

# MEDIA DATA 2018

ADVERTISING RATES NR. 72



# österreichische textilzeitung

The Österreichische Textil Zeitung considers itself the information platform for the Austrian fashion trade, as well as for the international clothing and textile industry. For more than 70 years.

In step with practice, fast and well-founded, the ÖTZ-team informs on

- international trade fairs
- fashion trends
- the development of relevant companies
- business activity
- the development of the most important commercial sites
- new trends in store construction, IT and logistics

An advance in knowledge has always been a factor of success. Therefore the editorial team has made it its business to display trends and tendencies, illustrating them attractively. We want to offer our readers a guide for the world of fashion, the catwalks, cocktails, the crises, and innovations. Asking critical questions, analysing and informing.



SUBSCRIPTION ÖTZ: Austria € 79,- | Abroad € 96,-  
CONTACT: Tel: +43-1-866 48-215 | a.vikas@textilzeitung.at

## PRINT RUN

10.000 copies

## TARGET GROUP

Decision makers from the clothing industry, textile wholesale and retail, fashion agencies, as well as organisations

## FORMAT

230 x 300 mm

## PAPER

Cover: 170 gr, woodfree, illustration print matte  
Core: 80 gr, woodfree, illustration print matte

## PRINT

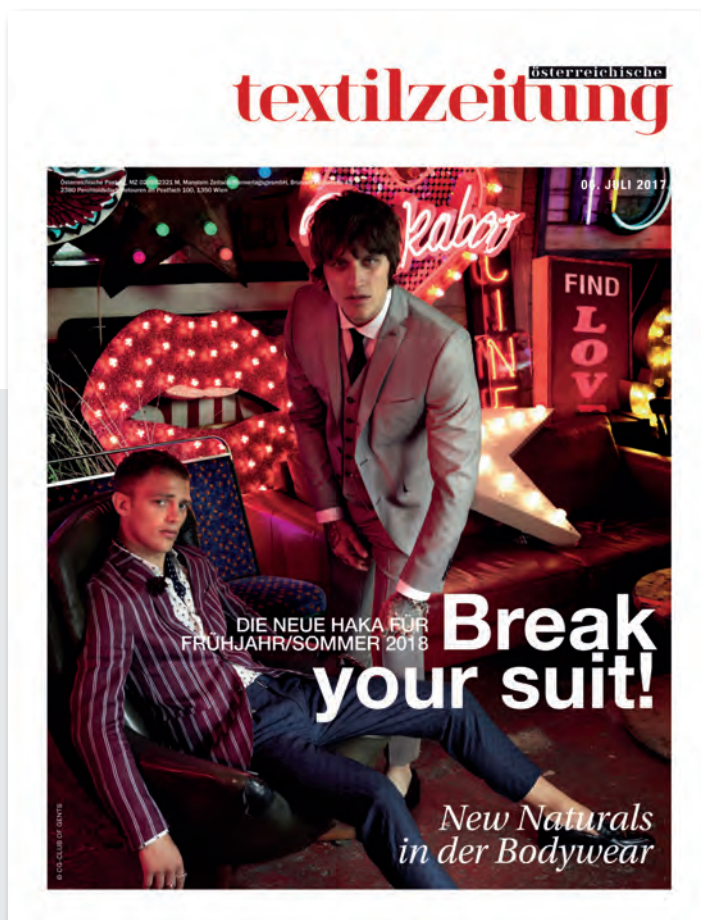
Sheet offset

## PRINTING MATERIALS:

All colours in CMYK (colour sequence: black, cyan, magenta, yellow). Please mark the correct picture detail and final format with register marks. We would be happy about a binding press proof on original paper. Please observe a 5mm bleed on each side with sloping formats.

## FORMATS USED

pdf, eps, tif  
Picture resolution min. 300 dpi



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# TOPICS & TIME SCHEDULE 2018

