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We bring a combination of print and online with a clear profile target group!



MEDIAKIT
2024

INTRODUCTION OF THE PUBLISHING HOUSE

SVĚT TEXTILU & OBUVI is a B2B magazine addressed to business in the textile, apparel and leather-working trade. It comes out six times a year (2x print + 4x online) and is regularly sent to retail and wholesale traders, e-shops, importers, sectoral and state organisations, and technical schools in the Czech Republic and the Slovak Republic.

SVĚT TEXTILU & OBUVI

is produced by a team with more than 20 years of experience in the trade. We regularly attend Czech and foreign trade fairs. In the editorial team we have foreign correspondents, artists, analysts, and representatives of sectoral organisations. Thanks to our long experience and personal contacts we are able to bring the latest information from the trade.

RUBRIC:

FASHION ■ SHOES ■ TRENDS SHOP OFFICE/SHOP EQUIPMENT ■ SPECIAL TOPIC ■ INTERVIEWS ■ BUSINESS ANALYSES OPINIONS OF EXPERTS POLLS ■ MARKETING

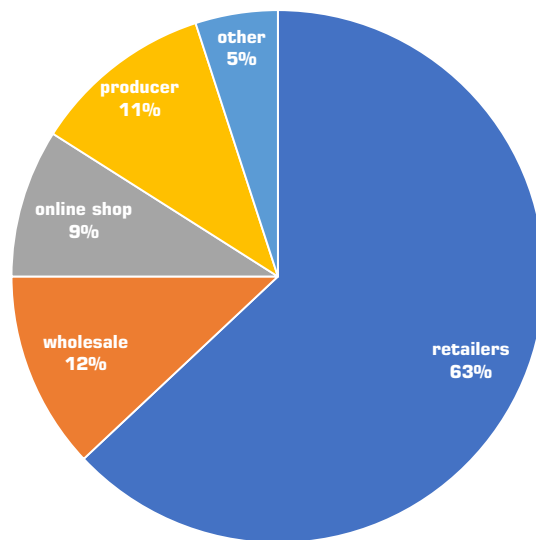
SVĚT TEXTILU & OBUVI awards the prize **TRADER OF THE YEAR** in acknowledgement of the contribution to the trade and an interesting business plan. The award is handed out at the February trade fairs Styl and KABO.

Within the **ONLINE environment**, we operate the website **textil-obuv.cz**, the **social network @SvetTextiluObuvi** and the **Newsletter**, which we send to our regular customers twice a month.

THE EDITORS' PARTNERS ARE:

ATOK (Association of Textile-Clothing-Leather Industry), **TZÚ** (Textile Testing Institute), **SOTEX** (National Association for Textile and Leather Labelling), **ČOKA** (Czech Footwear and Leather Association)

Structure of readers by activity:



NEWSLETTER SVĚT TEXTILU&OBUVI

Target group of readers:

sellers, manufacturers, importers of clothing, textiles, footwear, haberdashery, fashion accessories and more.

We send out the **Newsletter SVĚT TEXTILU&OBUVI** twice a month to subscribers from the textile, clothing and leather industries. It is taken by merchants, chains, wholesalers, manufacturers and importers. For mailing, we use the services of the Boldem company, which allows us to implement effective e-mail marketing. We have at our disposal reports of clicks, heat map of users, statistics of recipients. **Newsletter SVĚT TEXTILU & OBUVI** enables precise timing of launching campaigns and their evaluation, a clearly profiled audience, and all this at very affordable prices.

Basic data:

Frequency of mailing: 2 times a month (first and third week on Wednesday, advertising materials must be delivered by Friday of the previous week)

