Contact

Publisher:
Deutscher Fachverlag GmbH
TextilWirtschaft
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www.TextilWirtschaft.de

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kempf@TextilWirtschaft.de

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Fax +49 69 7595-551205
papenheim@TextilWirtschaft.de

Womenswear
Top Fashion, contemporary fashion,
premium sportswear, outdoor, individualists,
ocasionwear, leather and fur
Franziska Welp
Phone +49 69 7595-1708
welp@TextilWirtschaft.de
Coordinates, blouses, trousers, knitwear,
plus sizes
Ivana Garic
Phone +49 69 7595-1738
garic@TextilWirtschaft.de

Menswear
Top Fashion, suits, jackets, premium sportswear,
contemporary fashion, sportswear, shirts, ties
Elisabeth Munch
Phone +49 69 7595-1705
munch@TextilWirtschaft.de
Trousers, knitwear, leather, fashion outdoor,
boardsports
Niklas Dax
Phone +49 69 7595-1703
dax@TextilWirtschaft.de

Footwear, Bags, Accessories
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Phone +49 69 7595-1706
beutel@TextilWirtschaft.de

Denim & Urban
Denim/Urban & Streetwear, Boardsports
Farina Fichtner
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fichtner@TextilWirtschaft.de

Bodywear
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Phone +49 69 7595-1707
fichtner@TextilWirtschaft.de

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Phone +49 69 7595-1738
garic@TextilWirtschaft.de

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m.ludwig@TextilWirtschaft.de

Business
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fischer@TextilWirtschaft.de

Stores
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Phone +49 69 7595-1703
dax@TextilWirtschaft.de

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kempf@TextilWirtschaft.de

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domann@TextilWirtschaft.de

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Advertising Services:
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Phone +49 69 7595-1717
Fax +49 69 7595-551717
ludwig@TextilWirtschaft.de
Fax sales: +49 69 7595-1709

Jobs & Careers
Wiebke zum Hingst
Phone +49 69 7595-3093
zumHingst@twjobs.de

Ad production:
Ads, inserts, bound inserts
Dirk Bornhütter (dep.)
Phone +49 69 7595-1713
bornhuetter@TextilWirtschaft.de

Cassandra Pfaff
Phone +49 69 7595-1712
pfaff@TextilWirtschaft.de

Recruitment ads TWJobs print and online
Kristin Löhr
Phone +49 69 7595-3103
service@twjobs.de

Fax ad production:
Fax +49 69 7595-551713

Classified ads, TextilWirtschaft digital
Petra Müller (dep.)
Phone +49 69 7595-1719
mueller@TextilWirtschaft.de

Heike Schmidt
Phone +49 69 7595-1714
schmidt@TextilWirtschaft.de

Fax ad production:
Fax +49 69 7595-551713

Recruitment ads TWJobs print and online
Kristin Lohr
Phone +49 69 7595-3103
service@twjobs.de
<table>
<thead>
<tr>
<th>Content</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td>2</td>
</tr>
<tr>
<td>TextilWirtschaft media brand</td>
<td>4</td>
</tr>
<tr>
<td>TextilWirtschaft magazine</td>
<td>5</td>
</tr>
<tr>
<td>Distribution</td>
<td>Circulation</td>
</tr>
<tr>
<td>Rates and sizes</td>
<td>8</td>
</tr>
<tr>
<td>Ad specials</td>
<td>10</td>
</tr>
<tr>
<td>TW iPad app</td>
<td>14</td>
</tr>
<tr>
<td>TextilWirtschaft digital</td>
<td>16</td>
</tr>
<tr>
<td>TW Top Fashion</td>
<td>22</td>
</tr>
<tr>
<td>TW elements</td>
<td>23</td>
</tr>
<tr>
<td>TW Bodywear</td>
<td>24</td>
</tr>
<tr>
<td>TW Russia</td>
<td>25</td>
</tr>
<tr>
<td>TW Labels to Watch</td>
<td>26</td>
</tr>
<tr>
<td>TW Stores &amp; Systems</td>
<td>28</td>
</tr>
<tr>
<td>TextilWirtschaft home</td>
<td>29</td>
</tr>
<tr>
<td>TextilWirtschaft season</td>
<td>30</td>
</tr>
<tr>
<td>TWJobs</td>
<td>classified ads</td>
</tr>
<tr>
<td>TWJobs digital</td>
<td>34</td>
</tr>
<tr>
<td>International contacts</td>
<td>37</td>
</tr>
<tr>
<td>General information</td>
<td>38</td>
</tr>
<tr>
<td>Editorial schedule</td>
<td>39</td>
</tr>
</tbody>
</table>
TextilWirtschaft is the media brand that is an active partner reporting daily on the fashion sector. Whether on the desk, tablet, smartphone, screen or face-to-face at fairs and events: the decision-makers in the sector receive all the hot topics, news and images, across the media and internationally, that are of importance to their business and will help them to make the right decisions.
TextilWirtschaft: a news, business and fashion magazine in one. Every Thursday its printed edition appears on the desks of the decision-makers earning their living from fashion. Updated on a daily basis with digital offers.

The only German-language fashion title published weekly for the fashion industry. With relevant information from trade and industry on womenswear, menswear, denim, shoes, accessories, underwear and fabrics to children’s clothing. Supplemented with exclusive news, exciting studies and interesting career topics. And daily newsletters with the latest news from the industry.

