMENSWEAR**

Luxury, top fashion, premium coordinates,  
premium separates, premium sports,  
modern mainstream

Franziska Welp  
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welp@TextilWirtschaft.de

Premium coordinates, premium separates,  
contemporary fashion, denim & urban,  
young fashion, outdoor

Julia Grimme  
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grimme@TextilWirtschaft.de

Coordinates, sportive coordinates,  
modern mainstream, trousers, blouses,  
knitwear, dresses, plus sizes  
Constanze von Treuenfeld  
Phone +49 69 7595-1207  
vonTreuenfeld@TextilWirtschaft.de

International womenswear  
Julia Mund  
Phone +49 69 7595-1715  
mund@TextilWirtschaft.de

## **MENSWEAR**

Luxury, top fashion, premium fashion,  
premium sportswear, contemporary fashion,  
sportswear, suit, jacket, shirts

Elisabeth Münch  
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muench@TextilWirtschaft.de

Trousers, knitwear, outdoor  
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International Menswear  
Julia Mund  
Phone +49 69 7595-1715  
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fischer@TextilWirtschaft.de

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Trade shows, properties, fashion centres  
Udo Fischer  
Phone +49 69 7595-1704  
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IT, e-commerce, stores  
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Phone +49 69 7595-1207  
vonTreuenfeld@TextilWirtschaft.de

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**PRINT AND ONLINE**  
Jörg Meyer  
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Helmut Ziemendorff  
Phone +49 69 7595-3099  
service@twjobs.de

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# TEXTILWIRTSCHAFT MEDIA BRAND

## THE MEDIA BRAND FOR FASHION AND TEXTILES.

Serving the fashion and textiles industry, TextilWirtschaft is a leading media brand offering daily coverage across online and print assets. Whether on their desktop, tablet, smartphone, screen or face-to-face at fairs and events, decision makers in the sector receive news about all the hot topics, developments and images – across the media and internationally – that affect their business and will help them make better-informed decisions.



TextilWirtschaft  
Congress



TWjobs



TextilWirtschaft  
Research



TextilWirtschaft Magazine  
TextilWirtschaft Special Publications  
TW Specials



TW Website  
TW E-Paper  
TW Newslines today  
TW Newslines trend  
TW Newslines research  
Newsletter TextilWirtschaft SPORTS  
THE SPII by TextilWirtschaft



## TEXTILWIRTSCHAFT MAGAZINE

TextilWirtschaft provides orientation in the fast-moving fashion business and is probably the most important trade medium in the fashion industry. It is the only trade magazine in the German-speaking world published on a weekly basis. The magazine is a news, business and fashion magazine all in one and is compulsory reading for fashion professionals.

The analysis of events in trade and industry, well-founded assessments of sales and economic developments, and deep insights from its own studies make TextilWirtschaft a partner its readers can rely on. From shows and trade fairs it reports on trends and topics in womenswear, menswear, denim, shoes, accessories, bodywear, fabrics and kidswear.

More than 35 journalists and correspondents from the European fashion metropolises discuss events within the industry – independently, up-to-date and trendsetting.

Digital news provides 24/7 access to key industry information regardless of location. The daily newsletter provides the most important news to subscribers.

Special editions on special topics such as sustainability, shopfitting and digital topics round off the range of information offered by TextilWirtschaft.

The level of reader loyalty to the magazine is exceptional and industry coverage is outstanding: the net paid circulation makes up 91.3% of the total circulation.

\*IVW II/2019

Editor in chief: Michael Werner

Publishing Director: Christian Heinrich

Volume: 75, 2020

Frequency:

Weekly (every Thursday),  
55 issues in 2020

Annual subscription rate:  
(Print and Online): € 386  
plus postage and VAT

Published by:

Deutscher Fachverlag GmbH

Postal address No.1:

Mainzer Landstraße 251,  
60326 Frankfurt am Main, Germany

Postal address No.2:

60264 Frankfurt am Main, Germany

Phone +49 69 7595-1717

Fax +49 69 7595-551717

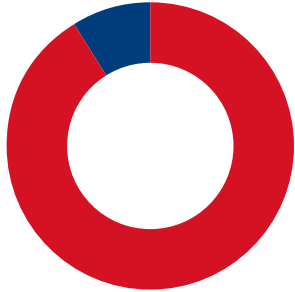
www.TextilWirtschaft.de

Governing body:

Official organ of the Federal Association of  
German Textile Retailers

# DISTRIBUTION | CIRCULATION | READERS

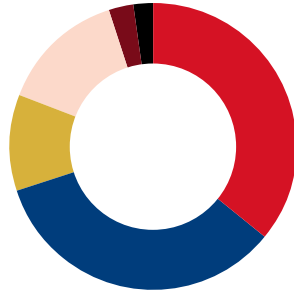
## ACTUAL CIRCULATION: 25.218 COPIES



**91,3%** Subscribed copies

**8,7%** Complimentary copies

## INTERNATIONAL DISTRIBUTION



**36%** Austria

**34%** Switzerland

**11%** Benelux

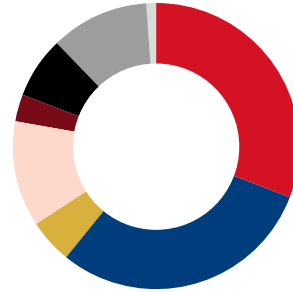
**14%** Rest of the EU,  
in particular I, F, UK

**3%** Rest of Europe

**2%** Rest of the world

International distribution in per cent;  
recipient structure TextilWirtschaft

## JOB POSITION



**31%** Management Board

**30%** Owner, Co-owner,  
Managing Partner

**5%** Branch Manager

**12%** Department Head

**3%** Group Head

**7%** Senior Department Head

**11%** no leading position

**1%** Executive Board

## IVW-DATA

Circulation audit:



## CIRCULATION ANALYSIS:

Copies per issue (IVW II/2019)

Total circulation 25,218

Net paid circulation\* 23,019

Subscribed copies 14,635

Misc. sales 8,384

Complimentary copies\*\* 2,199

Leftover, library and  
advertiser copies 450

Print run 15,869

\* Proportion of all subscription forms (print + digital, digital, young professionals as well as company licenses) in the circulation; IVW II/2019

\*\* Additional distribution at trade shows and events as well as distribution of complimentary copies

# RATES AND SIZES

## FORMATS

## SIZE (WIDTH X HEIGHT)

plus 4 mm trim per outer edge

## RATES

b/w or colour



460 x 300

€ 26,600

2/1 page



230 x 300

€ 13,800

1/1 page



146 x 300

€ 10,900

2/3 page



284 x 215

€ 18,670

2 x Junior page



146 x 215

€ 9,350

Junior page

**BOOK FORMAT:** 230 x 300 mm

**FREQUENCY:** Weekly (every Thursday)

**AD CLOSING AND CANCELLATION DATES:**

**WEDNESDAY (10 AM) OF THE WEEK**

**PRECEDING PUBLICATION (EXACT DATES LISTED**

**IN EDITORIAL SCHEDULE SEE**

**WWW.TEXTILWIRTSCHAFT.DE/MEDIAKIT)**

**DISCOUNTS:** (on space booked within a single contract year)

Frequency		Volume	
• 3 insertions	3 %	• 1 page	3 %
• 6 insertions	5 %	• 3 pages	5 %
• 12 insertions	10 %	• 5 pages	10 %
• 26 insertions	15 %	• 7 pages	15 %
• 38 insertions	20 %	• 10 pages	20 %
• 44 insertions	22 %	• 12 pages	22 %
• 52 insertions	25 %	• 15 pages	25 %
• 56 insertions	26 %	• 17 pages	26 %
• 70 insertions	28 %	• 20 pages	28 %
		• 30 pages	35 %
		• 52 pages	50 %

### PLEASE NOTE:

All sizes are quoted exclusive of trim. Please

add 4 mm for each outer edge.

Due to the variations in issue size and the consequent change in the width of the inner pages, all texts, logos and other items of bleed advertisements must be placed within at least 10 mm of the lateral trim edge and 5 mm of the upper and lower trim edge.

### ORIGINATION TO BE SUPPLIED BY:

Digital data by Wednesday of the week preceding publication.

**FOR THE LATEST EDITORIAL SCHEDULE PLEASE GO TO [WWW.TEXTILWIRTSCHAFT.DE/MEDIAKIT](http://WWW.TEXTILWIRTSCHAFT.DE/MEDIAKIT)**

### PAYMENT TERMS:

3% discount for proforma payment or payment on order confirmation before the publication date.

2% discount for payment within 14 days of date of invoice.

Payment net within 30 days of date of invoice.

