MEDIAKIT 2020
Ad rates no.17, valid from 1 October 2019, as per: 18 September 2019
Target group:
textile network targets managing directors, factory and production managers, IT specialists, product managers, design engineers, buyers, vendors, and designers in Germany and abroad.

Print run:
5,000 copies (German* + English)

Qualified circulation:
2,358 copies (German*)
2,084 copies (English)

Frequency:
Six times per year

Volume:
18th Volume 2020

Membership/Participation:
IVW (German Audit Bureau of Circulation)
*Source, IVW 2nd Quarter 2019
Brief Description

textile network is the international industry magazine for the entire textile chain, geared to technologies and to drive networking between the various textile sub-sectors. The focus is on news and innovations, whether it is about technical textiles, other textile materials or technologies in general and manufacturing processes of textile surfaces.

textile network reports from the fiber to the finished product, on current topics and on all facets along the entire textile value chain, such as sustainability, digitalisation, industry 4.0, China, Africa, research, trends. We always pick up the current buzzwords of the industry, we are about research and information. One of the core objectives is to describe innovative manufacturing processes in the textile and clothing industry with their many individual production stages and to contribute to preserving important industry know-how. Accordingly, the readers of textile network are professionals and decision makers from the entire textile industry.

As a bilingual print and online magazine, textile network provides information on global events in the textile, apparel and home textile industry in six print editions each year (German/English) as well as in its two online magazines www.textile-network.de and www.textile-network.com. In addition to print and online, textile network keeps its readers and followers up to date via newsletters, Facebook, Twitter and Instagram.

textile network – be part of the network!

Iris Schlomski
Editor-in-Chief
Tel.: +49 (0) 5527 - 97 94 40
E-Mail: iris.schlomski@meisenbach.de
**Topics and Dates**  
Special series 2020: Europe, the textile continent – opportunities and risks

<table>
<thead>
<tr>
<th>1-2/2020</th>
<th>3-4/2020</th>
<th>5-6/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial deadline:</strong></td>
<td><strong>Editorial deadline:</strong></td>
<td><strong>Editorial deadline:</strong></td>
</tr>
<tr>
<td>12.12.2019</td>
<td>27.01.2020</td>
<td>31.03.2020</td>
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<tr>
<td><strong>Advertising deadline:</strong></td>
<td><strong>Advertising deadline:</strong></td>
<td><strong>Advertising deadline:</strong></td>
</tr>
<tr>
<td>19.12.2019</td>
<td>03.02.2020</td>
<td>07.04.2020</td>
</tr>
<tr>
<td><strong>Publication date:</strong></td>
<td><strong>Publication date:</strong></td>
<td><strong>Publication date:</strong></td>
</tr>
<tr>
<td>27.01.2020</td>
<td>19.03.2020</td>
<td>04.05.2020</td>
</tr>
</tbody>
</table>

**Focal themes**
- Fibres/Yarns
- Fabrics/Trimmings
- Sustainability/Fabrics
- Sun protection
- Textile finishing
- Knitting technology/Flat knitting

**Focal themes**
- Cotton
- Functional textiles
- Nonwovens
- Rugs/Fitted carpets
- Digitalisation/Apparel
- Clothing machinery
- Digital printing
- Textile chemistry

**Focal themes**
- USA - Continent of textiles
- Smart textiles/Wearable electronics
- Digitalisation/Textiles
- Technical textiles
- Clothing machinery (Texprocess Americas)
- Upholstery fabrics and home furnishings
- Logistics/Textile

**Trade fairs**
- ISPO Munich
- TecStyle Visions
- Munich Fabric Start
- Milano Unica
- Texworld Paris
- Asia Apparel Expo Berlin
- Première Vision
- FilO
- Intertextile Shanghai Apparel Fabrics
- Heimtextil India
- FESPA Global Print Expo
- 35. Internationale Cotton Conference
- Index, Geneva
- Performance Days
- Proposte
- Heimtextil North America and Texprocess Americas
- International Textile Machinery (ITM)
- mtex+
- Pitti Filati Immagine
- Interfilière Paris
- Wear It Festival

