

textile
network

textile-network.com

MEDIAKIT 2021

Ad rates no.18, valid from 1 October 2020, as per: 21 September 2020

Menschen. Märkte. Meisenbach.





The international premium magazine
for the textile chain

Target group:

textile network targets managing directors along the entire textile chain, in particular management, plant and production managers, IT specialists, product management and development engineers, purchasers and salespersons, designers, both in Germany and abroad, as well as anyone interested in textile innovations and topics.

Print run:

3,500 copies*

Qualified circulation:

2,432 copies*

Frequency:

Six times per year

Volume:

19th Volume 2021

Membership/Participation:

IWW (German Audit Bureau of Circulation)

*Source, IWW 2nd Quarter 2020



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Brief Description

textile network is the international industry magazine that thinks in networks, targets the whole world of textiles, and places a special emphasis on processes and technologies. News and innovations, e.g. technical textiles, fashion and home textiles are at the heart of our editorial coverage. We report in detail on the materials, technologies and processes required in the manufacture and processing of textiles. In doing so, we follow our maxim to provide our readers with comprehensive information from the fibre to the finished product, covering current topics and all facets of the textile supply chain.

Against the backdrop of the United Nations' Sustainable Development Goals (SDGs), we inform our readers about important topics such as digitalisation, Industry 4.0, sourcing, production close to market, research to worth knowing textile events and innovations from the international markets of the world. Our core objective is to present innovative manufacturing processes in the textile and apparel industry along with their many pro-

duction stages and to guide companies on their journey into a sustainable future. As a result, our target groups are the professionals and decision-makers along the entire textile supply chain.

textile network informs in print and online in English and German.

textile network is published six times per year in German and includes a English-language section. Two of the six issues appear as Special Interest Magazines and are devoted to specific topics. On our two websites, www.textile-network.de (German) and www.textile-network.com (English), we report on new and exciting topics every day. In addition, we send out a weekly newsletter containing the most interesting reports (in German and English), whilst highlighting current content on social media (Facebook, Twitter, Instagram).

textile network – the name says it all!



Sibylle Michel

Responsible Editor textile network

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Topics and Dates

Main topics 2021:

Innovations (fibres, yarns, textile surfaces, technologies), research, textiles and clothing, digitalisation, industry 4.0, sustainability

We report in detail:

Along the textile chain via fibres/yarns/fabrics/ingredients, cotton, functional textiles, nonwovens, textile finishing, knitting technology, clothing machines, textile machinery, digital printing, textile chemistry, smart textiles/wearable electronics, SCM, 3D virtual prototyping, technical textiles, home textiles, upholstery and decorative fabrics, logistics, PLM/SCM, CAD/CAM, composites, e-commerce and much more. Please contact us!

1/2021

Editorial deadline:	25.01.2021
Advertising deadline:	01.02.2021
Publication date:	25.02.2021

Trade fairs

27.02.–01.03.2021 Innatex
02.–04.03.2021 Fabric Days
23.–25.03.2021 LOPEC

2/2021

Editorial deadline:	19.03.2021
Advertising deadline:	26.03.2021
Publication date:	22.04.2021

**Special edition
to Techtextil/Texprocess and
Heimtextil
04.–07.05.2021**

3/2021

Editorial deadline:	18.05.2021
Advertising deadline:	26.05.2021
Publication date:	21.06.2021

Trade fairs

28.06.–30.06.2021 Pitti Immagine Filati
05.–08.07.2021 Texworld Paris
05.–09.07.2021 Frankfurt Fashion Week
06.–07.07.2021 Milano Unica
13.–14.07.2021 View Premium Selection
23.–25.08.2021 Techtextil North America
25.–27.08.2021 Intertextile Shanghai Apparel
Fabrics
31.08.–02.09.2021 Munich Fabric Start



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4/2021

Editorial deadline:	05.08.2021
Advertising deadline:	12.08.2021
Publication date:	06.09.2021

Trade fairs

07.–09.09.2021 Proposte
15.–17.09.2021 60. Dornbirn–GFC
21.–23.09.2021 Première Vision Paris
29.–30.09.2021 FILO
12.–15.10.2021 FESPA
19.–22.10.2021 Index
26.–29.10.2021 A+A

5/2021

Editorial deadline:	09.09.2021
Advertising deadline:	16.09.2021
Publication date:	11.10.2021

**Special edition:
sustainability in the textile chain
smart textiles
textile building**

6/2021

Editorial deadline:	04.11.2021
Advertising deadline:	11.11.2021
Publication date:	06.12.2021

Trade fairs

11.–13.01.2022 PromoTex Expo
11.–14.01.2022 Heimtextil
19.–21.01.2022 Neonyt

Maroc Sourcing



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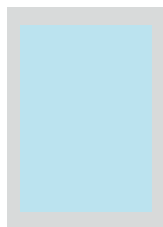