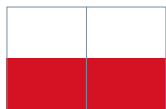
### BANK:

Frankfurter Sparkasse

BIC: HELADEF1822,

IBAN: DE56 5005 0201 0000 0349 26

All prices exclude VAT.



460 x 150

€ 16,600

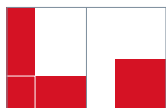
2 x 1/2 page



113 x 300 vertical  
230 x 150 horizontal

€ 8,300

1/2 page vertical, horizontal



82 x 300 vertical  
230 x 100 horizontal  
146 x 150 corner pos.

€ 6,800

1/3 page vertical, horizontal,  
corner pos.



66 x 300 vertical  
230 x 75 horizontal  
113 x 150 corner pos.

€ 4,800

1/4 page vertical, horizontal,  
corner pos.



66 x 150 vertical  
230 x 37 horizontal  
113 x 75 corner pos.

€ 2,730

1/8 page vertical, horizontal,  
corner pos.

**PRINTING AND BINDING:**

Cover: sheet-fed offset  
Content: commercial web offset  
(Heat-Set), saddleback stitching

**COLOURS:** European scale

**COLOUR SEQUENCE:**

Black, cyan, magenta, yellow

**DOT GAIN:**

Colour Black:  
At 40%: 16 % At 40%: 19 %  
(Tolerance +/- 4%) (Tolerance +/- 4%)  
At 80%: 11 % At 80%: 13 %  
(Tolerance +/- 3%) (Tolerance +/- 3%)  
Slight variations in colour are possible due the printing process.

**PAPER QUALITY:**

Cover: wood-free, white, glossy, art paper  
Content: LWC, semi-fine, matt coated

**DATA FORMATS:**

We need digital files in PDF/X-3 format, PSO LWC Improved profile. No open files. Please include all used typefaces. Half tone pictures need 250 dpi resolution.

**TRANSMISSION MODES:**

Via FTP, email:  
FTP-Server: das-dfv  
Username: das-dfv  
Password: dasdfv09

**FOR DATA VOLUME UP TO 10 MB, PLEASE SEND TO  
ARTWORK@TEXTILWIRTSCHAFT.DE**

**DATA ARCHIVE:**

Data will be archived. Unchanged repeats are generally possible. No data guarantee.

**GUARANTEE:**

If incomplete or deviating data is delivered (text, colour, pictures) we cannot guarantee the final print result. Wrong light exposure due to incomplete or wrong placements will be charged. This also applies to additional lithographic and composition work as well as for the production of new proofs.

**YOU HAVE FURTHER TECHNICAL QUESTIONS?  
PLEASE CALL OUR HOTLINE AT +49 69 7595-2442**



Print advertisements are posted in full in TW E-Paper at no additional charge.



# AD SPECIALS

## SPECIAL POSITIONS

FORMATS	WIDTH X HEIGHT IN MM plus 4 mm trim per outer edge	RATES b/w and colour
	230 x 300	€ 13,800
1/1 page Inside front cover, inside back cover, outside back cover		
	113 x 300	€ 8,700
1/2 page Position adjacent to DIESE WOCHE (right) Minimum booking frequency of this campaign placement: 8 x per calendar year		
	82 x 300	€ 7,100
1/3 page Position adjacent to DIESE WOCHE (right) Minimum booking frequency of this campaign placement: 8 x per calendar year		

## GATEFOLD COVER PAGES

FORMATS	WIDTH X HEIGHT IN MM plus 4 mm trim per outer edge	RATES b/w and colour
	168 x 300 left page 228 x 300 center page 113 x 300 right page	€ 32,830
Gatefold cover page 2 pages		
	220 x 300 page 2 220 x 300 page 3 228 x 300 page 4	€ 40,550
Gatefold inside front cover 3 pages		

**AD CLOSING AND CANCELLATION DATE:** Wednesday, 10 am of the week preceding publication (exact dates listed in editorial schedule: [www.TextilWirtschaft.de/mediakit](http://www.TextilWirtschaft.de/mediakit))

## ADS WITH GLUED INSERTS

### WIDTH X HEIGHTS IN MM

plus 4 mm trim per outer edge

### RATES

b/w and colour



230 x 300

€ 13,800

1/1 page

### ADDITIONAL COSTS:

for reply cards € 3,930

for booklets € 5,560

No commission or discounts

Rates include postage

### ACCEPTED MATERIALS:

Reply cards and booklets  
(other possibilities on request).

**POSITION:** right page

### FORMAT AND WEIGHT OF GLUED INSERTS:

Minimum format  
(Width x height in mm): 60 x 80

Maximum format  
(Width x height in mm): 200 x 200

Maximum weight: 25 g

Please allow for a max. adhesive  
tolerance of 10 mm in each  
direction.

The distance to the edge of the  
page and to the bottom must be at  
least 30 mm.

Please submit an actual specimen  
for inspection well in advance of  
publication.

### DEADLINE AND DELIVERY DATE (DIGITAL DATA) AND GLUED INSERTS:

Wednesday (10 am) of the week  
preceding publication (exact dates  
listed in editorial schedule see  
[www.TextilWirtschaft.de/mediakit](http://www.TextilWirtschaft.de/mediakit))

### DELIVERY:

21,000 copies

### DELIVERY ADDRESS:

Westdeutsche Verlags- und Druckerei GmbH,  
Warenannahme Akzidenz, Zur Verwendung der TW (please indicate issue),  
Kurahessenstr. 4-6,  
64546 Mörfelden-Walldorf, Germany



When booking a glued-on insert, it is possible  
to change the creative for the TW E-Paper.

# AD SPECIALS

## LOOSE INSERTS

## RATES

Loose inserts up to 25 g/pce	€ 11,500
Loose inserts above 26 g to 50 g/pce	€ 17,300
Loose inserts above 51 g to 75 g/pce	€ 21,930
Loose inserts above 76 g to 100 g/pce	€ 26,380
Loose inserts above 101 g to 125 g/pce	€ 30,900



Loose inserts above 125 g/pce on request.

Rates for loose inserts are not subject to discounts and cannot be included in existing advertising contracts. Agency commissions will be granted.

### FORMAT (WIDTH X HEIGHT IN MM):

Minimum format: 105 x 148

Maximum format: 220 x 297

Advertising supplement orders are not binding for the publisher until a sample of the advertising supplement has been submitted and approved. Advertising supplements which in form or appearance give the reader the impression that they are an integral part of the magazine, or which contain outside advertising, will not be accepted. The advertiser will be informed immediately if an order is refused.

**PLEASE SUBMIT AN ACTUAL SPECIMEN FOR INSPECTION WELL IN ADVANCE OF PUBLICATION.**

**TECHNICAL NOTE:** Inserts are inserted automatically. In folded inserts, the final fold is run parallel to the journal's spine. Fanfolded inserts cannot be accepted.

Loose inserts with 2 pages must have a minimum paperweight of 150g/m<sup>2</sup>.

Inserts with fabric samples and similar tip-on can only be included by prior agreement with the publisher.

### DEADLINE AND DELIVERY DATE:

Wednesday (10 am) of the week preceding publication (exact dates listed in editorial schedule: [www.TextilWirtschaft.de/mediakit](http://www.TextilWirtschaft.de/mediakit))

**DELIVERY:** 21,000 copies

### DELIVERY ADDRESS:

Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz, Zur Verwendung der TW (please indicate issue), Kurhessenstr. 4-6, 64546 Mörfelden-Walldorf, Germany



Loose inserts cannot be transferred 1:1 to the TW E-Paper for technical reasons. Instead a double-sided design of the advertisement is incorporated into the E-Paper edition free of charge after the 4th cover page on prompt delivery of the additional data.

## BOUND INSERTS

### RATES

	4 pages	€ 23,080
	8 pages	€ 28,900
	12 pages	€ 30,500

Bound inserts with more than 12 pages on request.

Placement of bound inserts on request.

Bound inserts are not subject to discounts and cannot be included in existing advertising contracts! Agency commissions will be granted.

#### FORMAT (WIDTH X HEIGHT IN MM):

Minimum format: 230 x 150  
Maximum format: 230 x 300

Other formats on request only and with binding sample.

**PLEASE SUBMIT AN ACTUAL SPECIMEN FOR INSPECTION WELL IN ADVANCE OF PUBLICATION.**

**TECHNICAL DATA:** When producing bound inserts, please bear in mind that when smaller than the actual book format, these are closed at the top and therefore have a trim of 4 mm at the top edge. Please note that the paper must weigh at least 90g/m<sup>2</sup> and not more than 115g/m<sup>2</sup>.

Due to the variations in issue size and the consequent change in the width of the inner pages, all texts, logos and other items of bleed advertisements must be placed within at least 10 mm of the lateral trim edge and 5 mm of the upper and lower trim edge.

