

Texpress

initiërend & opiniërend

Media kit 2010

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 5,000 decision makers. Texpress is being published monthly.

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 Patrick Harder, account manager, phone 003120 644 90 30 / cell phone 00316 18 13 72 78 or Hans Huitenga, publisher, cell phone 00316-547 66 547.

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, banderoles.

Texpress advertising rates

Texpress 1 colour

	1x	3x	6x	12x
1/1 page	1.845	1.565	1.475	1.380
1/2 page	990	845	795	740
1/4 page	555	475	445	415
1/8 page	320	270	250	240
1/16 page		150	140	125

Texpress 2 colours

	1x	3x	6x	12x
1/1 page	2.050	1.720	1.575	1.485
1/2 page	1.195	995	895	845
1/4 page	660	575	545	525
1/8 page	390	350	335	320
1/16 page		230	220	210

Texpress Full Colour

	1x	3x	6x	12x
1/1 page	2.310	2.030	1.935	1.845
1/2 page	1.455	1.310	1.255	1.205
1/4 page	865	785	750	720

For job advertisements a surcharge of 25 % is applicable.

All rates are VAT exclusive.

Texpress banner rates + Video Film

Type	Pixels	Format	Monthly costs
Block banner	245 x 245	jpg/png/(animated) gif	€ 130,-
Half banner	120 x 60	jpg/png/(animated) gif	€ 60,-
Full banner	245 x 60	jpg/png/(animated) gif	€ 90,-
Video Film (no sound)	Max. 250 width	AVI, FLV, SWF of WMV	€ 130,-

Publication dates Texpress 2010

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	Dates	Subjects
1	22 January	General attention for the three sectors we represent. The Special will be about Clothing fabrics, Fibres and Yarns.
2	19 February	General attention for the three sectors we represent. The Special will be about Corporate Sustainability, Ecology and the Environment.
3	20 March	General attention for the three sectors we represent. The Special will be about Professional and Work wear.
4	23 April	General attention for the three sectors we represent. The Special will be about General Management.
5	21 May	General attention for the three sectors we represent. The Special will be about Machines, Digital printing and Innovative production methods.
6	25 June	General attention for the three sectors we represent. The Special will be about Refinement and Technological textile.
7	23 July	General attention for the three sectors we represent. The Special will be about applied techniques in Sports, Sportswear and Leisure time applications.
8	20 August	General attention for the three sectors we represent. The Special will be about Interior textile, Curtain- and Furniture fabrics.
9	24 September	General attention for the three sectors we represent. The Special will be about Clothing, Confection and Fabrics.
10	22 October	General attention for the three sectors we represent. The Special will be about ICT, Transport and Logistics.
11	19 November	General attention for the three sectors we represent. The Special will be about Personnel Management, Education and Training.
12	17 December	General attention for the three sectors we represent. The Special will be about Interior textile and Carpet.

Advertising material must be delivered 2 weeks prior to the issuing date at the latest. Please mail you digital files to advertentie@texpress.nl.

Sizes	Vertical	Horizontal
Cover	172 x 270 mm	
1/1 page	240 x 320 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
1/16 page		104,5 x 33,8 mm



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 2 weeks prior to the issuing date at the latest. Please mail you digital files to Algemene Advertentie Voorwaarden

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.

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