More than 35 editors and correspondents report from the fashion hubs in Europe providing the latest news about what is happening in the industry – from new product ideas and distribution strategies to what is new on the sales floor.

TextilWirtschaft is the fashion industry’s premier trade magazine, offering guidance in the fast-moving fashion business. It is compulsory reading for those working in fashion. The bond between reader and magazine is extraordinary and its coverage of the industry is outstanding. The 85% subscription rate* is unrivalled.

* annual average IVW III/2015 – II/2016
Distribution | Circulation

Actual circulation

- 85% subscribed copies in per cent* + single-copy sales = 16,436 copies
- 10.5% Complimentary distribution** = 2,018 copies
- 4.5% Other distribution*** = 862 copies

International distribution

- 33% Austria
- 35% Switzerland
- 12% Benelux
- 15% Rest of the EU, in particular I, F, UK
- 3% Rest of Europe
- 2% Rest of the World

* Subscribed copies of the actual circulation in per cent, annual average IVW III/2015 – II/2016
** Additional distribution at trade shows and events as well as distribution of complimentary copies
*** Subscriptions with a discount of more than 25%. TW Young Professionals junior employees under 30 and other discounted subscriptions and single copy sales

IVW-Data
Circulation audit:

Circulation analysis:
Copies per issue as an annual average III/2015 – II/2016

| Subscribed copies | 16,436 |
| Misc. sales | 862 |
| Single-copy sales | 0 |
| Net paid circulation | 17,298 |
| Complimentary copies | 2,018 |
| Total circulation | 19,316 |
| Leftover, library and Advertiser copies | 871 |
| Print run | 20,187 |
Readers

**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

**Areas of responsibility***

- **Management** 50%
- **Sales/Distribution** 47%
- **Purchasing/Procurement** 45%
- **Marketing/Advertising** 34%
- **Consultancy/Services** 24%


Rates and sizes

**Formats**

<table>
<thead>
<tr>
<th>Size (Width x height)</th>
<th>Rates b/w or colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>460 x 300</td>
<td>€ 25,110</td>
</tr>
<tr>
<td>230 x 300</td>
<td>€ 13,060</td>
</tr>
<tr>
<td>146 x 300</td>
<td>€ 10,260</td>
</tr>
<tr>
<td>284 x 215</td>
<td>€ 17,620</td>
</tr>
<tr>
<td>146 x 215</td>
<td>€ 8,810</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 insertions</td>
<td>1 page</td>
</tr>
<tr>
<td>6 insertions</td>
<td>3 pages</td>
</tr>
<tr>
<td>12 insertions</td>
<td>5 pages</td>
</tr>
<tr>
<td>26 insertions</td>
<td>10 pages</td>
</tr>
<tr>
<td>38 insertions</td>
<td>15 pages</td>
</tr>
<tr>
<td>44 insertions</td>
<td>20 pages</td>
</tr>
<tr>
<td>52 insertions</td>
<td>22 pages</td>
</tr>
<tr>
<td>56 insertions</td>
<td>25 pages</td>
</tr>
<tr>
<td>70 insertions</td>
<td>28 pages</td>
</tr>
<tr>
<td>30 pages</td>
<td>35%</td>
</tr>
<tr>
<td>52 pages</td>
<td>50%</td>
</tr>
</tbody>
</table>

**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.

**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

All prices exclude VAT.

For the latest editorial schedule please go to www.TextilWirtschaft.de/mediakit
**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:**
<table>
<thead>
<tr>
<th>Colour</th>
<th>Black:</th>
<th>At 40%: 16%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>At 40%: 19%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Tolerance +/- 4%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>At 80%: 11%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>At 80%: 13%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Tolerance +/- 3%)</td>
<td></td>
</tr>
</tbody>
</table>

Slight variations in colour are possible due to 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.

**Paper Quality:**
Binding colour digital reference proof (paper simulation circulation paper of TW) with corresponding measurement elements

**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 adverts are transferred 1:1 free of charge to the iPad edition. There are also other forms of advertising on the iPad.**

Details on pages 14 and 15.

---

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Quantity/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 x 1/2 page</td>
<td>460 x 150</td>
<td>€ 15,710</td>
</tr>
<tr>
<td>1/2 page vertical, horizontal</td>
<td>113 x 300 vertical, 230 x 150 horizontal</td>
<td>€ 7,860</td>
</tr>
<tr>
<td>1/3 page vertical, horizontal, corner pos.</td>
<td>82 x 300 vertical, 230 x 100 horizontal, 146 x 150 corner pos.</td>
<td>€ 6,410</td>
</tr>
<tr>
<td>1/4 page vertical, horizontal, corner pos.</td>
<td>66 x 300 vertical, 230 x 75 horizontal, 113 x 150 corner pos.</td>
<td>€ 4,510</td>
</tr>
<tr>
<td>1/8 page vertical, horizontal, corner pos.</td>
<td>66 x 150 vertical, 230 x 37 horizontal, 113 x 75 corner pos.</td>
<td>€ 2,580</td>
</tr>
<tr>
<td>1/12 page type area</td>
<td>60 x 64 type area</td>
<td>€ 1,990</td>
</tr>
</tbody>
</table>
## Ad specials