Number of subscribers: 800

Average openness: 18 - 20%

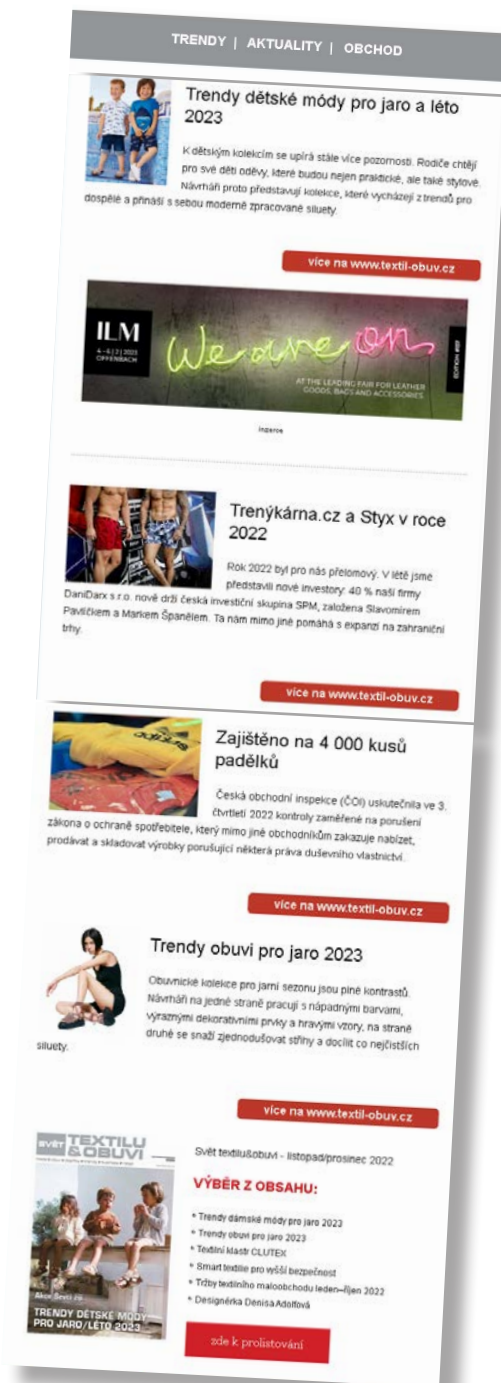
Exposure options: interviews, articles, banners, invitations to events/fairs, brand exposure, sales, performances new collections

Ceník inzerce:

Banner: 540 x 172 (jpg, png, gif format), we include a hyperlink that can be directed to a specific product or event, price: 200 EUR/1 mailing

News: text max. 600 characters + photo + link price: 200 EUR/1 mailing

PR article: text teaser - approx. 300 characters (mostly based on the editorial of the article) + photo + continue reading (banner leading to the entire article: approx. 2,500 characters + photo), price: EUR 750/1 mailing (the price includes extra posting of the article on the textil-obuv.cz website without a time limit)



SVĚT TEXTILU & OBUVI

B2B SPECIALIZED MAGAZINE FOR TEXTILE, CLOTHING AND LEATHER BUSINESS

WWW.TEXTIL-OBUV.CZ

Introducing:

www.textil-obuv.cz is a news website that focuses on the textile, clothing and leather industries. It is aimed at traders, manufacturers and importers with a focus on the following assortment groups: women's men's fashion, footwear and leather haberdashery, home and household textiles, fashion and clothing accessories, underwear, sportswear, children's clothing, maternity fashion, haberdashery

Basic data:

Address: www.textil-obuv.cz

Format: news website

Traffic: 4 000 unique users/month

Opportunities for visibility: interviews, articles, banners

Advertising price list:

big top: 800x600, price: 500 EUR/month

banner side column: 400x400, price: 350 EUR/month

banner between articles: 800x400, price: 400 EUR/month

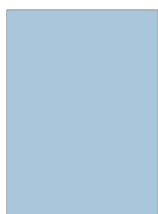
banner between specials: 400x400, price: 350 EUR/month

PR article: approx. 2500 characters + 3 images,

price: 650 EUR/year

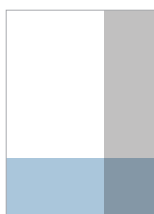


ADVERTISEMENT PRICE LIST - PRINT/ONLINE



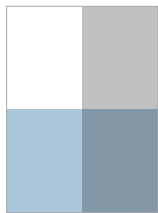
1/1 page (width x height):

210 x 297mm + 5 mm
price print: 2 000 EUR
price on-line: 750 EUR



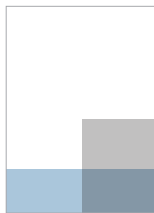
1/3 page (width x height):

210 x 89mm + 5 mm
73 x 297mm + 5 mm
price print: 900 EUR
price on-line: 350 EUR



1/2 page (width x height):

210 x 139 mm + 5 mm
104 x 297mm + 5 mm
price print: 1 250 EUR
price on-line: 500 EUR



1/4 page (width x height):

210 x 74 mm + 5 mm
104 x 139 mm + 5 mm
price print: 600 EUR
price on-line: 250 EUR



1/6 page (width x height):

73 x 77 mm + 5 mm
210 x 47 mm + 5 mm
price print: 300 EUR

EXCLUSIVE FORMATS:

2/1 page (width x height): 420 x 297mm + 5 mm
price print: 3 250 EUR

1/1 strany obálky (width x height): 210 x 297 mm + 5 mm
2., 3. cover pages, price print: 2 250 EUR
4. cover pages, price print: 2 500 EUR

1/1 title page (width x height): 196 x 240mm
price print: 2 750 EUR

MORE ADVERTISING OPPORTUNITIES:

Enclosed supplements

A sample of the insert must be submitted in advance. The cost includes postage - up to 25 g. max. size (w x h): 210 x 297 mm
price: 1.050 EUR

Advertisement width Tip-on

+ Minimum booking: 1/2 page
price: 500 EUR

VOLUME DISCOUNTS:

2 adverts = 7% discount
3-4 adverts = 15% discount
5-6 adverts = 20% discount

TECHNICAL STANDARDS:

Data should be supplied in an electronic form only, either on a magnetic data carrier or by e-mail in the form of composite PDF files with the resolution of 300 dpi (minimum), stored for CMYK without colour pro.les. The publisher cannot assume responsibility for the required advert correctness without having its colour impression.

