

# Media Kit 2024



DIGITALER TEXTILDRUCK FÜR INTERIEUR UND MODE

## Verlagshaus Gruber GmbH

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Internet: [www.id-tex.eu](http://www.id-tex.eu)



“IDtex – Digitaler Textildruck Interieur & Mode” (Digital Textile Printing for Interior Design and Fashion) gives an overview of applications and techniques of large-format inkjet printing.

The still young technology opens up new possibilities for the production of individual and personalized products – exciting applications for print service providers, designers, architects, interior decorators, stand builders, shop fitters, hotel operators, window designers, the furniture industry, event agencies and creative people from other industries.

The focus on the topic “digital textile printing” distinguishes IDtex from other trade magazines in the market.

• Latest e-news from the industry on the IDtex website  
[www.id-tex.eu](http://www.id-tex.eu)

Editorial Topics:

- Trade shows/in-house events
- New machines, software, inks
- Color management
- User reports of print service providers in D-A-CH
- Fabrics and materials
- Design trends

Distributed Edition:

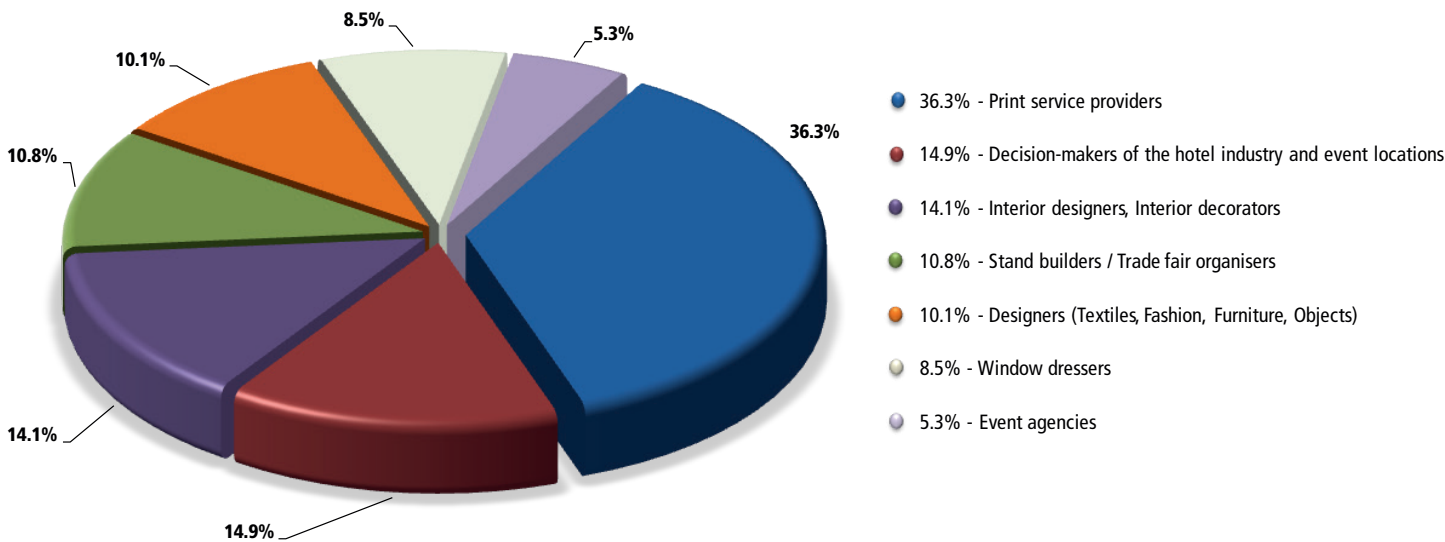
7,500 copies in D-A-CH

Display at trade shows and important industry events

Publication Cycle:

Twice a year

Target groups



Readership - Countries

Germany	Austria	Switzerland	Miscellaneous
87.3%	6.8%	5%	0.9%

# Price List No. 7 – October 2023

# IDtex Media Kit 2024



## Cover page

Front inside 3,800.–  
Back inside 3,800.–  
Back cover 3,900.–

210 x 297 mm + 3 mm bleed



## 1/1 page

4c 3,600.–

210 x 297 mm + 3 mm bleed



## 1/3 page Editorial -page 3-

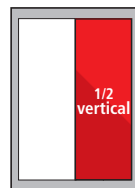
4c 1,800.–

190 x 90 mm (type area)  
210 x 105 mm + 3 mm bleed

## Special advertising formats:

Are you looking for a prominent place for your ad?  
The **editorial page** holds a 1/3 page, horizontal, full colour, € 1,800.–.

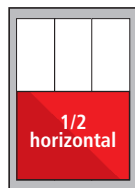
Or you book a space on the **shipping page**, 1/2 page, horizontal, € 950.–.



