

DivatMarketing



TEXTIL | RUHÁZAT | CIPŐ | LAKÁSTEXTIL SZAKLAP

Media data 2009

Page 2. Editorial Schedule and Publication date 2009

Page 3. Advertisements price list , Sizes,
Technical data, Contact





Page 4. Concept,
Readers,
Publisher

TOPIC AND SCHEDULE

ISSUE	PUBLICATION DATE	DEADLINE/ DEADLINE FOR ADVERTISEMENT ORDER	FASHION AND SPECIAL BUSINESS THEMES 2009	
DOUBLE ISSUE 1-2/2009	16 February	23 January	FASHION TRENDS, WINTER COLLECTIONS 2009 MENSWEAR, WOMENSWEAR, LINGERIE – NIGHTWEAR – HOSIERY, STREETSTYLE (denim, streetwear, boardsports, sneaker) TOPSELLERS	AUTUMN-WINTER 2009 PREORDERS
3/2009	1 April	9 March	OUTFIT: BAGS, SHOES, WINTER COLLECTIONS 2009 Partywear and eveningwear Swimwear overview 2009 Summer INNOVATIVE PRODUCTS (clothing, shoes) TOPSELLERS HOME AND HOUSEHOLD TEXTILES SHOPS, SHOP FITTINGS, SHOP-WINDOWS Insert: FASHIONLEXIKON 2009	
4/2009	5 May	13 April	FABRICS, ACCESSORIES – SPRING-SUMMER 2010 Accessories Summer 2009 Catwalk – international fashion shows INNOVATIVE PRODUCTS (clothing, shoes) TOPSELLERS SHOPS, SHOP FITTINGS, SHOP-WINDOWS COMMERCIAL PROPERTIES	
5/2009	15 June	21 May	FIRST FASHION TRENDS SUMMER 2010 CHILDRENSWEAR top to bottom – autumn-winter 2009 ACCESSORIES (bijou, scarves, hats, caps, gloves) – autumn-winter 2009 Fitnesswear, sports lingerie Extra sizes INNOVATIVE PRODUCTS (clothing, shoes) TOPSELLERS TECHNICAL FABRICS – WORKWEAR - TEXTILE MACHINES, EQUIPMENTS	
DOUBLE ISSUE 6-7/2009	14 August	22 July	FASHION TRENDS, SUMMER COLLECTIONS 2010 MENSWEAR, WOMENSWEAR, LINGERIE – NIGHTWEAR – SWIMWEAR – HOSIERY, STREETSTYLE (denim, streetwear, boardsports, sneaker) TOPSELLERS	2010 SPRING-SUMMER PREORDERS
8/2009	1 October	11 September	OUTFIT: BAGS, SHOES, SUMMER COLLECTIONS 2010 Partywear INNOVATIVE PRODUCTS (clothing, shoes) TOPSELLERS FASHION & MEDIA HOME AND HOUSEHOLD TEXTILES	
9/2009	7 November	15 October	FABRICS, ACCESSORIES – AUTUMN-WINTER 2010 Lingerie overview Accessories winter 2009 INNOVATIVE PRODUCTS (clothing, shoes) TOPSELLERS SHOPS, SHOP FITTINGS, SHOP-WINDOWS LOGISTICS & INFORMATION TECHNOLOGY	
10/2009	14 December	21 November	FIRST FASHION TRENDS – AUTUMN-WINTER 2010 Childrenswear, maternity wear– Accessories summer 2010 Catwalk – international fashion shows INNOVATIVE PRODUCTS (clothing, shoes) TOPSELLERS HOME AND HOUSEHOLD TEXTILES This year: how it was, what it will be like Insert: INTERNATIONAL TRADE FAIR CALENDAR 2010	

For changes in the editorial schedule please contact the Publisher: Tel. / Fax: 246-0786, info@divatmarketing.com

ADVERTISEMENTS PRICE LIST AND SIZES 2009

	Formats	Size (width x height) in mm	Rates in EURO	
			black/ white	colour
	2/1 page	420 x 297 mm + 5 mm cut	1940	2680
	1/1 page	Cutting format: 210 x 297 mm + 5 mm cut 190 x 265 mm	1020	1400
	1/2 page	horizontal: vertical: horizontal area: vertical area: 210 x 143 mm + 5 mm cut 103 x 297 mm + 5 mm cut 190 x 126 mm 93 x 258 mm	560	880
	1/3 page	horizontal: vertical: horizontal area: vertical area: 210 x 95 mm + 5 mm cut 63 x 297 mm + 5 mm cut 190 x 82mm 58 x 258 mm	440	620
	1/4 page	horizontal area: corner pos.: vertical area: 190 x 62 mm 93 x 126 mm 45 x 258 mm	348	520
	1/8 page	horizontal area: 93 x 62 mm	280	200