### Special positions

**Formats**

<table>
<thead>
<tr>
<th>Formats</th>
<th>Width x height in mm</th>
<th>Rates</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>U2</td>
<td>230 x 300</td>
<td>€ 13,060</td>
<td>1/1 page inside front cover, inside back cover, outside back cover</td>
</tr>
<tr>
<td>SCENE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U3</td>
<td>113 x 300</td>
<td>€ 8,160</td>
<td>1/2 page Position adjacent to DIESE WOCHE (right) Minimum booking frequency of this campaign placement: 8 x per calendar year</td>
</tr>
<tr>
<td>U4</td>
<td>82 x 300</td>
<td>€ 6,670</td>
<td>1/3 page Position adjacent to DIESE WOCHE (right) Minimum booking frequency of this campaign placement: 8 x per calendar year</td>
</tr>
</tbody>
</table>

### Gatefold cover pages

**Formats**

<table>
<thead>
<tr>
<th>Width x height in mm</th>
<th>Rates</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>230 x 300 close</td>
<td>€ 30,780</td>
<td>Gatefold cover page 2 pages</td>
</tr>
<tr>
<td>509 x 300 open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>168 x 300 left page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>228 x 300 center page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>113 x 300 right page</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Gatefold inside front cover 3 pages**

<table>
<thead>
<tr>
<th>Width x height in mm</th>
<th>Rates</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>220 x 300 page 2</td>
<td>€ 38,050</td>
<td></td>
</tr>
<tr>
<td>220 x 300 page 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>228 x 300 page 4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For technical reasons Gatefold title pages and Gatefold cover pages cannot be transferred 1:1 to the iPad edition. Instead the splash cover appears in the iPad edition on prompt delivery of additional data.

Details on pages 14 and 15.

**Ad closing and cancellation date:** Wednesday, 12 noon of the week preceding publication (exact dates listed in editorial schedule: www.TextilWirtschaft.de/mediakit)
Ads with clued inserts  

<table>
<thead>
<tr>
<th>Width x height in mm</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>plus 4 mm trim per outer edge</td>
<td></td>
</tr>
<tr>
<td>230 x 300</td>
<td>€ 13,060</td>
</tr>
</tbody>
</table>

1/1 page

Additional costs:
- for reply cards € 3,660
- for booklets € 5,180
No commission or discounts
Rates include postage

Accepted materials:
Reply cards (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 (12 noon) of the week preceding publication (exact dates listed in editorial schedule see www.TextilWirtschaft.de/mediakit)

Delivery:
23,000 copies

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

When booking a glued-on insert, it is possible to change the creative for the iPad edition.
Details on pages 14 and 15.
## Loose inserts

<table>
<thead>
<tr>
<th>Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Loose inserts up to 25 g/pce</td>
<td>€ 10,660</td>
</tr>
<tr>
<td>Loose inserts above 26 g to 50 g/pce</td>
<td>€ 15,980</td>
</tr>
<tr>
<td>Loose inserts above 51 g to 75 g/pce</td>
<td>€ 20,260</td>
</tr>
<tr>
<td>Loose inserts above 76 g to 100 g/pce</td>
<td>€ 24,380</td>
</tr>
<tr>
<td>Loose inserts above 101 g to 125 g/pce</td>
<td>€ 28,540</td>
</tr>
</tbody>
</table>

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 an minimum paperweight of 150g/m². Inserts with fabric samples and similar tip-on can only be included by prior agreement with the publisher.

**Deadline and delivery date:**
- Wednesday (12 noon) of the week preceding publication (exact dates listed in editorial schedule: www.TextilWirtschaft.de/mediakit)
- **Delivery:** 23,000 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 iPad edition for technical reasons. Instead a double-sided design of the advertisement is incorporated into the iPad edition free of charge after the 4th cover page on prompt delivery of the additional data.

Details on pages 14 and 15.
Bound inserts

<table>
<thead>
<tr>
<th>Pages</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>€ 21,330</td>
</tr>
<tr>
<td>8</td>
<td>€ 26,680</td>
</tr>
<tr>
<td>12</td>
<td>€ 28,210</td>
</tr>
</tbody>
</table>

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/m² and not more than 115g/m².

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 (12 noon) of the week preceding publication (exact dates listed in editorial schedule: www.TextilWirtschaft.de/mediakit)

Delivery: 23,000 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 iPad edition for technical reasons. Instead a double-sided design of the advertisement is incorporated into the iPad edition free of charge after the 4th cover page on prompt delivery of the additional data.

Details on pages 14 and 15.
TextilWirtschaft iPad app

TextilWirtschaft offers complete iPad solutions. The content of the printed edition which is published on Thursdays is already available on the iPad as a download on Wednesdays at 6pm. Subscribers to TextilWirtschaft receive the iPad version free of charge. Individual editions may also be purchased via TextilWirtschaft iPad app.

Printed advertisements via iPad app:

All advertisements in the printed edition will appear in the iPad version at no extra cost using the same creative as that supplied for the print version.

Gate fold formats will appear as Splash Covers (see page 15) for which additional creative material will be required, formats of 1024 x 768 (vertical) pixels or 768 x 1024 (horizontal) pixels must be sent as jpeg documents to artwork@TextilWirtschaft.de by the copy deadline.

Loose and bound-in inserts can not be adapted identically for the iPad version due to technical issues. We offer to run a double page spread creative following the outside back cover free of charge. For this we will need additional data delivery, sent to artwork@TextilWirtschaft.de, keeping in mind the regular data delivery deadline.