With book-size format there is a trim of 4 mm on each outer edge.

No processing guarantee possible in the case of incorrect trim or fold.

Bound inserts with tip-on reply card can only be accepted if the postcard is attached parallel to gutter.

#### DEADLINE AND DELIVERY DATE:

Wednesday (10 am) of the week preceding publication (exact dates listed in editorial schedule: [www.TextilWirtschaft.de/mediakit](http://www.TextilWirtschaft.de/mediakit))

**DELIVERY:** 21,000 copies

**DELIVERY ADDRESS:** Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz, Zur Verwendung der TW (please indicate issue), Kurhessenstr. 4-6, 64546 Mörfelden-Walldorf, Germany



Bound inserts cannot be transferred 1:1 to the TW E-Paper for technical reasons. Instead a double-sided design of the advertisement is incorporated into the E-Paper edition free of charge after the 4th cover page on prompt delivery of the additional data.

# CLASSIFIED ADS

## CLASSIFIED ADS

Column width:

1-column = 49 mm

2-columns = 102 mm

3-columns = 155 mm

4-columns = 208 mm

### MM-RATE

5.85 €

### CHIFFRE CLASSIFIED ADS

7.- €

**TYPE AREA:** 208 mm width, 270 mm height.

The height of the ad can be chosen individually.

Rentals, properties, contract  
Processing, for sale and wanted  
etc.

## CONTACT

### CLASSIFIED ADS

Heike Schmidt

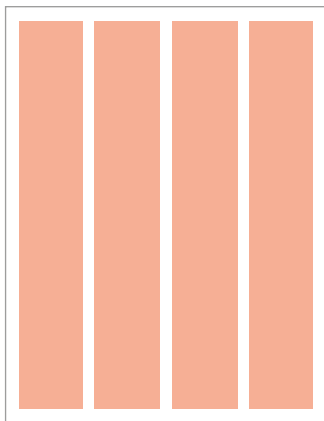
Phone +49 69 7595-1714

[schmidt@TextilWirtschaft.de](mailto:schmidt@TextilWirtschaft.de)

Petra Müller

Phone +49 69 7595-1719

[mueller@TextilWirtschaft.de](mailto:mueller@TextilWirtschaft.de)



## FAMILY ADS

Column width:

1-column = 59 mm

2-columns = 126 mm

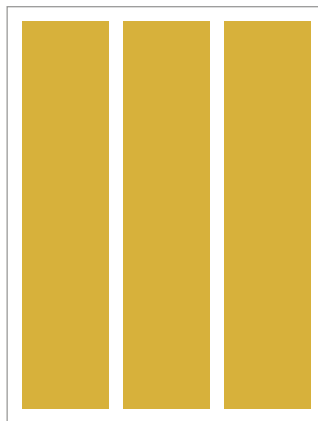
3-columns = 193 mm

### MM-RATE

8.35 €

**TYPE AREA:** 193 mm width, 258 mm height.

The height of the ad can be chosen individually.



## CONTACT

### FAMILY ADS

Dirk Bornhütter

Phone +49 69 7595 1713

[bornhuetter@TextilWirtschaft.de](mailto:bornhuetter@TextilWirtschaft.de)

No discounts, as basic rates have already been reduced. Classified ads are not included in current contracts, agency commissions will be granted. All prices exclude VAT.

# TEXTILWIRTSCHAFT DIGITAL

## TEXTILWIRTSCHAFT DIGITAL

Retail and industry decision makers can follow the latest fashion business news at [www.TextilWirtschaft.de](http://www.TextilWirtschaft.de). Exclusive top stories, in-depth catwalk reports, the biggest online recruitment section within our industry, and an extensive range of information and research make TextilWirtschaft.de the leading website for all those who need comprehensive knowledge about this industry sector.

Like all digital offerings from TextilWirtschaft, **TEXTILWIRTSCHAFT DIGITAL** is mobile-optimised and thus enables campaigns that work seamlessly across multiple screen sizes.

The digital media of TextilWirtschaft also include these news services

- TextilWirtschaft today every working day
- TextilWirtschaft trend every week
- TextilWirtschaft research with compelling topics from market research
- TextilWirtschaft Store of the month
- TextilWirtschaft SPORTS, which provides coverage about trends and developments in the sportswear segment
- TextilWirtschaft Fabrics keeps you on trend about fabrics
- The SPII by TextilWirtschaft

The TextilWirtschaft print magazine is also available on our magazine app for Android and iOS devices. A subscription to TextilWirtschaft includes full access to our digital services. A digital subscription does not include access to the print edition of TextilWirtschaft.

A relaunch of the website in 2019 further enhanced its design, usability and performance. Advertising options and formats are described below.

TextilWirtschaft.de is IVW verified.



**Visits: 950,000\***

**PAGEIMPRESSIONS 2,800,000\***

\*source: IVW, January 2019 (Desktop, mobile Website and Smartphone-Apps)

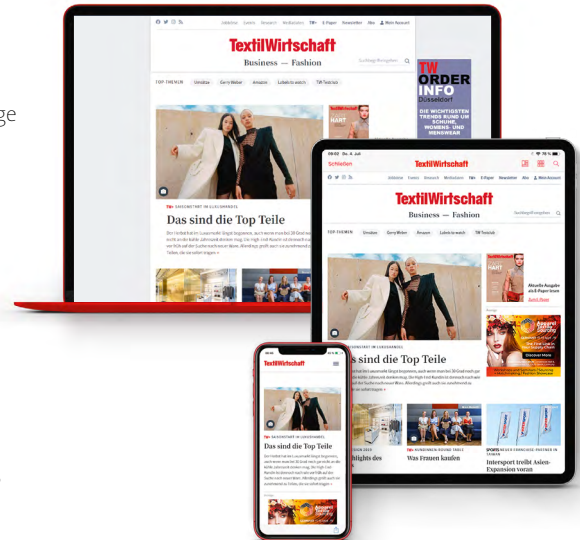
TextilWirtschaft.de is part of the internet facts of agof.



**Unique User: 210,000\***

\*source: digital facts 2019-01, single month (Desktop, mobile Website and Smartphone-Apps)

Ad price list TextilWirtschaft Digital 2020, No. 24



Here are all digital options at one glance:  
[www.TextilWirtschaft.de/showroom](http://www.TextilWirtschaft.de/showroom)

### DISCOUNT RATE: GRADING

• € 6,000	3%
• € 12,000	5%
• € 18,000	10%
• € 25,000	15%
• € 33,000	20%
• € 40,000	25%
• € 48,000	30%
• € 55,000	35%
• € 62,000	40%

TextilWirtschaft discounts can be transferred to bookings on TextilWirtschaft digital. The reverse is not possible. The most favourable discount will apply in each case, agency commissions will be granted.

### DATA DELIVERY:

Wednesday of the week preceding publication by e-mail to: [banner@TextilWirtschaft.de](mailto:banner@TextilWirtschaft.de).

### FILE FORMATS:

gif (static or animated), swf including alternative gif, ad tags, HTML5, maximum 100 KB. For more information please go to: [www.TextilWirtschaft.de/specs](http://www.TextilWirtschaft.de/specs).

## REGULAR ADS

### 1 SKYSCRAPER

200 x 600 px  
left or right

**2 X ROTATION** 3,100 €

**EXCLUSIVE** 5,500 €

### 2 WALLPAPER

980 x 150 px +  
200 x 600 px

**2 X ROTATION** 3,300 €

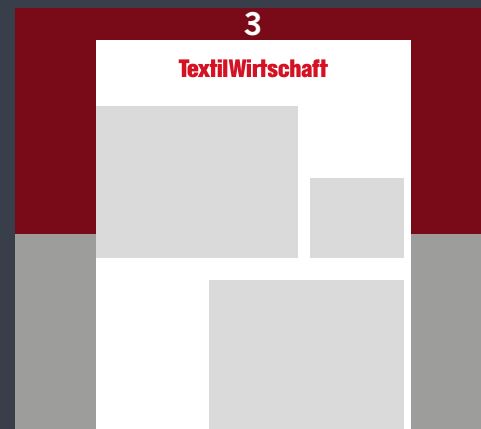
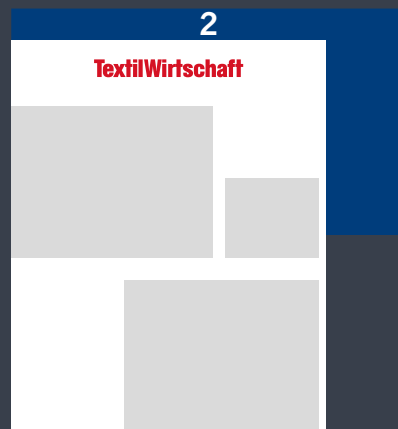
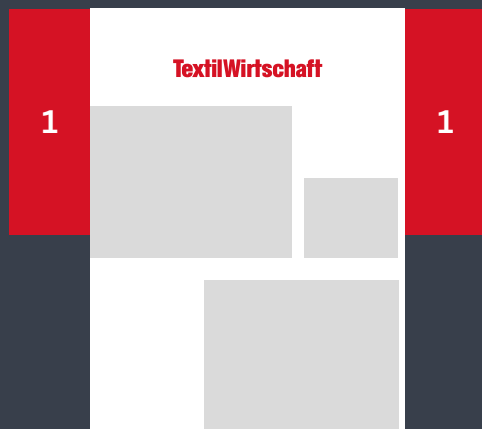
**EXCLUSIVE** 6,600 €

### 3 FIREPLACE + BACKGROUND COLOR

980 x 150 px +  
2x 200 x 600 px

**2 X ROTATION** 4,600 €

**EXCLUSIVE** 8,900 €



Conditions relate to the run period from Monday – Sunday (1 week).