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*textile network Mediakit 2020*
### Topics and Dates

**Special series 2020: Europe, the textile continent – opportunities and risks**

#### 7-8/2020
- **Editorial deadline:** 29.05.2020
- **Advertising deadline:** 05.06.2020
- **Publication date:** 01.07.2020

**Focal themes**
- Sustainability/Fashion
- Home textiles and natural fibres
- Knitting technology/Circular knitting
- PLM/SCM
- Industry 4.0
- Digitalisation/E-commerce
- Textile machinery
- Textile chemistry

**Trade fairs**
- 01.07.2020–03.07.2020 Neonyt Berlin
- July 2020 Texworld USA
- July 2020 Berlin Fashion Week
- July 2020 Milano Unica

#### 9-10/2020
- **Editorial deadline:** 24.07.2020
- **Advertising deadline:** 31.07.2020
- **Publication date:** 24.08.2020

**Focal themes**
- Fibres/Yarns
- Fabrics/Trimmings
- Functional textiles/Outdoor
- Intelligent bedding
- Leather
- CAD/CAM
- Composites
- Nonwovens
- Textile chemistry
- Lingerie fabrics/Lace (MarediModa)
- Logistics/PLM/Transport

**Trade fairs**
- 01.09.2020–03.09.2020 Munich Fabric Start
- 16.09.2020–18.09.2020 Dornbirn–GFC
- September 2020 Première Vision Manufacturing
- September 2020 FILO
- September 2020 Intertextile Shanghai Apparel Fabrics
- September 2020 Performance Days
- October 2020 35th Hofer Vliesstofftage
- 04.11.2020–05.11.2020 35th Hofer Vliesstofftage
- 10.11.2020–12.11.2020 Composites Europe

#### 11-12/2020
- **Editorial deadline:** 23.10.2020
- **Advertising deadline:** 30.10.2020
- **Publication date:** 23.11.2020

**Focal themes**
- Highlights Heimtextil
- Highlights Domotex
- Sustainability/Fashion business
- Knitting yarns
- Home interior trends from London
- Logistics/E-commerce

**Trade fairs**
- 12.01.2021–15.01.2021 Heimtextil
- January 2021 Pitti Filati Immagine
- January 2021 Domotex
- January 2021 Neonyt
- January 2021 Interfilière Paris
- January 2021 Texworld USA
- 01.09.2020–03.09.2020 Munich Fabric Start
- 16.09.2020–18.09.2020 Dornbirn–GFC
- September 2020 Première Vision Manufacturing
- September 2020 FILO
- September 2020 Intertextile Shanghai Apparel Fabrics
- September 2020 Performance Days
- October 2020 35th Hofer Vliesstofftage
- 04.11.2020–05.11.2020 35th Hofer Vliesstofftage
- 10.11.2020–12.11.2020 Composites Europe
## Ad Rates and Ad Formats*

<table>
<thead>
<tr>
<th>Format</th>
<th>Page Size</th>
<th>Bleed Size</th>
<th>Rate (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>PS: 180 mm x 270 mm B: 210 mm x 297 mm</td>
<td>4,650.-</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>PS: 88 mm x 270 mm PS: 180 mm x 132 mm B: 210 mm x 146 mm PS: 105 mm x 297 mm</td>
<td>2,795.-</td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>PS: 180 mm x 88 mm PS: 127 mm x 122 mm PS: 57 mm x 270 mm B: 74 mm x 297 mm</td>
<td>1,895.-</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>PS: 180 mm x 63 mm PS: 88 mm x 132 mm</td>
<td>1,520.-</td>
<td></td>
</tr>
<tr>
<td>1/6 page</td>
<td>PS: 180 mm x 41 mm PS: 127 mm x 59 mm PS: 72 mm x 100 mm</td>
<td>1,030.-</td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>PS: 72 mm x 77 mm PS: 127 mm x 43 mm</td>
<td>935.-</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>PS: 180 mm x 132 mm B: 210 mm x 146 mm</td>
<td>2,795.-</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>PS: 180 mm x 132 mm B: 210 mm x 146 mm</td>
<td>2,795.-</td>
<td></td>
</tr>
</tbody>
</table>