Tip-ons cannot be adapted identically for the iPad version due to technical issues. The iPad version of the advertisement may have a separate motif. For this we will need additional data delivery, sent to artwork@TextilWirtschaft.de, by the data delivery deadline.
Discount rate:
TextilWirtschaft discounts can be transferred to bookings on TextilWirtschaft’s iPad app. Agency commissions will be granted.

Delivery:
to artwork@TextilWirtschaft.de by the copy deadline of the relevant edition (see editorial schedule for copy deadlines)

Contact:
Martin Ludwig Phone +49 69 7595-1715, m.ludwig@TextilWirtschaft.de

**Discounts in Textilwirtschaft iPad app**

**Splash Cover:**
The Splash Cover will appear over the whole screen for 3 seconds before the downloaded edition will be opened.

**Rate per iPad edition: € 3,200**

**Terms of booking:**
A Splash Cover may be booked if an image advertisement is placed in the same printed version. TextilWirtschaft retains the right to cancel a Splash Cover booking if a gatefold format is booked in the same edition.

**Technical data:**
The creative in 2 resolutions, vertical 210 x 297 mm or 768 x 1024 pixels, horizontal 297 x 210 mm or 1024 x 768 pixels, at least 150 dpi, RGB, png or jpeg data files

**Links/videos/picture galleries:**
Each advertisement which is booked into the printed edition may be linked with a video, picture gallery, website or an email address.

**Rate per iPad edition:**
1 element  € 1,900  
2 elements  € 2,900  
3 elements  € 3,500  
4 elements  € 3,900  

For the link a corresponding icon will be integrated in the advertisement which indicates that further information is available by clicking on the advertisement (see image to the left. Icons will be placed at the bottom right near the logo or link on the advertisement).

**Technical data for picture galleries:**
When delivering images, please note the display size of 1024 x 768 (horizontal) pixels or 768 x 1024 (vertical) pixels. 10 images or up to 10MB of data may be delivered per advertisement.

**Technical data for videos:**
Format: mp4, H.264 Codec, standard size: 680 x 480 pixels, 30 fps  
Size HD: 1024 x 768 pixels, 24 fps
TextilWirtschaft digital

Retail and industry decision makers can find all relevant news for the daily fashion business on www.TextilWirtschaft.de. Exclusive top stories, extensive catwalk analyses, the biggest online recruitment section within the industry and a broad information and research offer make TextilWirtschaft.de the leading website for all those who need to know this industry sector.

In addition to the extensive volume of information at www.TextilWirtschaft.de, TextilWirtschaft’s digital media offering includes the daily TextilWirtschaft today e-mail newsletter, the weekly TextilWirtschaft trend e-mail newsletter and a comprehensive online jobs marketplace and an iPad app for the print edition. In addition to this, a smartphone app is available in both the iTunes store and the Google Play store.

Full use of TextilWirtschaft’s digital services is included in the subscription for TextilWirtschaft and thus is charged.

The website uses responsive design and is optimised for mobile thus allowing multiscreen campaigns. Banner campaigns are targeted and effectively controlled using 2-up rotations. Placements and formats are described below.

TextilWirtschaft.de is IVW verified.

Visit: 905,791*
Pageimpressions 2,436,521*
Unique User: 160,000*

*source: IVW, September 2016

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 (12 noon) of the week preceding publication by e-mail to: banner@TextilWirtschaft.de.

File formats:
gif (static or animated), swf including alternative gif, ad tags, HTML5, maximum 80 KB. For more information please go to: www.TextilWirtschaft.de/specs.
## Regular Ads

<table>
<thead>
<tr>
<th></th>
<th>Ads Format</th>
<th>Specifications</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Skyscraper</td>
<td>160-250 x 700 px left or right</td>
<td>2 x rotation 2,500 € Exclusive 4,800 €</td>
</tr>
<tr>
<td>2</td>
<td>Wallpaper</td>
<td>975 x 100 px + 160-250 x 700 px</td>
<td>2 x rotation 3,300 € Exclusive 6,400 €</td>
</tr>
<tr>
<td>3</td>
<td>Billboard</td>
<td>935 x 250 px</td>
<td>2 x rotation 2,900 € Exclusive 5,600 €</td>
</tr>
<tr>
<td>4</td>
<td>Fireplace + Background Color</td>
<td>975 x 100 px + 2x (160-250) x 700 px</td>
<td>2 x rotation 4,600 € Exclusive 8,900 €</td>
</tr>
</tbody>
</table>

---

**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 80 KB.
For more information please go to: www.TextilWirtschaft.de/specs.

**Contact:**

Anne Kempf  
+49 69 7595 -1206  
kempf@TextilWirtschaft.de

Christin Domann  
+49 69 7595 -1209  
domann@TextilWirtschaft.de
Multiscreen Ads

1 Superbanner
Mobile
975 x 100 + 350 x 100 px
2 x rotation 2,900 €
Exclusive 5,900 €

2 Gallery-Sponsoring
Mobile
935 x 580 or 300 x 250 px
2 x rotation 2,700 €
Advertisement appears in the booked period after every third image in all image galleries on www.TextilWirtschaft.de.

