

1st semester

20
09

EDITORIAL CALENDAR

advertising formats and rates

Read every week by all fashion
and textile professionals

Journal du **Textile**

61, rue de Malte, 75541 Paris cedex 11 - Tél. 33.1.43.57.21.89 - Fax : 33.1.47.00.08.35 - Web : www.journaldutextile.com

ADVERTISING FORMATS AND RATES

taxes free prices



DOUBLE PAGE

Full double page :
H. : 405 mm x
W. : 2 x 300 mm
(+ trim 5 mm)

- 4 colors : 13.190 €
- B&W : 8.895 €



PAGE

H. : 405 mm x W. : 300 mm
(+ trim 5 mm)

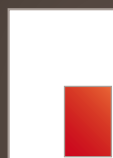
- 4 colors : 6.995 €
- B&W : 4.580 €



1/2 PAGE

H. : 370 mm x W. : 133 mm
or
H. : 180 mm x W. : 274 mm

- 4 colors : 4.580 €
- B&W : 2.405 €



1/4 PAGE

H. : 180 mm x W. : 133 mm

- 4 colors : 2.405 €
- B&W : 1.240 €

► 4 Colors preferential positions



PAGES 2 AND 3

Full double page :
H. : 405 mm x
W. : 2 x 300 mm
(+ trim 5 mm)

- 4 colors : 15.530 €

DOUBLE CENTRAL PAGE

Full double page :
H. : 405 mm x W. : 2 x 300 mm
(+ trim 5 mm)

- 4 colors : 14.710 €



4TH COVER

Full page :
H. : 405 mm x W. : 300 mm
(+ trim 5 mm)

- 4 colors : 8.925 €

RIGHT HAND AD

+10%

DISCOUNTS

- 3% : 2 half-pages or 4 quarters of page
- 5% : 2 pages or 4 half-pages or 8 quarters of page
- 10% : 4 pages
- 15% : 6 pages
- 18% : 8 pages
- 20% : 10 pages
- *Insert, advertorials and legals publications :*
Please call for rates

Advertising material closing

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ad@journaldutextile.com

CD, DVD RECEPTION :
Journal du Textile, Advertising Service,
61 rue de Malte, 75541 Paris Cedex 11
FRANCE

RECEPTION FTP PLATEFORME :
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ORDER DEAD LINE :
3 weeks prior to publication

CANCELLATION :
2 weeks prior to publication

MATERIAL DEAD LINE :
10 days prior to publication

A certified matchprint must be provided for all documents. Journal du Textile accepts no responsibility for the print quality of the ad should this matchprint not be provided.

For further details about the schedule and to help you plan your campaigns in Journal du Textile contact :

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section : Advertising

EXCERPT OF GENERAL CONDITIONS OF SALE FOR ADVERTISING 1 Production costs and taxes are paid by the advertiser. 2 Discounts apply to orders placed during the calendar year (January 1 to December 31) as and when insertions are published. They do not apply to production costs. Any cancellation while the campaign is running will imply a review of agreed discounts. 3 Payments must be made by draft by no later than 30 days after publication, on the 10th of the following month. A 2% discount is granted to any payment made by cheque upon reception of invoice. 4 Late payment interest, equal to one and a half times the legal rate, will apply to any payment made after the agreed due date. 5 Upon opening a customer account, services rendered by Journal du Textile are payable immediately upon signing of order. 6 A trade discount of 15% is granted to any advertiser working with a trade intermediary, in compliance with French law («Loi Sapin»). This discount does not apply to production costs. 7 Any subscription to an order for advertising implies the acceptance of the present general conditions of sale.