#### FILE FORMATS:

gif (static or animated), swf including alternative gif, ad tags, HTML5, maximum 100 KB.

For more information please go to: [www.TextilWirtschaft.de/specs](http://www.TextilWirtschaft.de/specs).

## 4.1

### BILLBOARD

940 x 250 px

**2 X ROTATION** 3,300 €

**EXCLUSIVE** 5,700 €

## 4.2

### BILLBOARD PUSHDOWN

940 x 500 px  
static

**2 X ROTATION** 3,900 €

**EXCLUSIVE** 6,900 €

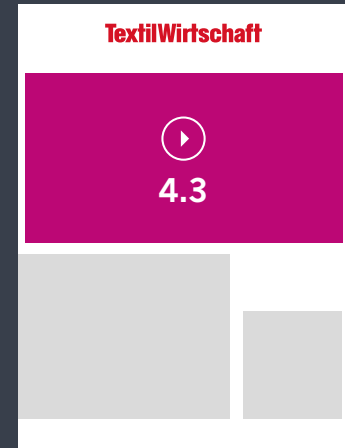
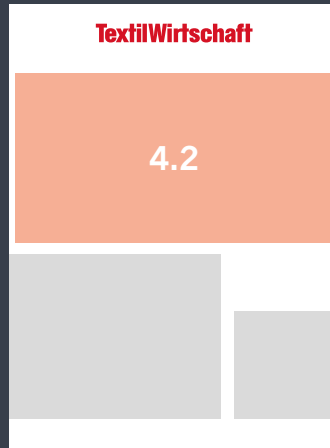
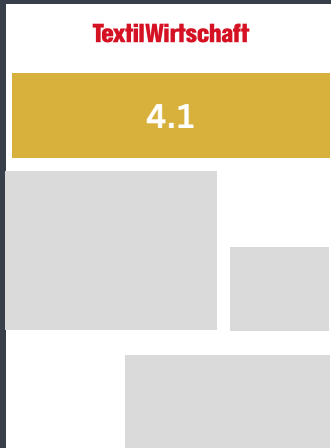
## 4.3

### BILLBOARD PUSHDOWN VIDEO

940 x 500 px  
only possibly with a Redirect

**2 X ROTATION** 4,800 €

**EXCLUSIVE** 8,500 €





# MULTISCREEN ADS

## 1 SUPERBANNER

### + MOBILE

980 x 150 px +  
300 x 120 px

**2 X ROTATION** 3,400 €

**EXCLUSIVE** 6,400 €

## 2 MEDIUM RECTANGLE TOP

### + MOBILE

300 x 250 px

**2 X ROTATION** 3,100 €

**EXCLUSIVE** 5,200 €

## 3 MEDIUM RECTANGLE/CONTENT AD 1-5

### + MOBILE

Medium Rectangle 300 x 250 px  
Content Ad 617 x 250px + 300 x 120 px,

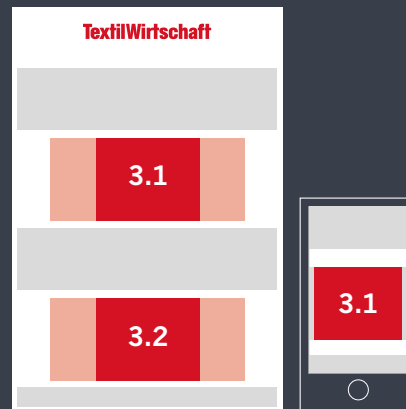
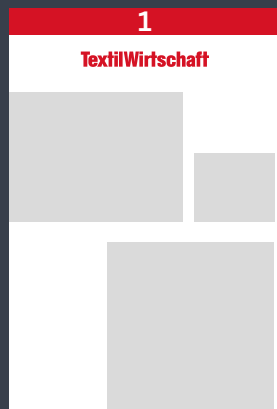
**1 2 X ROTATION** 2,900 € **EXCLUSIVE** 4,800 €

**2 2 X ROTATION** 2,000 € **EXCLUSIVE** 3,300 €

**3 2 X ROTATION** 900 € **EXCLUSIVE** 1,400 €

**4 2 X ROTATION** 900 € **EXCLUSIVE** 1,400 €

**5 2 X ROTATION** 900 € **EXCLUSIVE** 1,400 €



**FILE FORMATS:** gif (static or animated), swf including alternative gif, ad tags, HTML5, maximum 100 KB. For more information please go to: [www.TextilWirtschaft.de/specs](http://www.TextilWirtschaft.de/specs). Multiscreen campaigns are delivered to the desktop version, to the mobile website and in the smartphone apps. Conditions relate to the run period from Monday – Sunday (1 week).

# MULTISCREEN ADS UND SPECIAL ADS

## + 1 VIDEO AD MOBILE

<b>POSITION 1</b>	<b>2 X ROTATION</b>	<b>3,900 €</b>
	<b>EXCLUSIVE</b>	<b>6,600 €</b>
<b>POSITION 2</b>	<b>2 X ROTATION</b>	<b>3,400 €</b>
	<b>EXCLUSIVE</b>	<b>5,800 €</b>

## + 2 GALLERY-SPONSORING MOBILE

935 x 580 +  
300 x 250 px

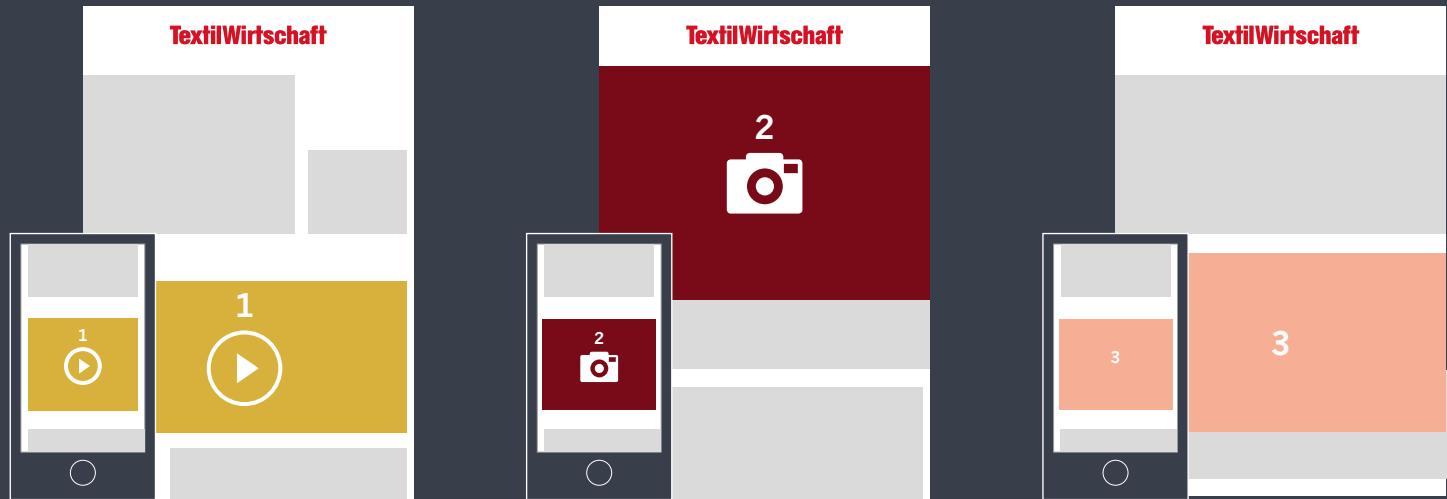
**EXCLUSIVE 2,800 €**

Advertisement appears in the booked period after every fifth image in all image galleries on [www.TextilWirtschaft.de](http://www.TextilWirtschaft.de).