3 Medium Rectangle
Mobile
300 x 250 px

Platform placements
Sequence of banner position on the website

<table>
<thead>
<tr>
<th>Position</th>
<th>2 x rotation</th>
<th>Exclusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>3,200 €</td>
<td>5,200 €</td>
</tr>
<tr>
<td>3.1</td>
<td>3,200 €</td>
<td>5,200 €</td>
</tr>
<tr>
<td>3.2</td>
<td>2,700 €</td>
<td>4,300 €</td>
</tr>
<tr>
<td>3.3</td>
<td>1,400 €</td>
<td>2,600 €</td>
</tr>
<tr>
<td>3.4</td>
<td>500 €</td>
<td>900 €</td>
</tr>
</tbody>
</table>

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: Special Placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Medium</th>
<th>Specifications</th>
<th>Base Price</th>
<th>Exclusive Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Video Ad</td>
<td>Mobile</td>
<td>2 x rotation</td>
<td>3,200 €</td>
<td>5,200 €</td>
</tr>
<tr>
<td>2 Poster Ad</td>
<td>Mobile</td>
<td>2 x rotation 935 x max. 700 px</td>
<td>2,700 €</td>
<td>5,100 €</td>
</tr>
<tr>
<td>3 Advertorial</td>
<td>Mobile</td>
<td></td>
<td>4,100 €</td>
<td></td>
</tr>
</tbody>
</table>

The content for an advertorial is supplied by the customer (texts, images, PDFs, links etc.), teaser element and landing page are identified by a display ad. For information about advertorials, please contact Christin Domann: +49 69 7595 -1209.

For information concerning data files please go to www.TextilWirtschaft.de/videoads. Conditions relate to the run period from Monday – Sunday (1 week).
Newsline-campaign

Exactly at 5pm every day the Newsline TextilWirtschaft today reports on the top news directly to the email accounts of decision makers from retail and industry. The Newsline TextilWirtschaft trend arrives every Tuesday and informs subscribers via email about the trends at POS. With the Newsflash and the Fashion Flash, subscribers receive the critical and especially important sector outcomes of the day directly in their inbox.

Recipients: Around 10,250 subscribers (publisher’s data). TextilWirtschaft does not offer distribution of exclusive newsletters

1 Ear space
   Newsline today
   630 x 75 px
   5 ads
   2,400 €
   Newsline trend
   630 x 75 px
   4 ads
   2,200 €

2 Sponsoring
   Newsline today
   595 x 120 px
   5 ads
   1,800 €
   Newsline trend
   595 x 120 px
   4 ads
   1,500 €

3 Content ad
   Newsline today
   530 x 190 px
   5 ads
   1,500 €
   Newsline trend
   530 x 190 px
   4 ads
   1,400 €

4 Flash Package
   Newsflash
   630 x 75 px
   10 ads
   3,900 €
   Fashion Flash
   630 x 75 px
   10 ads
   3,900 €

Contact:
Anne Kempf
+49 69 7595 -1206
kempf@TextilWirtschaft.de

Christin Domann
+49 69 7595 -1209
domann@TextilWirtschaft.de
The Fashion package combines attention-grabbing banner placement directly above the fashion block with an advertorial and four content display ads in Newsline trend. Placements are delivered both to the desktop and mobile. The run period is one week (Monday-Sunday).

**1 Fashion Package**
- Mobile
  - XXL-Banner Fashion Platform
  - Advertorial Fashion Block
  - Content Ad Newsline Trend
- 4 ads
- 6,800 €

TW insights places editorial topics from the fields of IT, logistics, e-commerce or shop fitting as a whitepaper (PDF) on the website and offers them to users to download. The PDF download generates qualified leads and has a suitable contact form. Sponsoring of TW insights includes an exclusive logo placement within the PDF and on the landing pages as well as forwarding of the contacts from the lead generation. The package is finished off with an additional reach presence in the form of banner campaigns for the whitepaper concerned.

**2 TW Insights**
- Mobile
  - 6 weeks lead generation
- 14,800 €

Contact:
Anne Kempf
+49 69 7595 -1206
kempf@TextilWirtschaft.de

Christin Domann
+49 69 7595 -1209
domann@TextilWirtschaft.de
TW Top Fashion


Twice a year, right on time for the main buying season, they give their opinions about products, trends, concepts and the season’s outstanding labels in top fashion.

With the special edition Top Fashion we get TextilWirtschaft’s top fashion specials into the hands of the decision-makers, thereby letting them know about high-genre must-haves at the point of sale.

The special edition will be distributed at selected trade fairs and to showrooms in Düsseldorf, Munich, Salzburg and Zurich.

Print advertisements are transferred 1:1 free of charge to the iPad edition.

Details on pages 14 and 15.

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 elements

The season in full view. Twice a year the special edition of TW elements bundles the trends, looks, news, business and labels in a single issue. High quality, sophisticated and to the point.

TW elements is aimed at all who earn their money from shoes, bags and accessories and so is an indispensable tool for the retail buying season.

Distributed to selected trade fairs and dispatched directly to the decision makers in retail and industry, TW elements offers the best environment for your advertising message.

Copy price: € 18
Print run: 5,500 copies (publisher’s own data)
Contact: Sebastian Beutel
Phone +49 69 7595-1706
beutel@TextilWirtschaft.de

TW elements – 1/2017
Date of publication: 20 February 2017
Deadline for printing material: 02 February 2017

TW elements – 2/2017
Date of publication: 28 August 2017
Deadline for printing material: 10 August 2017

Print advertisements are transferred 1:1 free of charge to the iPad edition.
Details on pages 14 and 15.

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

Bodywear – tradition meets innovation. Twice a year – in harmony with the buying cycle – a special edition of Bodywear is published. Whether it is underwear, nightwear, swimwear, sportswear or stockings, the special edition is as versatile as the sector itself. Bodywear is skin-tight to what is happening and its exclusive content and pin-sharp analyses attract readers.