N°	Date of publication	Printing materials	Topic 2018
ÖTZ 1	11.01.	22.12.17	Men's wear: Oderstart & Trendticker A/W 2018/19, Bodywear, Legwear
ÖTZ 2	22.01.	08.01.	Women's wear: Orderstart & trendticker A/W 2018/19, Austrian traditional (Tracht): Trendticker, Preview ISPO
ÖTZ 3	05.02.	22.01.	Women's & Men's wear: Orderupdate, Fair and Showroom News, Shoes & Bags, Textile Accessories
ÖTZ 4	19.02.	05.02.	Austrian traditional (Tracht), Review ISPO
ÖTZ 5	05.03.	19.02.	International Shows, Review Tracht & Country
ÖTZ 6	19.03.	05.03.	Fabric trends, Education, Shopping malls, Real estate, Review Gallery Shoes
ÖTZ 7	09.04.	26.03.	POS-Concepts, Women's & Men's wear: Trousers
ÖTZ 8	23.04.	09.04.	Men's wear: Ready-made clothing & Outdoor, Women's wear: Knit, E-Commerce
ÖTZ 9	08.05.	23.04.	Women's & Men's wear: Evening and festive wear, Men's wear: Knit & Shirt, Women's wear: Plus Sizes & Big Cups
ÖTZ 10	22.05.	07.05.	Etailment & Logistics, Denim, Preview Fashion Fairs
ÖTZ 11/12	11.06.	28.05.	Women's & Men's wear: Preview S/S 2019
ÖTZ 13	05.07.	18.06.	Men's wear: Oderstart & Trendticker S/S 2019, Body- and Beachwear, Legwear
ÖTZ 14	16.07.	02.07.	Women's wear: Orderstart & Trendticker S/S 2019, Austrian traditional (Tracht): Trendticker
ÖTZ 15	06.08.	23.07.	Women's & Men's wear: Orderupdate, Fair and Showroom News, Shoes & Bags, Textile Accessories
ÖTZ 16	20.08.	06.08.	Tracht & Country
ÖTZ 17	03.09.	20.08.	Men's wear: Shoes, Sportswear & Function, Labels to Watch
ÖTZ 18	17.09.	03.09.	Fabric trends, Shop Design, Education, Review Gallery Shoes
ÖTZ 19	01.10.	17.09.	Women's & Men's wear: Shirt, International Shows
ÖTZ 20	22.10.	08.10.	Review Salzburger Gespräche 2018, Shopping malls, Real estate
ÖTZ 21/22	19.11.	05.11.	Women's & Men's wear: Trousers, POS-Concepts Etailment & Logistics, Women's wear: Contemporary Fashion
ÖTZ 23/24	17.12.	03.12.	Women's & Men's wear: Preview A/W 2019/20

Advertising and printing material deadline two weeks before date of publication

# FORMATS AND PRICES 2018

ADVERTISING RATES NR. 72

	Format		Width x depth in mm	Prices 4c
	2/1	bleed off	460 x 300	€ 10.914,-
	1/1	bleed off	230 x 300	€ 7.090,-
	2/3	bleed off vertical	145 x 300	€ 5.692,-
	Junior Page	bleed off	145 x 215	€ 4.578,-
	1/2	bleed off vertical horizontal	113 x 300 230 x 150	€ 4.590,-
	1/3	bleed off vertical horizontal	80 x 300 230 x 100	€ 3.277,-
	1/4	bleed off vertical horizontal Box	66 x 300 230 x 75 113 x 150	€ 2.519,-
	1/8	bleed off vertical horizontal Box	66 x 150 230 x 37 113 x 75	€ 1.290,-

## ADDITIONAL CHARGES

Placement in the magazine	€ 100,-
Placement inside front cover / inside back cover	€ 200,-
Placement outside back cover	€ 300,-

## DISCOUNTS

3 or more ads	8 %
5 or more ads	10 %
11 or more ads	15 %
22 or more ads	25 %

Advertising and printing material deadline two weeks before date of publication.

All prices excluding 20 % VAT and 5 % advertising tax.

Foreign advertisements without VAT.

All formats are sloping, so allow 5 mm bleed for outer edges.

## CLASSIFIED AND JOB ADS

Prices are calculated depending on mm and number of columns (min. one column, max. three columns).

Width of column: 60mm, 124mm or 189mm.

### Prices per mm in depth:

Black/white	€ 3.20
4c	€ 4.93

## SPECIAL ADVERTISEMENTS

### Supplements:

Folders, flyers, leaflets, etc. may be attached to a regional section or the complete print run.

### Prices:

Up to 25 g	€ 295,-/thousand
Up to 40 g	€ 477,-/thousand
Up to 50 g	€ 625,-/thousand