## + 3 POSTER AD MOBILE

940 x 850 px +  
320 x 480 px (static)

**2 X ROTATION 2,800 €**  
**EXCLUSIVE 5,200 €**



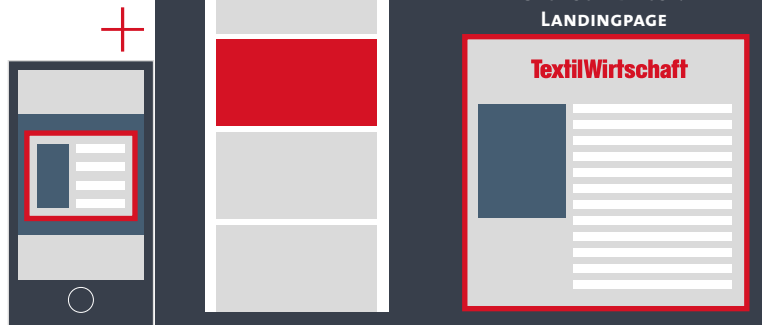
For information concerning data files please go to [www.TextilWirtschaft.de/specs](http://www.TextilWirtschaft.de/specs).

Conditions relate to the run period from Monday – Sunday (1 week).

## SPECIAL ADS

**SPONSORED POSTS** are presented as an editorial report in the News section of the website. The complete article appears on a page with an image and content in the style of a news bulletin. On the first day the sponsored post appears in the News section, on the second day it cycles through the news section and after that can be accessed on the website archive. On the third day the sponsored post is also included once in the TextilWirtschaft today subscription mailing. The sponsored post is developed together with a professional external editor.

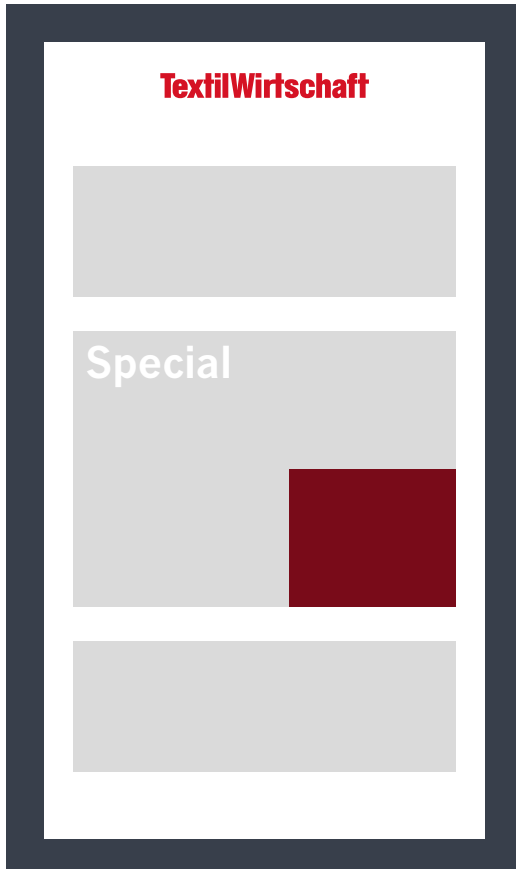
Briefing content for the editor includes:  
Text, images,  
contact details,  
URL links.



**ADVERTORIALS** consist of a teaser message prominently placed on the TextilWirtschaft.de website and the landing page for the advertorial content. It is based on the TW screen design. The content is created by a professional external editor.

Briefing content for the editor: Texts, images, graphics, links, contact details, download PDFs, etc.

## THEME-SPECIALS



Placing a Theme Special ad with TextilWirtschaft allows you to present yourself as a sponsor of a specific topic closely aligned with your brand focus. The theme-based special is prominently placed in a section of the homepage. Your logo appears on the landing page and on the topic overview page. This topic overview page contains all editorial articles relating to the sponsored topic and features you as a sponsor in a banner format. The theme special is archived on the website. In addition, a newsletter dedicated to the theme special includes you as sponsor with your logo and a banner ad.

<b>THEME SPECIALS</b>	<b>12,000 €</b>
<b>PART SPONSORING</b>	<b>5,000 €</b>

## SPECIAL ADS

### + TW INSIGHTS MOBILE

6 WEEKS LEAD GENERATION

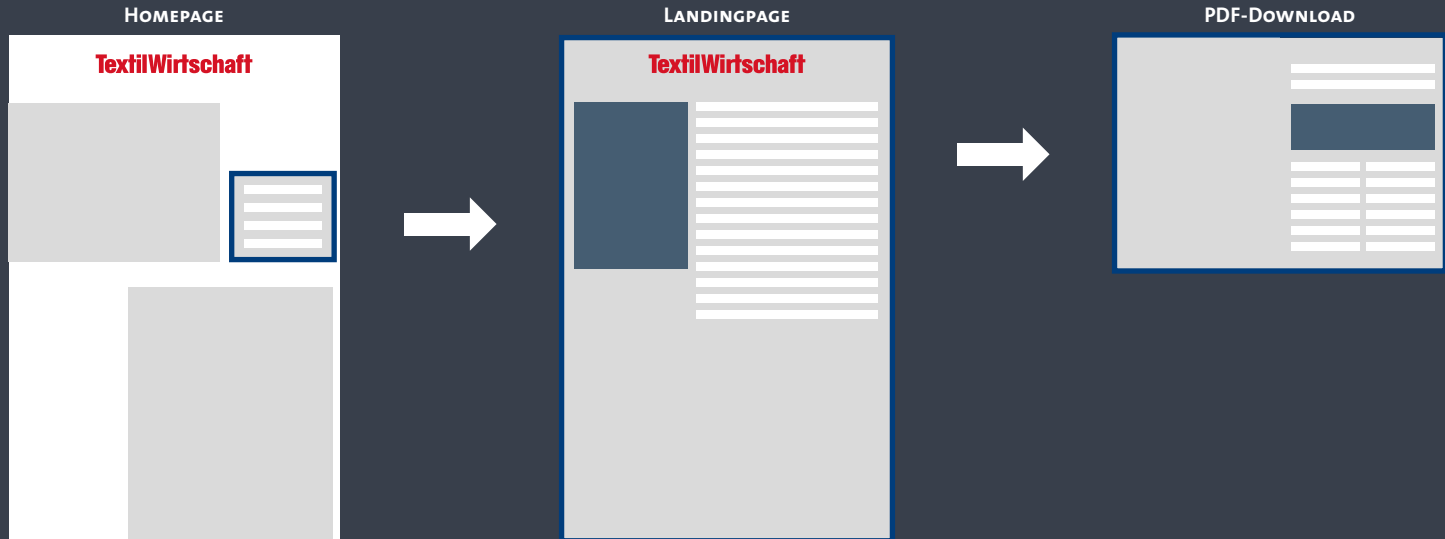
16,000 €

TW insights featuring topics from the fields of IT, logistics, e-commerce or shop fitting are offered for download from the website as a whitepaper (PDF). The PDF download generates qualified leads and includes a contact form. Sponsoring a topical TW insight includes exclusive logo placement within the PDF and on the landing pages and a full-page image ad in the PDF. All contact details of leads generated are provided to the sponsor. Finally, additional advertising reach and

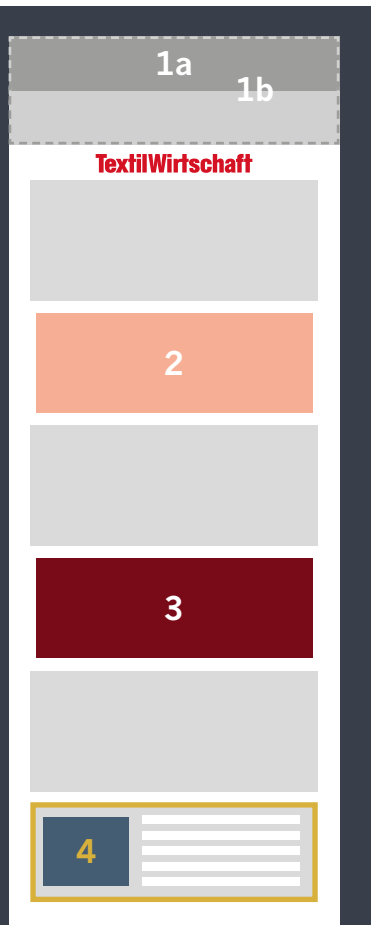
exposure is achieved by banner campaigns for the TW insights whitepaper.

The customer should supply a company logo, links to a website and a full-page image ad (A4).

No discounts apply to advertising in TW insights. Agency commissions can be deducted from rates.