*Special formats on request

PS: Print Space
B: Bleed
Formats: width x height

Ad formats bleed off:
Bleed ad format plus 3 mm allowance on all sides

**Best Placement:**
- Front cover page: 5,290.– €
- 2nd cover page: 4,780.– €
- 3rd cover page: 4,680.– €
- Back cover page: 5,080.– €

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Surcharge for agreed special formats: +10%
Ad Rates and Ad Formats

Colours:
Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours
(No discount available) je 510.- €

Magazine format:
DIN A 4, 210 mm wide x 297 mm high

Discounts:
Ads within 12 months (insertion year):
Frequency discount
3 Ads 5%
9 Ads 10%
12 Ads 15%

Job Advertisements on request

Ad specials:
Inserts
up to 25g: 390.- € 0/00
up to 50g: 480.- € 0/00

Maximum format available for loose inserts: 210 x 297 mm

Prices for bound inserts and other special forms of advertising (gatefolder, post-its, island ads etc.) on request.

Bernd Raithel
Advertising Sales
Tel.: +49 951 861-145
Fax: +49 951 861-149
E-Mail: b.raithel@meisenbach.de
Advertorial Print

An increasingly popular advertising medium, the Advertorial, offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIAILS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don’t just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 3,090.— €
You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-3 images | Company logo | Main text minimum: 1,600 characters | Maximum: 2,000 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Plus 600.— € for texts researched and written by our editors:
The text is written by our editors in consultation with you and then adapted to the textile network layout. The price includes one proofing cycle.**

1/2 page Advertorial: 1,830.— €
You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel.

We need: 1-2 images | Company logo | Main text minimum: 600 characters | Maximum: 1,500 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Plus 300.— € for texts researched and written by our editors:
The text is written by our editors in consultation with you and then adapted to the textile network layout. The price includes one proofing cycle.**

* Every additional proofing cycle will incur a charge of 100.— €.  ** Any net travel expenses will be billed to the customer.
textile network – Wall Calendar 2021
enclosed in issue 11-12/2020, edition: 2,500 pieces (German), 1,600 pieces (English)

Placements and number of banners are variable

110 mm x 60 mm
750.- €

110 mm x 60 mm
750.- €

240 mm x 60 mm
1,500.- €

240 mm x 60 mm
1,500.- €

textile network – Wall Calendar 2020
still bookable until 25.10.2019
(enclosed in textile network 11-12/2019)
Specifications

**Magazine format:** 210 mm wide x 297 mm high

**Print space:** 180 mm wide x 270 mm high

**Printing and binding methods:** 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding.

**Data creation and delivery:** Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSO-coated_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 72.- EUR/hour.

Your data can be processed by us with the following programs:
- Adobe Acrobat Version XI
- Adobe Illustrator (Version CC 2015)
- Adobe Photoshop (Version CC 2015)
- Microsoft Office (Version 2013 for MAC and PC)
- Adobe InDesign (Version CC 2015)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

**Colours:** Bio-Printing inks (CMYK, special colours available on request.)

**Proof:** When making the proof please consider that our printer works with standard PSO-ISO 12647 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_v3.icc. If you are interested, please contact Monika Schmidt (m.schmidt@meisenbach.de, +49 951 861-100) who will also tell you the costs.

**Data storage:** Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

**Guarantee:** By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

**Contact:**
Monika Schmidt, Order Management
m.schmidt@meisenbach.de
Tel.: +49 951 861-100

**Delivery address:**
Schleunungdruck GmbH
Inserts: for attention of Thomas Gesell
Elterstraße 27
97828 Marktheidenfeld
Tel.: +49 9391 6005-33
Distribution

1 Circulation auditing: www.ivw.de
The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

2 Subscription prices 2020*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Issues per year</td>
<td>6</td>
</tr>
<tr>
<td>Domestic incl. postage and 7% VAT</td>
<td>132.- €</td>
</tr>
<tr>
<td>Abroad Europe</td>
<td>156.- €</td>
</tr>
<tr>
<td>Abroad world</td>
<td>183.- €</td>
</tr>
</tbody>
</table>