Our editorial team devotes itself to the latest hot topics, must-haves and evergreens in the sector and gives its perspective on the upcoming season.

Thanks to its distribution to selected international and domestic locations, you will reach the right decision-maker in the sector with your advertising message.

Print advertisements are transferred 1:1 free of charge to the iPad edition.

Details on pages 14 and 15.

Copy price: € 18
Print run: 5,500 copies (publisher’s own data)

Contact:
Farina Fichtner
Phone +49 69 7595-1707
fichtner@TextilWirtschaft.de

TW Bodywear

Date of publication: 20 January 2017
Ad closing date: 28 December 2016

TW Bodywear 2/2017
Date of publication: 07 July 2017
Ad closing date: 23 June 2017

Book an ad in the special Bodywear section of TW 1 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 Russia

In its TW Russia special edition, TextilWirtschaft focuses its aim on the fashion market in Russia. Collections and trends from Germany in womenswear, menswear, bodywear and accessories are on display at the CPD in Dusseldorf and CPM in Moscow, illustrating with large visual displays the strengths of the German labels for the Russian market. The special edition is published in two languages (Russian and German) and targets Russian buyers and project developers. The special edition is already being distributed in the conventional TW format in Dusseldorf to coincide with the CPD. A special edition is also being exclusively distributed in Moscow at the CPM/German stand and in selected showrooms and luxury hotels. An electronic edition of the magazine can also be found at TextilWirtschaft.de.

Formats and rates:

<table>
<thead>
<tr>
<th>Format Description</th>
<th>Rate in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page (460 x 300 mm)</td>
<td>7,080</td>
</tr>
<tr>
<td>1/1 page (230 x 300 mm)</td>
<td>3,850</td>
</tr>
<tr>
<td>½ page vertical (113 x 300 mm)</td>
<td>2,310</td>
</tr>
<tr>
<td>½ page horizontal (230 x 150 mm)</td>
<td>2,310</td>
</tr>
</tbody>
</table>

* 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.

Copy price: € 6
Print run: 10,000 copies (publisher’s own data)

Contact:
TW-Team
Phone +49 69 7595-1717
sales@TextilWirtschaft.de
**TW Labels to Watch**

TW Labels to Watch is the cross-media package for the show season, guaranteeing visibility at all the relevant shows in Germany, digitally via Newsline and as an insert in TW for our subscribers.

**Formats and rates:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsline banner (530 x 190 px)</td>
<td>€ 4,360</td>
</tr>
<tr>
<td>Magazine 1/1 ad (269 x 424 mm)</td>
<td></td>
</tr>
<tr>
<td>Guide 2/1 ad (352 x 262 mm)*</td>
<td></td>
</tr>
<tr>
<td>Newsline banner (530 x 190 px)</td>
<td>€ 3,270</td>
</tr>
<tr>
<td>Magazine 1/1 ad (269 x 424 mm)</td>
<td></td>
</tr>
<tr>
<td>Guide 1/1 ad (176 x 262 mm)*</td>
<td></td>
</tr>
<tr>
<td>Newsline banner (530 x 190 px)</td>
<td>€ 2,280</td>
</tr>
<tr>
<td>Magazine 1/1 ad (269 x 424 mm)</td>
<td></td>
</tr>
<tr>
<td>Guide 1/2 ad (176 x 130 mm)*</td>
<td></td>
</tr>
</tbody>
</table>

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

**Discounts:**

None, 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.

**Copy price:** € 7

**Print run:**

- Magazine: 15,000 copies
- Guide: 29,000 copies
- Newsline: 10,250 copies

(publisher’s own data)

**Contact:**

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

- Sebastian Beutel
  - Phone +49 69 7595-1706
  - beutel@TextilWirtschaft.de
CROSSMEDIA PACKAGE

Newsline

**TW Labels to Watch 1**
Dates of publication: 06 January 2017, 13 January 2017
Artwork submission deadline: 27 December 2016

**TW Labels to Watch 2**
Dates of publication: 09 June 2017, 23 June 2017
Artwork submission deadline: 31 May 2017, 13 June 2017

Magazine

**TW Labels to Watch 1**
Date of publication: 16 January 2017
Ad closing date: 27 December 2016
Ad closing date: 13 June 2017

**TW Labels to Watch 2**
Date of publication: 03 July 2017
Ad closing date: 13 June 2017

Guide

**TW Labels to Watch 1**
Date of publication: 26 January 2017
Ad closing date: 27 December 2016

**TW Labels to Watch 2**
Date of publication: 20 July 2017
Ad closing date: 21 June 2017
TW Stores & Systems

TW Stores & Systems is the reference work and guide for professional fashion retail. It provides impetus and guidance for the fashion trade across all channels. It focuses on specific business solutions from the following areas:

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

Rates:

Image ad: Company profile: Combination
(1/1 ad + profile):

2/1 page: € 3,170  € 2,910
1/1 page: € 1,610  € 1,430

Width x height plus 4 mm trim outer edge and inner edge,
2/1 page: 352 x 262 mm and 1/1 page: 176 x 262 mm
For an extra charge of € 480 you can add an image spot to your ad or profile in the additional e-book on TextilWirtschaft.de. All links are inclusive.

Print run:
25,000 copies (publisher’s own data)
Special issue within TW 49, issue is poly-wrapped.

