

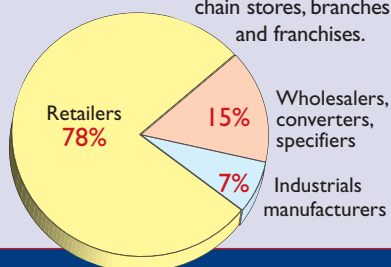
The **ONLY LEADING** media to reach all fashion and textile professionals

WEEKLY

The Journal du Textile finds its way to the desktop of all professional textile and clothing buyers every week. It is their constant working companion, since it gives them textile and clothing news in real time : how fashion trends and sales are shaping up, distribution and corporate life etc. You get a chance to repeat your messages as often as you like, every week if you see fit.

CIRCULATION ANALYSIS

We enjoy a high degree of penetration in volume retail, especially with central buying offices for hypermarkets, specialised megastores, specialised department stores, department stores, and buying groups for chain stores, branches and franchises.



THE ONLY MONITORED BY OJD

Twice a year from its inception the Journal du Textile has submitted its circulation to verification by chartered accountants and auditors from the OJD, the sole organisation with the authority to make a precise and reliable count of the number of copies actually PAID FOR AND DELIVERED to customers. Each copy of the Journal du Textile has an average readership of around four people. The Journal du Textile's circulation is thus absolutely sincere and transparent. For advertisers and service provider advertising agencies, it's the guarantee, the **ONLY** guarantee. By choosing the Journal du Textile, they make a sound investment. (*)

ADVERTISING RATES ARE THE LOWEST

The price of the contact per copy PAID FOR AND CHECKED is the lowest across the board in the textile and clothing trade press.

Journal du Textile, the sound investment.

(*) Latest OJD report available on request, or by logging on to: www.ojd.com

Every week, get the low-down on the world of fashion and textile



HOW THE MARKET IS SHAPING UP

Each week, a bill of health for each line of business in the textile market, region by region: giving our readers insight, in real time, into the products most in demand by consumers.

OF MEN AND FIRMS

In the Journal du Textile, track the careers of corporate directors and managers, know where they're heading, how it affects staff and find out all about their strategies, objectives, methods, sales etc.

THE NEW TECHNOLOGIES

The Journal du Textile keeps readers abreast of all kinds of innovations that may be adapted to the textile business and helps them get a step ahead by carrying out non-stop business intelligence.

NEWS AND HOT TOPICS

Every week, the textile world undergoes changes. These events have repercussions on our readers' business. They have to be able to act swiftly. Week after week, the Journal du Textile helps them get a grip on their professional environment, in real time.

THE LATEST FASHION TRENDS

Thanks to the Journal du Textile, our readers are informed of future fashion trends, meaning that they can make pertinent choices and immediately opt for the products with the highest potential.

SHOWS AND EVENTS

Our correspondents and special envoys give systematic in-depth reports of the major textile events in France and throughout the world.

DISTRIBUTION

Only the Journal du Textile tells it all when it comes to textile and clothing distribution, the opening of new stores, the launching of new business concepts, new sales methods, organisation techniques, new procedures and structures having proved their worth in other climes, the new management tools and technologies.

PLUS

A special FILE EVERY WEEK

- W**omen's ready to wear
- W**omen's fashion designers
- L**ingerie and tights
- S**wimwear
- A**ccessories
- M**enswear
- M**en's fashion designers
- Y**oung fashion
- K**id's fashion
- J**eanwear and casualwear
- S**portswear
- H**ome textiles
- Y**arns and fabrics
- O**rganized trade and franchise
- S**ourcing
- S**ore equipment
- S**hopping centers