

Texpress

initiërend & opiniërend

Mediakit 2018

Ever since 1958, Texpress is the leading trade journal in the Benelux in the carpeting, interior textiles and clothing industry. Texpress sees it as its task to take initiatives and to influence opinions by the choice of subjects and the way of presenting them. Texpress wishes to inform its readers in an optimal way. This means that even trends and visions that do not seem to link up with the line of business will be brought to the attention.

Editorial formula

Texpress is a multimedia platform. Besides the magazine the website www.texpress.nl is used intensively. It will be updated regularly with short news items. Other than that we offer services accessible only to Texpress subscribers, such as the possibility to read articles stored in archive, to download photographs etc.

In the magazine we shall feature:

- News, topics, trends and developments.
- Articles on ecology, sustainability, technology, international trade fairs, interior, textile, fabrics, marketing, ICT, transport, logistics, innovations. But also on organisation and personnel management.
- The heart of each issue will be the Special, in which an important topic or theme will be explored. The total production and marketing chain – from supplier to end user – will be dealt with, just as trends, future visions and developments.
- We shall also pay attention to the three sectors we represent by use of short items concerning these sectors, the so called pillar pages.
- Columns written by trendsetters and leading people from the industry with a vision.

Target group

The editors gear the content of the journal to the need for information of policymakers responsible for commerce, purchase, finance, technology, logistics and ICT. These managers are employed in multinationals, in small and medium companies, in services and in trade or professional organisations. Through its subscribers and readers, Texpress reaches around 2,000 decision makers. Texpress is being published monthly.



Texpress advertising rates

Texpress Full Colour

	1x	3x	6x
1/1 page	€ 2,200	€ 1,950	€ 1,800
1/2 page	€ 1,455	€ 1,310	€ 1,255
1/4 page	€ 750	€ 650	€ 550
1/8 page	€ 500	€ 450	€ 395

Who are we?

Texpress is made in collaboration with a group of professional editors, who are specialized in textile, chemistry and technology, but also in marketing, ecology and innovative technology. At the same time, information is being exchanged between professional organisations, universities and research organisations.

Multimedia exposure is possible in the magazine and on www.texpress.nl

For more information contact chief-editor Theo van Elk +31(0)6-50634054 or publisher Hans Huitenga +31 (0)6-54766547.

Advertising opportunities

Texpress is the unrivalled market leader in the Benelux countries and is therefore indispensable to the communication with your target group.

The advertising opportunities are:

- front cover or at the back;
- advertorials;
- product- or service advertisements, personnel advertisements;
- information leaflets.

Texpress banner rates + Leaderboard

Type	Pixels	Format	Monthly costs
Half banner	120 x 60	jpg/png/(animated) gif	€ 60,-
Full banner	245 x 60	jpg/png/(animated) gif	€ 90,-
Double size	245 x 120	jpg/png/(animated) gif	€ 120,-
Leaderboard	728 x 90	jpg/png/(animated) gif	€ 150,-

Publication dates Texpress 2018

In every issue we shall pay attention to subject oriented information about the clothes sector, the interior textile- and carpet industry. This shall be done by use of reports or short items in the so called 'pillar' pages.

Nr	Data	Theme
1	26 januari	General attention for the three sectors we represent. The Special will be about Clothing fabrics, Fibres and Yarns
2	23 februari	General attention for the three sectors we represent. The Special will be about Corporate Sustainability, Ecology and the Environment
3	30 maart	General attention for the three sectors we represent. The Special will be about Professional and Work wear
4	27 april	General attention for the three sectors we represent. The Special will be about Refinement and Technological textile
5	25 mei	General attention for the three sectors we represent. The Special will be about General Management
6	29 juni	General attention for the three sectors we represent. The Special will be about applied techniques in Sports, Sportswear and Leisure time applications
7	27 juli	General attention for the three sectors we represent. The Special will be about Machines, Digital printing and Innovative production methods
8	31 augustus	General attention for the three sectors we represent. The Special will be about Interior textile, Curtain- and Furniture fabrics
9	28 september	General attention for the three sectors we represent. The Special will be about Clothing, Confection and Fabrics
10	26 oktober	General attention for the three sectors we represent. The Special will be about ICT, Transport and Logistics
11	30 november	General attention for the three sectors we represent. The Special will be about Personnel Management, Education and Training
12	21 december	General attention for the three sectors we represent. The Special will be about Interior textile and Carpet



Advertising material must be delivered 1 week prior to the issuing date at the latest. Please mail you digital files to advertentie@texpress.nl.



Delivery advertising material

- All advertisements must be delivered as Certified PDF.
- Departures from these standard create extra work, risks en costs for us which are borne by the client.
- Prepresscharge: € 65,- an hour.
- Advertising material must be delivered 1 week prior to the issuing date at the latest. Please mail you digital files to advertentie@texpress.nl.

General Advertising Terms and Conditions

The following conditions apply to placement of all advertisements and/or other promotional manifestations in or by use of Texpress. To all advertisement orders are applicable:

- The Rules for Advertising filed with the Chamber of Commerce in Amsterdam and the Registry of the District Court in Amsterdam in compliance with the interpretations by R.O.T.A. (available on www.stichtingrota.nl)
- The terms of delivery for the Printing Industry, filed under number 6/2002 with the Registry of the District Court in Amsterdam (available on www.kvgo.nl)

When these conditions conflict, the Rules for Advertising will prevail. All applicability of general or other conditions from clients is herewith explicitly excepted. This is a translation. In case of conflict the Dutch wording of these conditions prevails and Dutch law is applicable.

Sizes	Vertical	Horizontal
Cover	172 x 270 mm	
1/1 page	240 x 320 mm	
1/1 page bleed	243 x 323 mm	
1/2 page	104,5 x 292,5 mm	212 x 144 mm
1/4 page	104,5 x 144 mm	212 x 67,7 mm
1/8 page		104,5 x 67,7 mm

For information contact chief-editor Theo van Elk +31(0)6-50634054 or publisher Hans Huitenga +31 (0)6-54766547.

Subscription: E-mail abbonnementen@texpress.nl.

Texpress is published by: Nedem Business Publications and Nedem Business Publications also publishes the Trade magazine for interior decoration Gaafgoed.