Contact:
IT
Anne Kempf, Phone +49 69 7595-1206
kempf@TextilWirtschaft.de
Logistics
Christin Domann, Phone +49 69 7595-1209
domann@TextilWirtschaft.de
Stores
Niklas Dax, Phone + 49 69 7595-1703
dax@TextilWirtschaft.de

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 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.
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.
TextilWirtschaft home – the international specialist magazine for home fabrics.

Always at the interface between home textiles, fashion, interior design, architecture and hospitality, TextilWirtschaft home discovers themes that point to the future and describes economically interesting market trends. The magazine illustrates the offer and segments it into trend-setting reporting.

Our readers include retailers and furnishers, architects and designers as well as representatives of industry. Above all, we aim at everyone who would like to have an overview of, understand, achieve and change their market for home textiles. The magazine appears in German and English runs.

Formats and rates (introductory prices for 2017):

<table>
<thead>
<tr>
<th>Format</th>
<th>Size (mm)</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>460 x 300</td>
<td>15,400</td>
</tr>
<tr>
<td>1/1 page</td>
<td>230 x 300</td>
<td>8,000</td>
</tr>
<tr>
<td>Junior page</td>
<td>146 x 215</td>
<td>6,000</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>113 x 300</td>
<td>4,400</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>230 x 150</td>
<td>4,400</td>
</tr>
</tbody>
</table>

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

Discounts:
Booking in both editions at once attracts a discount of 10%, there are no further discounts beyond this because of the special conditions. Placements in TextilWirtschaft home are not included in existing deals for the TextilWirtschaft magazine. Agency commission will be paid.

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.

Language versions:
German
English

Copy price: €18
(publisher’s own data)

Print run:
60,000 copies in German
30,000 copies in English
(publisher’s own data)

Contact:
Udo Fischer
Phone +49 69 7595-1704
fischer@TextilWirtschaft.de
TextilWirtschaft season

The shop-floor employees enthuse customers, bring trends onto the high street, liven up the trade and therefore have a significant impact on the industry’s success.

TextilWirtschaft season focuses on the shop floor employees four times a year. With comprehensive information about new trends, collections and looks, and regarding the job at the point of sale, TextilWirtschaft season offers content for competent and successful sales conversations – always on hand when the new collections reach the trade.

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 2014) distributed throughout Germany, Austria and Switzerland.

Source: recipient structure TW season 2015
**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 and recruitment ads 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. We require a colour accurate digital proof.
Transmission modes:
File box and e-mail are possible. Information on request.

**Contact:**
Ads: Elisabeth Münch, Phone +49 69 7595-1705, muench@TextilWirtschaft.de
Recruitment ads: Wiebke zum Hingst, Phone +49 69 7595-3093, zumHingst@twjobs.de
You will find the right candidates in the TWJobs in print and online job markets. From retail floor staff through designers, garment engineers, textile buyers and sellers, trade representatives, management trainees right up to the chief executive. Try our attractive employer branding products as the perfect complement to your recruitment advertising. And strengthen your brand as an employer.

Print

TextilWirtschaft magazine
- 133,000 readers
- important professional medium for the fashion sector
- upmarket regular readership
- strong employer branding aspect
- ability to reach candidates who are not actively seeking a job

Primary target group:
Professionals and executives in the textile sector

TW season
- 4 times a year
- 20,000 copies - 92% subscription
- intensely read > 2-3 month delivery
- with recruitment pages
- editorial career section for shop positions

Target group:
- store managers
- visual merchandisers
- sales/fashion advisers

Digital

www.twjobs.de
- online for four weeks
- 45,000 unique users
- comprehensive description of the position
- sent by email to suitable candidates
- free additional publication with reach partners, including Indeed
- Ø 600 clicks per ad

Target group:
Professionals, executives & starters

Contact: Wiebke zum Hingst, Phone +49 69 7595-3093, e-mail: zumHingst@twjobs.de
**TWJobs print and classified ads**

**Fixed formats**
(Width x height in mm)

<table>
<thead>
<tr>
<th>Format Description</th>
<th>Rate (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page (208 x 270)</td>
<td>6,325</td>
</tr>
<tr>
<td>1/2 page (208 x 134 vertical, 102 x 270 horizontal)</td>
<td>3,420</td>
</tr>
<tr>
<td>1/4 page (102 x 134)</td>
<td>1,890</td>
</tr>
</tbody>
</table>

Each including an online job advertisement for four weeks on www.twjobs.de (valued at € 660)

**Individual formats**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page type area: 208 mm w x 270 mm h = 4 columns</td>
<td>6,50</td>
</tr>
<tr>
<td>1 column = 49 mm</td>
<td></td>
</tr>
<tr>
<td>2 columns = 102 mm</td>
<td></td>
</tr>
<tr>
<td>3 columns = 155 mm</td>
<td></td>
</tr>
<tr>
<td>4 columns = 208 mm</td>
<td></td>
</tr>
</tbody>
</table>

**A job ad in TextilWirtschaft magazine will reach the following candidates**
- design, garment engineering
- management
- sales/merchandising
- area management
- purchasing/procurement
- marketing/advertising
- consultancy/services
- production
- product management

**Discounts:**
None, as basic rates have already been reduced. Recruitment and classified ads are not included in current contracts, agency commissions will be granted.