### Inserts + other advertisements:

prices on request

# ÖTZ – DIGITAL

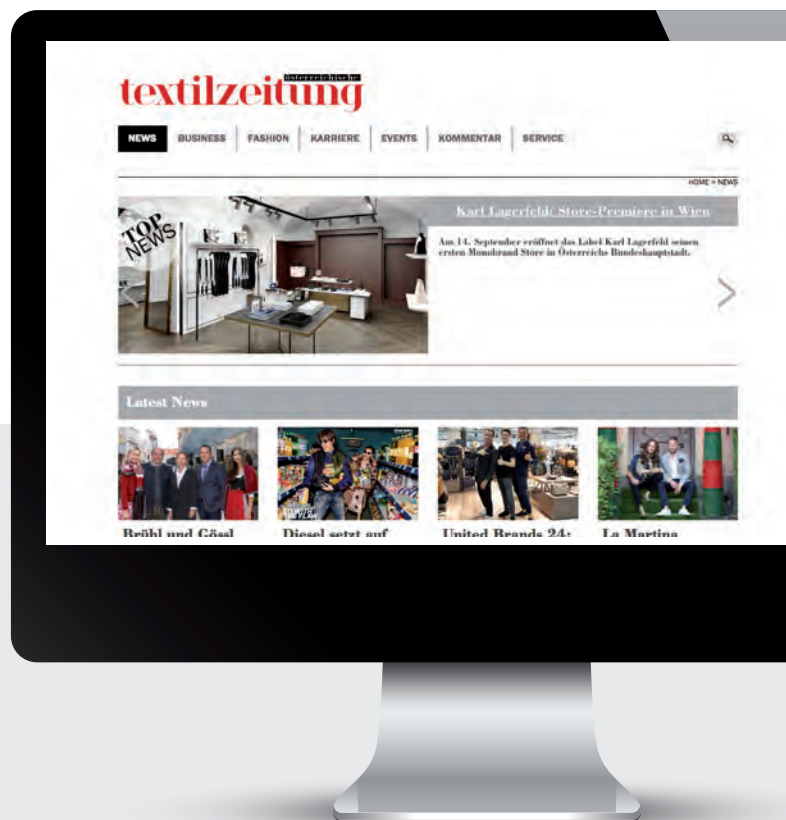
Professionals in the fashion sector can find the most important and relevant news on **textilzeitung.at**, for fashion retail, fashion industry and fashion in general. Exclusive Top-News, current trends, employment and special highlight to the seasonable order – the presentation of current collections of all major market movers for women, men, body-wear and denim fashion in the online gallery. By slide show users can compare the latest designs of leading fashion brands. Digital media of the Österreichische Textilzeitung includes **textilzeitung.at**, a weekly newsletter and an iPad-app for each print issue.

## VISITS

average 13.635 per month





## PAGEVIEWS

average 31.805 per month



## ONLINE FORMATS & PRICES 2018

### REGULAR ADS

Format	Width x depth in pixel	Prices per week
 <b>XXL Banner</b>	975 x 100 pixel	€ 576,-
 <b>Skyscraper</b>	250 x 700 pixel	€ 635,-
 <b>Wallpaper</b>	975 x 100 pixel	€ 795,-
 <b>Content-Ad</b>	300 x 250 pixel	€ 345,-

### SPECIAL ADVERTISING

#### ONLINE-ADVERTORIAL ON REQUEST

Content for it is provided by the customer (pictures, words, pdf, links, ...) teaser and landingpage are marked as an advertising.



The specified conditions are for the run-time from Monday to Monday (1 week)

### ÖTZ-NEWSLETTER

Weekly latest fashion news are published every Thursday afternoon – directly to major market movers for retail and industry.

Top-receiver: 1.500 (plus)

## NEWSLETTER FORMATS & PRICES 2018

 <b>Headbanner</b>	596 x 120 pixel	
	price per issue	€ 599,-
	price for 4 weeks	€ 2.000,-
 <b>Fullbanner</b>	596 x 100 pixel	
	price per issue	€ 499,-
	price for 4 weeks	€ 1.600,-

### ADVERTISING AT THE TEXTILZEITUNG – IPAD APP

All booked advertisings are published in the Textilzeitung iPad-app automatically.

This service is for free.

#### Links / videos / picture galleries

All booked advertisings from the print issue can be linked to a picture gallery, a website or an email address

**Price per iPad issue: € 499,-**



## DELIVERY OF ELECTRONIC PRINTING DATA

### 1. Artwork as PDF (PDF/X-3-compliant)

- 1.1 All colours in CMYK. Colour profile "ISO Coated v2 (ECI).icc" (also implemented pictures, logos, etc., no colour adjustments from RGB to CMKY are undertaken).
- 1.2 Picture resolution min. 300 dpi (no FM grid pattern is used).
- 1.3 Overprint settings to be taken into account (especially with vector graphics).
- 1.4 Min 5mm bleed with sloping formats. Into bleed elements must be shifted inwards min. 8mm from bleed.
- 1.5 Observe correct ad format from the respective medium in the current ad price list.

### 2. Open data only after consultation with the production department.

### 3. Data delivery:

- 3.1 E-Mail: a.vikas@textilzeitung.at (Data volume smaller than 20MB)
- 3.2 FTP: For data security reasons you can only upload data  
Please transfer data that belongs together in one folder or as a single zip-data  
Server: ftp.manstein.at  
User: produktion  
Password: manv7531
- 3.3 Clearly label the data or folders that are sent over the FTP- server, giving medium and contact.

For checking purposes: Please send us an original, binding in colour and text (mail or messenger or as a file, definitely labelled as "AnsichtsPDF/ScreenPDF").

Address for supplements, inserts and tip-on cards:  
Druckerei Friedrich VDV GmbH & Co. KG, z.Hd. Paul Schiebler  
Zamenhofstraße 43-45, 4020 Linz  
Kennzeichnung: OETZ Nr. xxx

**Our general terms and conditions apply –  
they can be found under [www.manstein.at/Unternehmen/AGB](http://www.manstein.at/Unternehmen/AGB)**