SUPPLEMENT: Surcharge for special placement: 10%

CANCELLATION CHARGES: 20 days ahead publication: 50 %, 10 day ahead publication: 100 %.
The cancellation must be made in writing!

CLAIMS:

All claims must be submitted in writing no later than 21 calendar days after the advertisement or insert was published.

RELEASE SCHEDULE AND TECHNICAL DATA

No. Issue	Form	Printing Material	Publication Date
Svět Textilu & Obuvi 1/2024	print	22. 1. 2024	6. 2. 2024
Svět Textilu & Obuvi 2/2024	on-line	25. 3. 2024	15. 4. 2024
Svět Textilu & Obuvi 3/2024	on-line	20. 5. 2024	12. 6. 2024
Svět Textilu & Obuvi 4/2024	print	22. 7. 2024	5. 8. 2024
Svět Textilu & Obuvi 5/2024	on-line	16. 9. 2024	9. 10. 2024
Svět Textilu & Obuvi 6/2024	on-line	18. 11. 2024	9. 12. 2024

The publisher reserves the right to change topics and publication dates during the year.

BASIC INFORMATION::

Format: A4 (210 x 297mm)

Color model: CMYK

Distribution: direct mail, abonents

Periodicity: 6 issues per year
(2x print, 4x online)

PRINT VERSION:

Print run: 5 000 ks

Number of readers: 10 000 čtenářů

Size: 36 pages + 4 cover pages

Cover paper: 200 g LK + 1/0 glossy

Inside paper: 135 g LK

Binding: V1

Printing: offset

ONLINE VERSION:

Mailing to: 800 subscribers as part of the

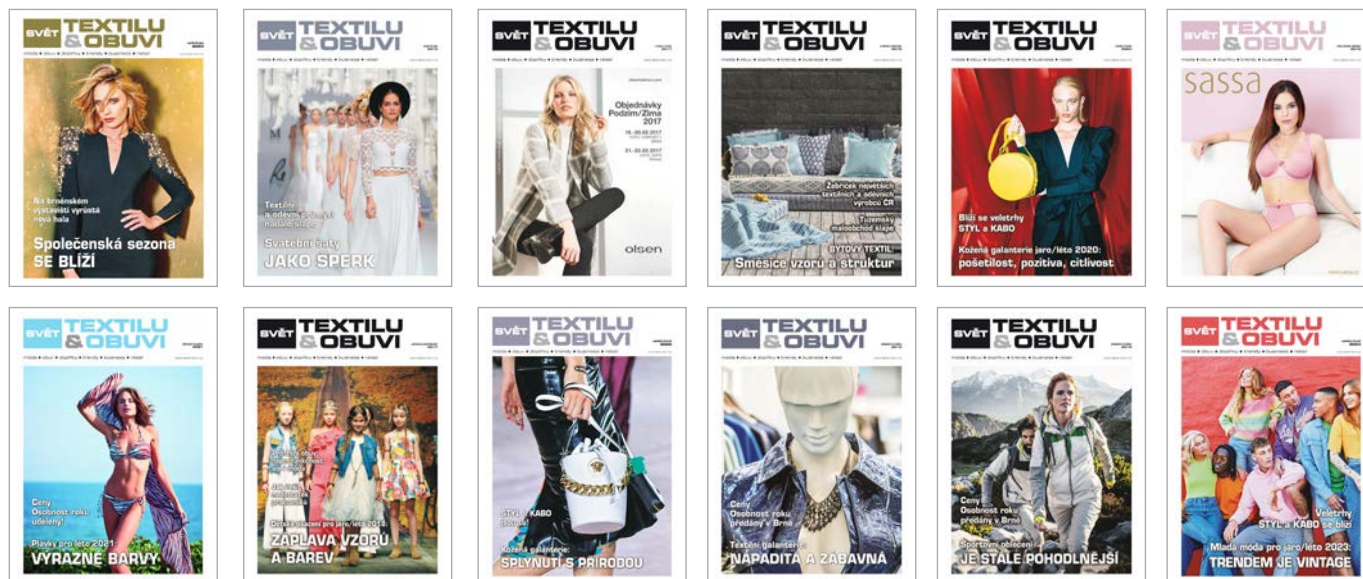
Newsletter Svět textilu & obuvi + 1500-

2000 companies

Scope: 10-15 pages



ISSUE ARCHIVE, CONTACTS



You can find the complete issue archive and an overview of news at www.textil-obuv.cz

KONTAKT

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