# DIGITAL NEWS PACKAGE CAMPAIGNS



Each day at 5:00 pm, **TEXTILWIRTSCHAFT TODAY** delivers a news briefing directly to the inboxes of decision makers from across retail and industry. Each Tuesday, **TEXTILWIRTSCHAFT TREND** provides subscribers with a news update about the latest trends at the POS. Recipients: Around 11,500 subscribers (publisher's data). TextilWirtschaft does not offer distribution of exclusive newsletters.

## 1A EAR SPACE

### NEWSLINE TODAY

630 x 100 px  
5 ads

**3,300 €**

### NEWSLINE TREND

630 x 100 px  
4 ads

**2,600 €**

## 3 CONTENT AD

### NEWSLINE TODAY

520 x 200 px  
5 ads

**2,400 €**

### NEWSLINE TREND

520 x 200 px  
4 ads

**1,700 €**

## 1B EAR SPACE XXL

### NEWSLINE TODAY

630 x 250 px  
5 ads

**4,000 €**

### NEWSLINE TREND

630 x 250 px  
4 ads

**3,100 €**

## 4 TEXT/PICTURE AD

### NEWSLINE TODAY

- Headline: max 100 characters  
incl. spaces
- Text: max 400 characters  
incl. spaces
- Pictures: 520 x 455 px (static)
- Link

5 ads

**2,500 €**

## 2 SPONSORING

### NEWSLINE TODAY

520 x 200 px  
5 ads

**2,800 €**

### NEWSLINE TREND

520 x 200 px  
4 ads

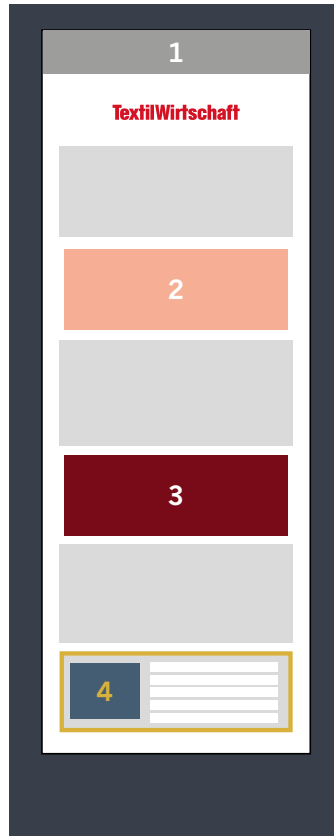
**1,800 €**

### FILE FORMATS:

static gif or jpg-files (no animation),  
max. 100 KB.

## SPECIAL NEWSLINE

TextilWirtschaft specials are published on an ongoing basis and offer essential insight on a specific business or fashion topic. Choose from four different banner formats for your ad in a TextilWirtschaft special



1

### EAR SPACE

630 x 100 px  
**850 €**

2

### SPONSORING

520 x 200 px  
**750 €**

3

### CONTENT AD

520 x 200 px  
**650 €**

4

### TEXT/PICTURE AD

#### NEWSLINE TODAY

- Headline: max 100 characters incl. spaces
- Text: max 400 characters incl. spaces
- Pictures: 520 x 455 px (static)
- Link

**700 €**

Bookings in the special newsletters will not be discounted and are not included in current contracts.  
Ad price list TextilWirtschaft Digital 2020, No. 24

## FLASH PACKAGE

This newsflash package delivers up-to-the-minute e-mail bulletins to subscribers about key industry events. Recipients: Around 11,500 subscribers (publisher's data, September 2019).

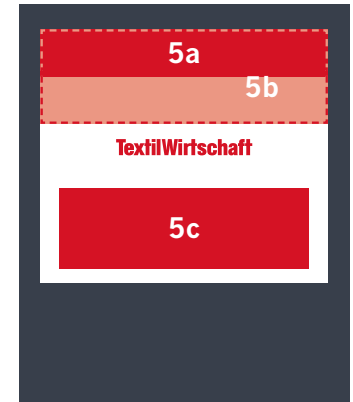
5

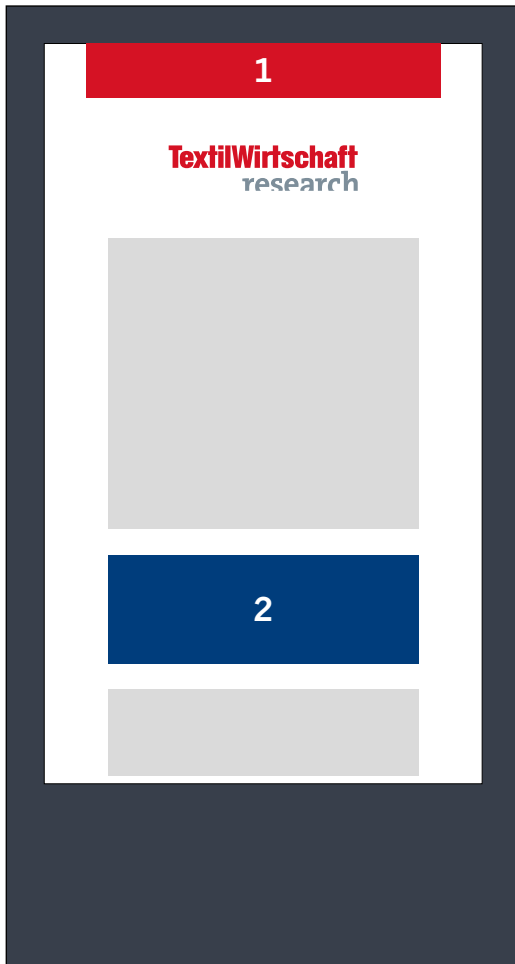
### FLASH PAKET

**5A EAR SPACE**  
630 x 100 px  
10 ads  
**4,400 €**

**5B XXL EAR SPACE**  
630 x 250 px  
10 ads  
**5,100 €**

**5C SPONSORING**  
520 x 200 px  
10 ads  
**4,100 €**





## NEWSLINE TEXTILWIRTSCHAFT RESEARCH

The core results of various studies conducted by TextilWirtschaft are presented here.

This includes image analyses focused on individual market segments and the most important suppliers. Therefore buyers in the retail trade are surveyed.

The focus studies survey consumers about their personal preferences in clothing, prices and brands.

Subscribers: 11,500 (publisher's data, September 2019)

**TextilWirtschaft**  
research

### 1 EAR SPACE

630 x 100 px  
Exclusive for 1 year (10 ads)  
**8,700 €**

### 2 CONTENT AD

520 x 200 px  
10 ads - **7,700 €**  
5 ads - **3,850 €**  
1 ads - **770 €**

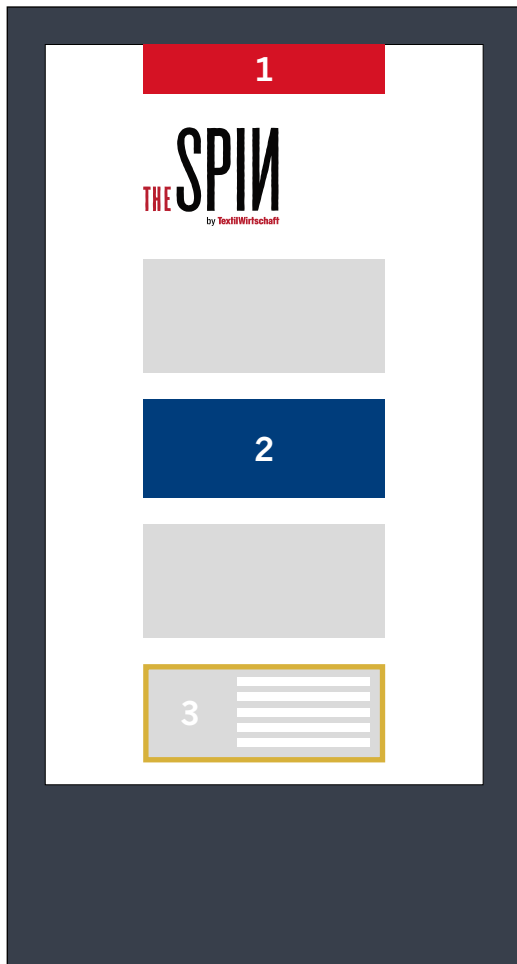
#### DATA DELIVERY:

Wednesday of the week preceding publication by e-mail to: [banner@TextilWirtschaft.de](mailto:banner@TextilWirtschaft.de).

#### FILE FORMATS:

static gif or jpg-files (no animation), max. 100 KB.