SPECIAL POSITION – only colour

Inside Front Cover, Inside Back Cover	Cutting format:	210 x 297 mm + 5 mm cut	1480
Outside Back Cover	Cutting format:	210 x 297 mm + 5 mm cut	1600

CLASSIFIED ADVERTISEMENTS

(black/white)

1/2 page	190 x 126 mm	280
1/4 page	93 x 126 mm	160
1/8 page	93 x 60 mm	70
1/16 page	45 x 60 mm	45

Discount Frequency

3 x 10 %
4 x 15 %
6 x 20 %
8 x 25 %

or

Discount Volume

3 pages – 3 %
6 pages – 10 %
10 pages – 15 %
16 pages – 25 %

TECHNICAL DATA

Format: brochure format,

width 210 mm x height 299 mm

Printing method: sheet offset

Raster width: 150 lpi (60 lpcm)

PRINTING MATERIAL: We prefer digital data on CD/ DVD or E-mail. A reference proof should be attached. Images must have a resolution of 300 dpi.

Accepted file formats: *.doc, *.rtf, *.jpg, *.eps, *.tif

CONTACTS

DIVATMÉDIA Kft. – DR. ANNA-MÁRIA CSABA

Printing material to:

DivatMédia Kft.

H-1112 Budapest, Ördögöröm lejtő 7/b

E-mail: info@divatmarketing.com

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The **DivatMarketing** magazine has been an effective tool of business to business (B2B) communication since its very first issue was published in 1996. Since 2003 it is published by DivatMedia Kft. As a licence publication of the Deutscher Fachverlag Publishing Group the DivatMarketing magazine has a reliable information background, it offers a wide range of international and inland market and fashion information.

Headings in DivatMarketing:

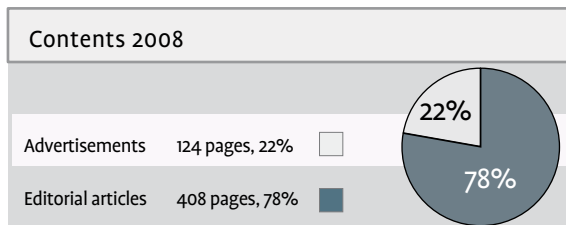
NEWS – BUSINESS – FASHION – TRADE FAIR

GENERAL INFORMATION

Circulation: **5000 copies** per issue

Frequency: **8 issue in 2009**, with specials (Fashionlexikon, International trade fair calendar – both in pocket format)

Annual subscription: **HUF 5 250** - (incl. 5 % vat and delivery)



Target group of readers

Decision makers of inland textile, home textile, garment and shoe industry, wholesale and retail trade, agencies, representations, media agents, professional associations, special schools. The magazine addresses the whole textile, home textile and clothing branch; its topics include fashion, selling strategies, sales and production.

CONTACT

Published by: **DivatMédia kft.**

House address: **H – 1112 Budapest Ördögöröm lejtő 7/B**

Postal address: **H – 1506 Budapest PF. 116.**

Phone/Fax: **+ 36/1-246-0786**

Contact partner: **DR. ANNA-MÁRIA CSABA** editor-in-chief

E-mail: **amcsaba@divatmarketing.com**

Phone/Fax: **+ 36/1 246-0786, Mobil: +36 /20 399 2543**

Internet: **www.divatmarketing.com**

The following textile journals are published by Deutscher Fachverlag:

TextilWirtschaft, TextilWirtschaft international, TextilWirtschaft season, TextilWirtschaft online, Newline TextilWirtschaft today, ÖTZ Österreichische Textil Zeitung, Sportswear International, Sportswear International News, fashion, TextilŽurnál, TextilWirtschaft DÜNYA TEKSTIL, TextilWirtschaft MODA FORUM, DivatMarketing, Chemical Fibers International, melliand INTERNATIONAL, melliand BAND-UND FLECHTINDUSTRIE, melliand SPECIALS, melliand TEXTILBERICHTE, Technische Textilien/Technical Textiles, **DivatMarketing**.

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