* All prices incl. delivery charges

Terms of payment: After invoicing by bank transfer or credit card.
Europäische Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.
Other foreign countries: VAT-free

3 Circulation anlysis:
From the IVW-circulation analysis 2/2019 (German edition)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual circulation:</td>
<td>2,358 (*224)</td>
</tr>
<tr>
<td>Paid circulation:</td>
<td>279 (*47)</td>
</tr>
<tr>
<td>Subscribed copies:</td>
<td>254 (*43)</td>
</tr>
<tr>
<td>Other sales:</td>
<td>25 (*4)</td>
</tr>
<tr>
<td>Free copies:</td>
<td>2,079 (*177)</td>
</tr>
<tr>
<td>Print run:</td>
<td>2,610</td>
</tr>
</tbody>
</table>
* thereof abroad

4 Geograhical distribution analysis*
(Percentage of print run actually distributed)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>90.86%</td>
</tr>
<tr>
<td>Abroad</td>
<td>9.14%</td>
</tr>
<tr>
<td>Print run actually distributed</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

5 Classified potential of recipients
Distribution Germany, Austria, Switzerland
(Multiple answers possible)

<table>
<thead>
<tr>
<th></th>
<th>Number (Domestic)</th>
<th>Number (Abroad)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing of textiles</td>
<td>6,056</td>
<td>1,299</td>
</tr>
<tr>
<td>Manufacturing technical textiles</td>
<td>1,153</td>
<td>376</td>
</tr>
<tr>
<td>Manufacturing of knitted textiles</td>
<td>982</td>
<td>288</td>
</tr>
<tr>
<td>Manufacturing of machinery and technology</td>
<td>1,568</td>
<td>902</td>
</tr>
<tr>
<td>Manufacturing of apparel</td>
<td>4,670</td>
<td>1,599</td>
</tr>
<tr>
<td>Manufacturing of synthetics</td>
<td>343</td>
<td>125</td>
</tr>
<tr>
<td>Textile finishing</td>
<td>681</td>
<td>189</td>
</tr>
<tr>
<td>Universities/ tech. colleges</td>
<td>362</td>
<td>127</td>
</tr>
<tr>
<td>Other</td>
<td>3,233</td>
<td>6,536</td>
</tr>
<tr>
<td>Total number of recipients</td>
<td>19,048</td>
<td>11,441</td>
</tr>
</tbody>
</table>

*Average in percent – Issues July 2018 – June 2019

Circulation auditing: www.ivw.de
The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

Terms of payment: After invoicing by bank transfer or credit card.
Europäische Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.
Other foreign countries: VAT-free
Cross-Media Opportunities

coverage (print + online)

<table>
<thead>
<tr>
<th>Source</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>textile network</td>
<td>5,000 copies</td>
</tr>
<tr>
<td>Newsletter (German)</td>
<td>ca. 4,150 recipients</td>
</tr>
<tr>
<td>Newsletter (English)</td>
<td>ca. 2,000 recipients</td>
</tr>
<tr>
<td>Website</td>
<td>10,068 page impressions</td>
</tr>
<tr>
<td>Website</td>
<td>4,975 visits</td>
</tr>
</tbody>
</table>

fans social media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>740 fans</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,130 follower</td>
</tr>
<tr>
<td>Instagram</td>
<td>290 subscribers</td>
</tr>
</tbody>
</table>

status: 01.07.2019
Ad Banner on textile-network.de or textile-network.com

1. **Full Banner**
   - Size: 468 x 60 pixels
   - Price*: 865.– €

2. **Superbanner**
   - Size: 950 x 90 pixels
   - Price*: 1,790.– €

3. **Hockeystick**
   - Size: 728 x 90 pixels + 120 x 600 pixels
   - Price*: 1,450.– €

4. **Content Ad**
   - Size: 300 x 250 pixels
   - Price*: 1,145.– €

5. **(Wide) Skyscraper**
   - Size: (160) 120 x 600 pixels
   - Price*: 1,145.– €

6. **Webskin**
   - Size: (2x) 120 x 600 pixels + 980 x 90 pixels
   - Price*: 1,930.– €