## NEWSLINE THE SPIIN INTERNATIONAL. FASHION. BUSINESS

THE SPIIN is the English-language newsletter for TextilWirtschaft, published Monday to Friday with information on relevant international events in the global fashion industry. THE SPIIN is a professionally aggregated newsletter with curated content delivered to international fashion professionals each day from the New York office of TextilWirtschaft. It focuses on retail and commerce, brands and branding, markets and politics as well as people and positions.

Subscribers: 9,000 (publisher's own data, September 2019)

### 1 HEADER

600 x 125 px

5 ads

**3,400 €**

### 2 CONTENT AD / MEDIUM RECTANGLE

600 x 238 px or 300 x 250 px

5 ads

**2,700 €**

### 3 TEXT AD

Headline: max. 50 characters

Text: max. 350 characters

5 ads

**2,700 €**

**THE SPIIN**  
by **TextilWirtschaft**

#### DATA DELIVERY:

Wednesday of the week preceding publication by  
e-mail to: [banner@TextilWirtschaft.de](mailto:banner@TextilWirtschaft.de).

#### FILE FORMATS:

static gif or jpg-files (no animation),  
max. 100 KB.



## NEWSLETTER TEXTILWIRTSCHAFT SPORTS

Sport as a sales driver, profit indicator and innovator is extending its lead in trade and industry. The transition from fashion to sportswear is fluid and major fashion trade fairs dedicate entire shows to the trend. TextilWirtschaft SPORTS provides the relevant business facts, data and background information.

Subscribers: 18,500 (publisher's own data, September 2019)

### 1 HEADER

630 x 100 px

4 ads

**1,900 €**

### 2 CONTENT AD

520 x 200 px

4 ads

**1,300 €**

### 3 ADVERTORIAL

4 ads

**2,300 €**

Stage picture: 16:9

Title: about 100 characters including spaces

Short text / teaser text: about 300 characters including spaces

Full text for the content: 2,500 characters including spaces

Max. 5 pictures - best possible landscape format Link

TextilWirtschaft  
**SPORTS**

Ads in the Newsletter TextilWirtschaft SPORTS are not discountable and are not included in current contracts. Agency commissions will be granted.

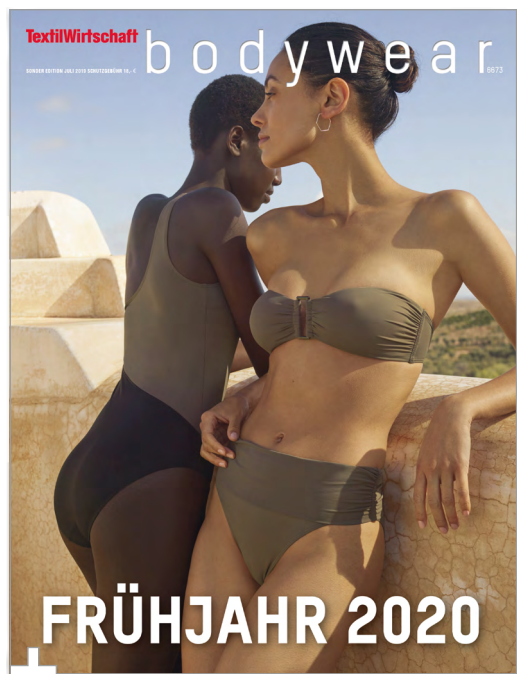
#### DATA DELIVERY:

Wednesday of the week preceding publication by  
e-mail to: [banner@TextilWirtschaft.de](mailto:banner@TextilWirtschaft.de).

#### FILE FORMATS:

static gif or jpg-files (no animation),  
max. 100 KB.

# TW BODYWEAR



## TW BODYWEAR

Bodywear – tradition meets innovation. The TW Bodywear special edition is published twice a year at the same time as the season's ordering round. Enjoy the many different bodywear styles including underwear, nightwear, swimwear, sports apparel, hosiery and much more. The editorial focus is on the latest trends, current topics, must-haves and perennial favourites within the bodywear segment. The outlook for the following season is always in focus. TW Bodywear gets up close and provides readers with exclusive content and top analyses. Thanks to distribution at selected international and national locations, your advertising message will reach the relevant decision makers in the fashion industry.

Book an ad in the special Bodywear section of TW 3 or TW 27 and get an ad free of charge in the special edition Bodywear.

The special edition cannot be booked separately. Ad content can be changed by arrangement.

### TW BODYWEAR 1/2020

Date of publication:  
17 January 2020

Ad closing date:  
23 December 2019

### TW BODYWEAR 2/2020

Date of publication:  
16 July 2020

Ad closing date:  
30 June 2020

**COPY PRICE: € 18**

**PRINT RUN:**  
5,000 copies (publisher's own data)

**CONTACT:**  
Julia Grimme  
Phone +49 69 7595-1707  
grimme@TextilWirtschaft.de



Print advertisements are transferred 1:1 free of charge to the TW Bodywear E-Paper.

# TW TOP FASHION



## TW TOP FASHION

This special edition focuses on the most notable high fashion and informs decision makers about luxury must-haves at the point of sale. The TW Top Fashion special edition is distributed at selected trade fairs and in showrooms in Germany, Austria, Switzerland and Italy.

Book an ad in the Top Fashion specials TW 3/4 or TW 26B/29 and get a second ad within the special edition TW Top Fashion for free.

This offer applies exclusively to ads in the premium and top fashion sections. The special edition cannot be booked separately. Ad content can be changed by arrangement.

**COPY PRICE: € 18**

**PRINT RUN:**

5,500 copies (publisher's own data)

**CONTACT:**

Womenswear  
Franziska Welp  
Phone +49 69 7595-1708  
welp@TextilWirtschaft.de

Menswear  
Elisabeth Münch  
Phone +49 69 7595-1705  
muench@TextilWirtschaft.de

**TW TOP FASHION – 1/2020**

Date of publication:  
25 January 2020

Ad closing date:  
15 January 2020

**TW TOP FASHION – 2/2020**

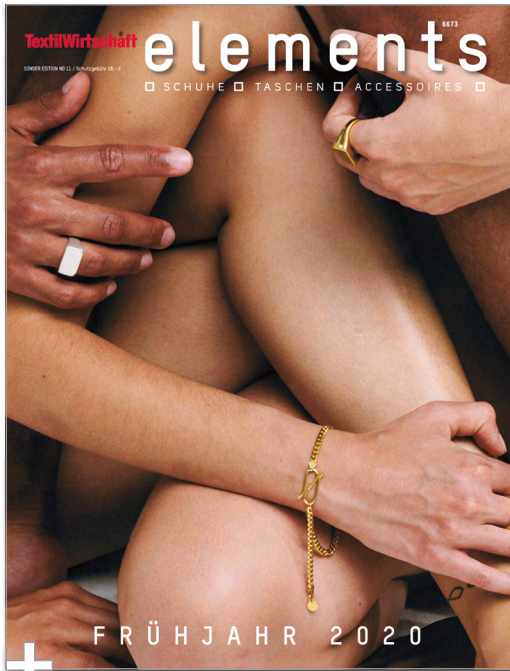
Date of publication:  
25 July 2020

Ad closing date:  
17 July 2020



Print advertisements are transferred 1:1 free of charge to the TW Top Fashion E-Paper

# TW ELEMENTS



## TW ELEMENTS – SHOES. BAGS. ACCESSORIES.

The season in full view. Twice a year the special edition of TW elements brings together trends, looks, news, business and labels all in a single issue. High quality, sophisticated and to the point. TW elements caters to all those who earn their money from shoes, bags and accessories and is thus an indispensable tool for the retail buying season. Distributed to selected trade fairs and directly to decision makers in retail and industry, TW elements offers the best environment for your advertising message.

Book an ad in the shoes, bags and accessories specials of TextilWirtschaft and your advertisement will also appear in the TW elements special edition at no extra cost.

TW elements cannot be booked separately. Ad content can be changed by arrangement.

TW ELEMENTS – 1/2020	TW ELEMENTS – 2/2020
Date of publication: 28 February 2020	Date of publication: 27 August 2020
Deadline for printing material: 07 February 2020	Deadline for printing material: 12 August 2020

**COPY PRICE: € 18**

**PRINT RUN:**  
5,500 copies (publisher's own data)

**CONTACT:**  
Sebastian Beutel  
Phone +49 69 7595-1706  
beutel@TextilWirtschaft.de



Print advertisements are transferred 1:1 free of charge to the TW elements E-Paper.



## TW 100

At the turn of the year, TW 100 presents a hundred companies and individuals selected by the TW editorial staff because of their outstanding achievements in the fashion industry in recent months. Visionaries, pioneers and innovators are recognised.

TW 100 is published in a coffee table format with a special distribution at all important trade fairs and events. In addition, during the exhibition period in January 2021, it will also be made available at some airports served by Lufthansa.