**Frequency:**
Weekly (every Thursday)

**Ad closing and cancellation date:**
Wednesday of the week preceding publication, 12 noon. (exact dates listed in editorial schedule: www.TextilWirtschaft.de/mediakit)

**Contact:**
Recruitment ads print and online
Wiebke zum Hingst
Phone +49 69 7595-3093
zumHingst@twjobs.de

Classified ads
Heike Schmidt
Phone +49 69 7595-1714
schmidt@TextilWirtschaft.de

Petra Müller
Phone +49 69 7595-1719
mueller@TextilWirtschaft.de

Family ads
Dirk Bornhütter
Phone +49 69 7595-1713,
bornhuetter@TextilWirtschaft.de

Cassandra Pfaff
Phone +49 69 7579-1712
pfaff@TextilWirtschaft.de

**Classified ads**

**Job wanted**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>mm rate (b/w and colour)</td>
<td>3.25</td>
</tr>
</tbody>
</table>

See job adverts for formats

**Rentals, properties, contract processing, for sale and wanted, etc.**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>mm rate (b/w and colour)</td>
<td>5.85</td>
</tr>
</tbody>
</table>

See job adverts for formats

**Family ads**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>mm rate (b/w and colour)</td>
<td>8.35</td>
</tr>
</tbody>
</table>

1/1 page type area: 189 mm w x 258 mm h = 3 columns
- 1 column = 59 mm
- 2 columns = 126 mm
- 3 columns = 193 mm

**The migration from print to online**

| Additional Online fee for print ads (per job position) | € 375 (instead of € 660) |
| 2nd and additional jobs each | € 260 |
Your advantages of an online job ad

- online for four weeks
- 45,000 unique users
- comprehensive description of the position
- sent by email to suitable candidates
- free additional publication with reach partners, including Indeed
- Ø 600 clicks per ad
- professionals, executives & starters

An online job ad will reach the following candidates

- professionals/executives and young professionals/starter alike
- academic „classical“ professional groups and retail functions
- management
- design/styling
- production/garment engineering
- product management
- area (centre) management
- distribution/sales
- purchasing/procurement
- e-commerce/IT/logistics
- trade representation
- administration/service
- marketing/advertising
- store management
- visual merchandisers
- sales/fashion advisers
- interns/apprentices
**Online recruitment ads**

**TWJobs Retail Offensive**
If you have more than 30 retail positions posted simultaneously on your jobs website, you can publish them via the XML interface on handelsjobs.de for an annual subscription. Contact us, we will be happy to advise.

**handelsjobs**

**Contact:**
Wiebke zum Hingst
Phone +49 69 7595-3093
zumHingst@twjobs.de

---

**TWJobs**

<table>
<thead>
<tr>
<th>TWJobs</th>
<th><strong>Classical job advertisements</strong> (professional groups in central functions*)</th>
<th><strong>Store Manager, Visual Merchandiser</strong></th>
<th><strong>Sales/Fashion Consultant</strong></th>
<th><strong>Trainees</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single advertisement</td>
<td>€ 660</td>
<td>€ 300</td>
<td>€ 175</td>
<td>€ 75</td>
</tr>
<tr>
<td>One-off extensions</td>
<td>€ 375</td>
<td>€ 195</td>
<td>€ 145</td>
<td></td>
</tr>
<tr>
<td>5 ads</td>
<td>€ 3,000</td>
<td>€ 1,250</td>
<td>€ 775</td>
<td></td>
</tr>
<tr>
<td>10 ads</td>
<td>€ 5,750</td>
<td>€ 2,000</td>
<td>€ 1,450</td>
<td></td>
</tr>
<tr>
<td>20 ads</td>
<td>€ 10,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 ads</td>
<td>€ 12,500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All retail positions are additionally published on www.handelsjobs.de at no charge.
The reserved quotas will be available for a year once your first vacancy ad has been booked. The runtime for each advertisement is 4 weeks. Vacancy ads not reserved from the quota will lapse after that year and are not transferable. Larger quotas available on request.

*professions in central functions are: design, clothing technology, production, product management, area management, purchasing, merchandising, sales, centre management, management positions

**Special advertising formats**

<table>
<thead>
<tr>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top job</strong></td>
</tr>
<tr>
<td><strong>Refresh</strong></td>
</tr>
</tbody>
</table>

---

**TextilWirtschaft**
## TWJobs digital

### Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height in pixel</th>
<th>Rate for 1 week</th>
<th>Rate for 4 weeks</th>
<th>Rate for 1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>782 x 90</td>
<td>€ 620</td>
<td>€ 1,920</td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>€ 740</td>
<td>€ 2,340</td>
<td></td>
</tr>
<tr>
<td>Content Ad (in rotation)</td>
<td>300 x 250</td>
<td>€ 450</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Company profile on www.TWJobs.de

**Microsite with:**
- logo
- address data
- number of employees
- company description
- description of professions sought, e.g. for:
  a) professionals/executives
  b) graduates
  c) retail
- contact person details
- link to own careers web page
- linking to jobs on TWJobs
- image choice
- logo (linked) to TWJobs homepage in rotation
- only one or two clicks away from the home page
- link to main navigation

1 year: € 990
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General information

This ratecard can change during the year. The up-to-date and binding version of the ratecard can be found at www.TextilWirtschaft.de/mediakit.

General terms and conditions:
All advertisement orders accepted are subject to the publisher's general terms and conditions (see www.TextilWirtschaft.de/AGB). All online advertisement orders are subject to the general terms and conditions at www.TextilWirtschaft.de/online-AGB.

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.
Editorial schedule

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www.TextilWirtschaft.de/mediakit