**Discounts:**
Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

*Price for 4 weeks duration*

Delivery of the banner data incl. linking by e-mail stating the customer name to Monika Schmidt (m.schmidt@meisenbach.de).
Text Ads Online

Text ads
Your Text ad will be integrated in the textile network website as an article, positioned in a thematically assigned section and in the News section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 1,000 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: 795.– €
(Bookable in combination with Print.)
Ad Opportunities Newsletter

Banner

General information: The textile network Newsletter informs late-breaking on all important news of the textile industry. The Newsletter is sent in HTML-format. Banner and text ad can be run between articles and columns.

Data formats: JPEG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer’s name, to Monika Schmidt (m.schmidt@meisenbach.de).

Rates per Ad (Banner): 515.– €

Teaser Newsletter

Increase the scope of your website text ad with a teaser in our Newsletter. You can position your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 image
- Min. width: 1,000 pixels (16:10)
- Resolution: 72 dpi

Rate: 795.– €

Special Newsletter

Increase the scope of your website text ads with teasers in our Special newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution. Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

Possible content:
- 1-2 text ads
- Headline: max. 35 characters, Teaser Text: max. 350 characters
- 1-2 images, Minimum width: 1,000 pixels (16:10), 72 dpi
- Banner 700 x 120 pixels, max. 100K

Rate: 1,980.– €
Social Media

Would you like to increase the scope of your text ad with a teaser in our social media network?
You can position your content within our editorial coverage.
Your message will have the look and feel of an editorial post on textile network's social media channels (Facebook, Instagram & Twitter).

- **Twitter-channel**
  - **Tweet-Text**: max. 280 characters (incl. hashtags, mentions and target-URL as a bit link)
  - **Images – text ad**: 1 image
  - **Minimum width**: 440 x 220 pixels
  - **Resolution**: 72 dpi
  - **Rate**: 190.‐ €

- **Facebook-page**
  - **Post-text**: approx. 90 characters (recommendation from Facebook)
  - **Link-heading**: Headline of the text ad
  - **Meta description of the link-preview**: Lead paragraph of the text ad
  - **Image of the link preview**: First image of the text ad
  - **Rate**: 105.‐ €

- **Instagram page**
  - **Post-text**: with 1-3 images, preferably in square format
  - **Minimum dimensions**: 1,200 x 1,200 pixels
  - **Text up to 180 characters, additionally up to 10 hashtags
  - **Rate**: 165.‐ €

https://twitter.com/textilenetwork1
https://www.facebook.com/textilenetwork
https://www.instagram.com/textilenetwork
Your company profile on our website

Having your company profile on our website means that news from your company, your contact details and events will appear alongside editorial articles by our journalists.

Benefits:
- Your company profile is included on our website together with your address. You can design your profile yourself.
- This enables you to reach our readers with a mixture of your advertising and company messages and our content on a company-specific page.
- The relevance of our trade magazine will increase your visibility on Google.

Price per year*
Basic rate: 1,499.- €
Maintaining your company profile: 399.- €

*Your company profile will be extended by one year unless we receive written cancellation from you at least four weeks before the contract ends. The current list price applies. All prices in euros plus VAT.

At the top, you can introduce your company with a text and a logo or image.

At the side, there is enough space for your contact details, a photo and other information, e.g. social media.

All the articles we have published about your company are listed at the bottom.

Editorial reports, product reports and advertorials are all featured here.
General Terms and Conditions

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.

2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.

3. If the advertiser augments his advertisement order or adds another order to it in such a way as to in-crease the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.

4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.

5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisement» by the publishers.

6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher. In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted. The advertiser will be informed immediately if his order is refused.

7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.

8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demands immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantee the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.

9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objected to, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfillment, negligence on singing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remain unaffected.

In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints – except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.

10. The advertiser himself is responsible for typographical errors if the publisher sent him a proof and if he failed to correct the mistake or to return the proof in time.

11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.

In the case of justifiable doubts in the advertiser’s ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.

12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.

13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.

14. At the advertiser’s request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.

15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.

16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.

17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.

18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.

19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.

20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.

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