### FORMATS AND RATES:

2/1 page	(460 x 300 mm)*	€ 15,000
1/1 page	(230 x 300 mm)*	€ 8,000

\* Width x height plus 4 mm trim outer edge and inner edge.

### TW 100

Date of publication:	31 December 2020
Ad closing date:	14 December 2020

**BOOK FORMAT:** 230 x 300 mm

### TECHNICAL DATA:

Printing and binding:  
Cover: sheetfed offset  
Content: commercial web offset (Heat-Set), adhesive binding

Please note that picture and text elements must be placed 3mm from the gutter of the magazine.

### ARTWORK:

We prefer digital data in accordance with the technical standards of Deutscher Fachverlag GmbH. We require a colour accurate digital proof.

### TRANSMISSION MODES:

File box and e-mail are possible: information on request.

**COPY PRICE: € 10**

### PRINT RUN:

24,000 copies (IVW + special distribution)

### CONTACT:

Franziska Welp  
Phone +49 69 7595-1708  
welp@TextilWirtschaft.de



Print advertisements are transferred 1:1 free of charge to the TW E-Paper.



## TW Russia

The TW Russia special edition published by TextilWirtschaft focuses on the fashion market in Russia. The strengths of German womenswear, menswear, bodywear and accessories collections and trends being set by German labels in Russia are highlighted. The special edition is published in Russian and German and targets Russian buyers and project developers.

TW Russia is already distributed in Düsseldorf during the CPD order platform event. It is also exclusively distributed at the "Made in Germany" booth of the CPM in Moscow.

An e-paper of the magazine is also published on [TextilWirtschaft.de](http://TextilWirtschaft.de).

### FORMATS AND RATES:

2/1 page	(460 x 300 mm)*	€ 7,430
1/1 page	(230 x 300 mm)*	€ 4,040
½ page vertical	(113 x 300 mm)*	€ 2,430
½ page horizontal	(230 x 150 mm)*	€ 2,430

\* Width x height plus 4 mm trim outer edge and inner edge.

**BOOK FORMAT:** 230 x 300 mm

### DISCOUNTS:

Booking in both editions at once attracts a discount of 10%. No further discounts, these ads are not included in current contracts. Agency commissions will be granted.

### TECHNICAL DATA:

Printing and binding:  
Cover: sheetfed offset  
Content: commercial web offset (Heat-Set), adhesive binding

Please note that picture and text elements must be placed 3mm from the gutter of the magazine.

Artwork:  
We prefer digital data in accordance with the technical standards of Deutscher Fachverlag GmbH. We require a colour accurate digital proof.

Transmission modes:  
File box and e-mail are possible: information on request.

TW Russia 1/2020	TW Russia 2/2020
Date of publication: 20 January 2020	Date of publication: 20 July 2020
Ad closing date: 03 January 2020	Ad closing date: 03 July 2020

**COPY PRICE: € 6**

### PRINT RUN:

10,000 copies (publisher's own data)

### CONTACT:

Franziska Welp  
Phone +49 69 7595-1708  
[welp@TextilWirtschaft.de](mailto:welp@TextilWirtschaft.de)



# TW STORES & SYSTEMS



Print advertisements are transferred 1:1 free of charge to the TW E-Paper.

## TW STORES & SYSTEMS

TW Stores & Systems is the reference work and guide for professional fashion retail. It provides fresh new insight and orientation across all channels as well as concrete solutions for the fashion POS. It focuses on specific business solutions from the following areas:

- Store Design, Architecture & Visual Merchandising
- Logistics, SCM & Fulfilment
- Retail Technology, IT, E-commerce & Payment
- Consulting & Business Intelligence

### IMAGE AD:

2/1 page: € 3,380

1/1 page: € 1,730

### COMPANY PROFILE:

€ 1,530

### COMBINATION

(1/1 AD + PROFILE):

€ 3,110

### TW STORES & SYSTEMS

Date of publication:

10 December 2020

Ad closing date:

06 November 2020

**BOOK FORMAT:** 176 x 262 mm

### DISCOUNTS:

These ads are not included in existing advertising contracts. Agency commissions will be granted. Book an ad in the Läden Buch as well as the combination (ad + profile) in TW Stores & Systems and get a discount of 10%.

### TECHNICAL DATA:

Printing and binding:

Cover: sheetfed offset

Content: commercial web offset (Heat-Set), adhesive binding

Please note that picture and text elements must be placed 3mm from the gutter of the magazine.

Width x height plus 4 mm trim outer edge and inner edge.

Artwork:

We prefer digital data in accordance with the technical standards of Deutscher Fachverlag GmbH. We require a colour accurate digital proof.

Transmission modes:

File box and e-mail are possible: information on request.

### PRINT RUN:

23,000 copies (publisher's own data)  
Special issue within TW 50.

### CONTACT:

IT, e-commerce, stores  
Constanze von Treuenfeld,  
Phone +49 69 7595-1207  
vontreuenfeld@TextilWirtschaft.de

Logistics  
Sebastian Beutel,  
Phone. +49 69 7595-1706  
beutel@TextilWirtschaft.de



# TEXTILWIRTSCHAFT SEASON



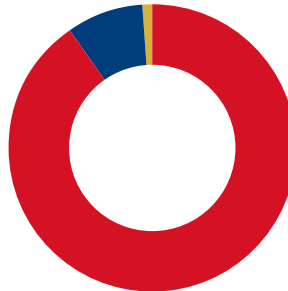
## TEXTILWIRTSCHAFT SEASON

### KNOW-HOW FOR THE SALES-TEAM.

Shop floor employees significantly affect industry success because they make customers enthusiastic, help get trends onto the high street, and stimulate retail sales. TextilWirtschaft season focuses on shop floor employees four times a year. With comprehensive information about new trends, collections and looks, and the job at the point of sale, TextilWirtschaft season offers engaging content on successful and professional sales interactions – always on hand when the new collections reach the retail sales floor.

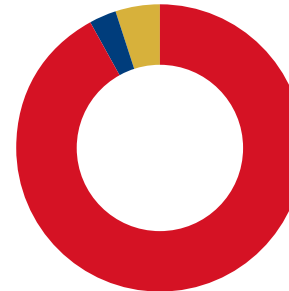
### READER ANALYSIS

- 90.3%** Clothing retail
- 8.6%** Service providers (designers, style consultants, schools and institutions, associations)
- 1.1%** Other



### CIRCULATION

- 92.2%** Subscribed copies
- 3.0%** Single copy sales
- 4.8%** Remaining circulation



### RECIPIENTS:

sales staff, store managers and visual merchandisers in fashion stores and top business in fashion retail (TW ranking 2017) distributed throughout Germany, Austria and Switzerland.

Source: recipient structure TW season 2019

**FORMATS AND RATES:**

2/1 page (352 x 262 mm)\* € 9,250

1/1 page (176 x 262 mm)\* € 4,620

8 pages enclosed within magazine (beginning on right-hand page) € 10,650

\*width x height plus 4 mm trim outer edge and inner edge.

Bound inserts, loose inserts and glued inserts on request.

**PUBLISHING DATES 2020:**

<b>ISSUE 1/2020   SPRING 2020</b>		<b>ISSUE 2/2020   SUMMER 2020</b>	
Date of publication:	22 January 2020	Date of publication:	04 March 2020
Ad closing date:	03 January 2020	Ad closing date:	14 February 2020
<b>ISSUE 3/2020   AUTUMN 2020</b>		<b>ISSUE 4/2020   WINTER 2020</b>	
Date of publication:	01 July 2020	Date of publication:	26 August 2020
Ad closing date:	12 June 2020	Ad closing date:	07 August 2020

**PRINT RUN:** 16,500 copies (publisher's own data)**DISCOUNT:**(on ads booked within a single contract year)  
Volume

- 3 pages 5 %
- 5 pages 10 %
- 7 pages 15 %
- 10 pages 20 %

TextilWirtschaft discounts can be transferred to TextilWirtschaft season. The reverse is not possible. Advertisements in TextilWirtschaft season do not increase discounts in TextilWirtschaft.

Enclosures cannot be discounted.

Agency commissions will be granted.

**BOOK FORMAT:** 176 x 262 mm

Withdrawal date corresponds to the advertising and copy deadline.

**TECHNICAL DATA:**Printing and binding:  
Cover: sheetfed offset

Content: commercial web offset (Heat-Set), adhesive binding

Please note that picture and text elements must be placed 3mm from the gutter of the magazine.

Artwork:

We prefer digital data in accordance with the technical standards of Deutscher Fachverlag GmbH.

Transmission modes:

File box and e-mail are possible: information on request.

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