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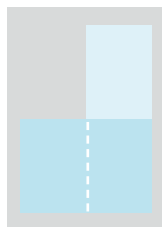
Ad Rates and Ad Formats*



1/1 page

PS: 180 mm x 270 mm
B: 210 mm x 297 mm

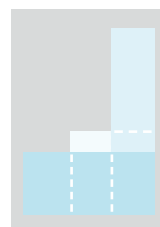
4,650.- €



1/2 page

PS: 88 mm x 270 mm
PS: 180 mm x 132 mm
B: 210 mm x 146 mm
B: 105 mm x 297 mm

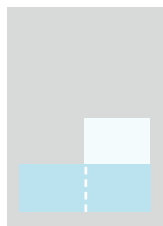
2,795.- €



1/3 page

PS: 180 mm x 88 mm
PS: 127 mm x 122 mm
PS: 57 mm x 270 mm
B: 74 mm x 297 mm

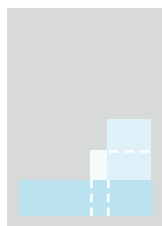
1,895.- €



1/4 page

PS: 180 mm x 63 mm
PS: 88 mm x 132 mm

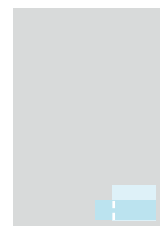
1,520.- €



1/6 page

PS: 180 mm x 41 mm
PS: 127 mm x 59 mm
PS: 72 mm x 100 mm

1,030.- €



1/8 page

PS: 72 mm x 77 mm
PS: 127 mm x 43 mm

935.- €

*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.- €

Surcharge for agreed special formats: **+10%**

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



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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, is-
land ads etc.) on request.



Melek Aksoy

Advertising Sales

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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 ADVERTORIALS:

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.



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textile network – Wall Calendar 2022

enclosed in issue 6/2021, edition: 3,500 pieces



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.- €



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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 InDesign (Version CC 2017)

- Adobe Illustrator (Version CC 2017)
- Adobe Photoshop (Version CC 2017)

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 12647-2 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
Eltertstraße 27
97828 Marktheidenfeld
Tel.: +49 9391 6005-33



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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 2021*

Issues per year	6
Domestic incl. postage and 7% VAT	132.- €
Abroad Europe	156.- €
Abroad world	183.- €

* 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 analysis:

From the IVW-circulation analysis 2/2020

Actual circulation:	2,432 (*201)
Paid circulation:	265 (*41)
Subscribed copies:	246 (*38)
Other sales:	19 (*3)
Free copies:	2,167 (*160)
Print run:	2,650

* thereof abroad

4 Geographical distribution analysis*

(Percentage of print run actually distributed)

Germany	91.74%
Abroad	8.26%
Print run actually distributed	100.00%

*Average in percent- Issues July 2019 – June 2020

5 Classified potential of recipients

Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number (Domestic)	Number (Abroad)
Manufacturing of textiles	6,044	1,315
Manufacturing technical textiles	1,140	399
Manufacturing of knitted textiles	977	297
Manufacturing of machinery and technology	1,561	921
Manufacturing of apparel	4,662	1,608
Manufacturing of synthetics	339	132
Textile finishing	678	191
Universities/ tech. colleges	359	133
Other	3,235	6,550
Total number of recipients	18,995	11,546



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Cross-Media Opportunities

coverage (print + online)

textile network	3.500 copies
Newsletter (German)	ca. 3,900 recipients
Newsletter (English)	ca. 2,100 recipients
Website (dt.)	130,697 page impressions
Website (dt.)	24,950 visits
Website (eng.)	57,650 page impressions
Website (eng.)	14,436 visits

fans social media

Facebook	1,100 subscribers
Twitter	1,300 follower
Instagram	700 subscribers

status: Juli 2020



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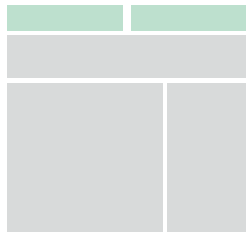
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Ad Banner on textile-network.de or textile-network.com

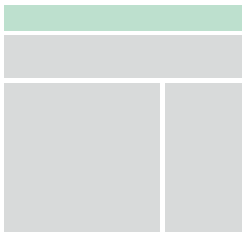
1 Full Banner



Size: 468 x 60 pixels

Price*: 950.– €

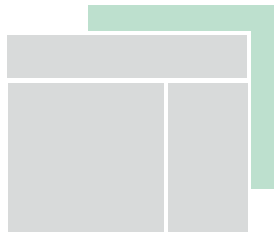
2 Superbanner



Size: 950 x 90 pixels

Price*: 1,970.– €

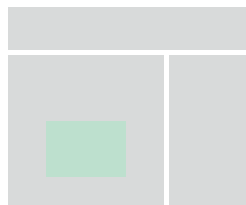
3 Hockeystick



Size: 728 x 90 pixels +
120 x 600 pixels

Price*: 1,595.– €

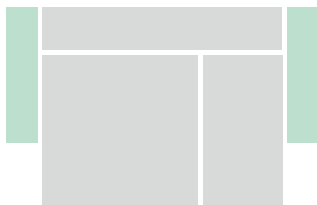
4 Content Ad



Size: 300 x 250 pixels

Price*: 1,260.– €

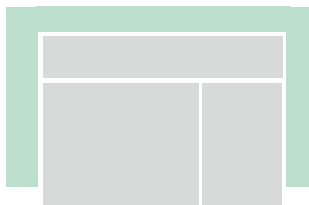
5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels

Price*: 1,260.– €

6 Webskin



Size: (2x) 120 x 600 pixels +
980 x 90 pixels

Price*: 2,125.– €

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).



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Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 995.- €

Bookable in combination with print adverts – We will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.

Surcharge: 300.- €

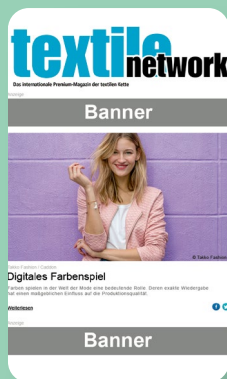


You can also find our guidelines and examples under:

<https://textile-network.com/en/Media/Guidelines/Your-advertorial>

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 can be run between articles and columns.

Data formats: JPG, 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): 565.– €

Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

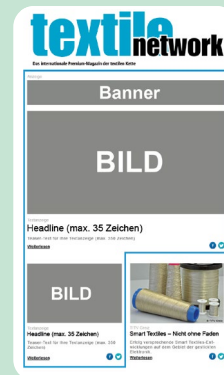
Advertorial:

- 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

Price: 2,180.– €



You can also find our guidelines and examples under:
<https://textile-network.com/en/Media/Guidelines>



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Instagram-Package

A picture is worth a thousand words! Instagram is therefore an important marketing tool, especially in our industry – because be it innovative technical textiles, special fashion novelties or cosy home textiles, they all have the ability to impress visually.

Package prices:

5 posts (per calendar year): **800.- €**

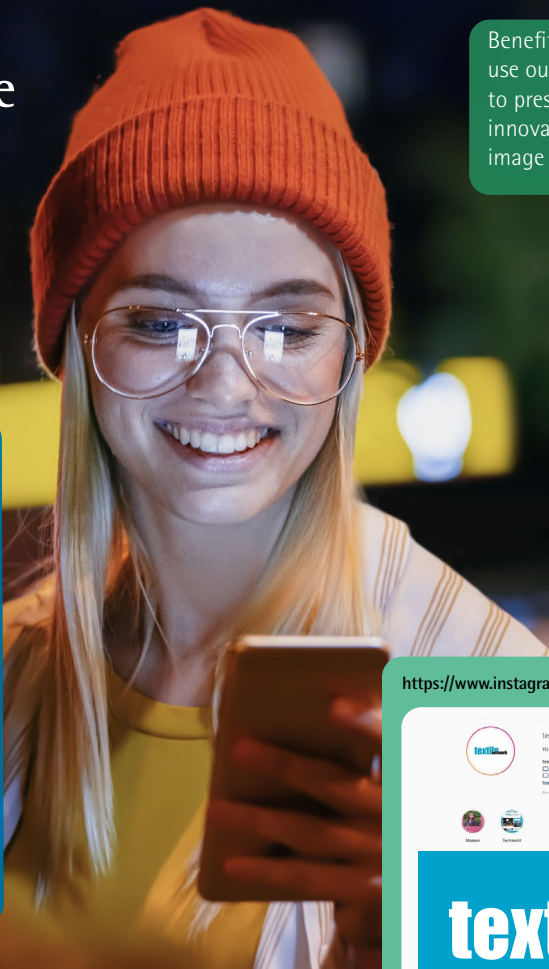
10 posts (per calendar year): **1,500.- €**

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram, you can integrate up to 18 hashtags in addition to your text.

Our content manager Carmen Mlcoch will be happy to advise you individually on this: c.mlcoch@meisenbach.de

Benefit from our network and use our Instagram package to present your products and innovations or to publish an image campaign.



<https://www.instagram.com/textilenetwork/>



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Product Specials

Do you like to place your print ads in a thematically appropriate environment? With our product specials we offer you the opportunity to do this on our website, as well!

There are two formats to choose from – but a combination is also possible:

Calendar format:

On selected times (Advent, Christmas, Easter etc.) we "open" a door on our website every day, behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback.



Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable – here every novelty gets the attention it deserves.



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 increase 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 «Advertisements» 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 demand 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 objectionable, the advertiser has the right to a price reduction or a cancellation of the order.
Liability caused by unfulfilment, negligence on signing 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 sends 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.
Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
 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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