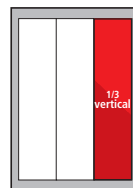
## 1/2 page

4c 2,000.–

100 x 297 mm  
+ 3 mm bleed



210 x 145 mm  
+ 3 mm bleed



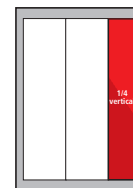
## 1/3 page

4c 1,600.–

70 x 297 mm  
+ 3 mm bleed



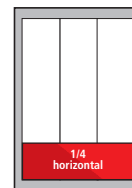
210 x 105 mm  
+ 3 mm bleed



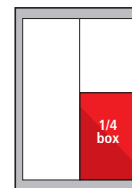
## 1/4 page

4c 1,100.–

45 x 267 mm  
(type area)  
55 x 297 mm  
+ 3 mm bleed



190 x 65 mm  
(tape area)  
210 x 80 mm  
+ 3 mm bleed



90 x 130 mm  
(type area)  
100 x 145 mm  
+ 3 mm bleed

Special formats upon request.  
All prices in Euro (€) plus VAT (only in Germany).

# Price List No. 7 – October 2023

# IDtex Media Kit 2024

## Banderole:

Format: 100 x 500 mm + 3 mm bleed, 4-Colour,  
attached around the magazine.

Prices include printing and mounting.

Price: € 2,000.–



## Cover with Flying Page:

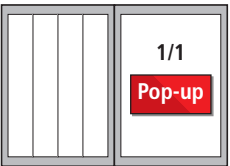
Format: 110 x 297 mm  
+ 3 mm bleed, 4-Colour

Price: € 4,900.–



## Advertisement with Pop-up:

The Pop-up is glued on the full page  
advertisement and has to be delivered as  
finished adhesive label. The limitation of  
weight is 20g per format DIN A6.



## Price (mounting inclusive):

1 advertisement, 1/1-page, 4c plus Pop-up to 10 g: € 5,400.–

1 advertisement, 1/1-page, 4c plus Pop-up to 20 g: € 5,900.–

## Classified directory:

IDtex Branche	BASIC ENTRY	MAXI ENTRY
Logo (EPS/PDF/JPG/TIF, 300dpi)	✓	✓
Company & internet address	✓	✓
Online link on www.id-tex.eu/branche	✓	✓
Company portrait	✓	✓
Continuous text:	Type: Arial Size: 7 pt Line spacing: 8,5 pt	Type: Arial Size: 7 pt Line spacing: 8,5 pt
Characters with blanks	421	908
Address block lines	7	7 13 (without picture)
Picture (option below the addressblock 60 x 20 mm)	X	✓
Example		
Price	€ 160.–	€ 310.–

## Marketplace:

Are you looking for a specialist or you want to renew your machine park? With the IDtex Marketplace, you meet your target group. All ad formats 50% off. Design efforts will be charged. Cipher code € 9.– fee.

Also online on [www.id-tex.eu](http://www.id-tex.eu)

\*Further advertising formats upon request.

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IDtex Media Kit 2024

Subscription	
Annual subscription: (pre-payment only)	Germany: € 12.– International: € 18.–

The subscription extends itself automatically for one year if it is not recalled 6 weeks before the end of the subscription.  
Students and trainees will receive 50% discount on an annual subscription after showing a valid identification.

Scale of Discount	
2 ads	3%

Inserts	
Insert until 20 g	€ 2,500.–
until 30 g	€ 2,750.–
until 40 g	€ 3,000.–
until 60 g	€ 3,500.–
until 80 g	€ 4,000.–
until 100 g	€ 4,500.–
over 100 g	upon request
Bound Inserts	upon request



Discounts:

Discount rates are not granted with single orders retrospectively. Title advertisements, cover pages, inserts, crossmedia packages, banners, entries in classified directory as well as all special advertising formats are not discountable.

Proven agencies receive 15% AE commission (excluded market place, banner and classified directory).

Additional discounts in combination with the IDtex - Digital Edition and/or magazines TVP, mep and PPF are possible.

**Crossmedia package:**

Special price package of print and online advertisement. The crossmedia package consists of a printed advertisement (1/4 page, 4c); a print and online entry in the classified directory IDtex Branche and a banner for two months on the website or in the IDtex - Digital Edition.

Package price: € 1.280,—

Prices for advertising in the Digital Edition only on request.



Banner advertisement on the IDtex Homepage: [www.id-tex.eu](http://www.id-tex.eu)

Crossmedia package & Online advertisement		
Form	Size in Pixel	Price per Month
Halfbanner	234 x 60	€ 110.—
Fullbanner	468 x 60	€ 150.—

(Data formats: JPG, SWF, PNG or GIF)

Crossmedia package & Online advertisement	
Form	Price per Month
Smart Banner (Animation max. 30 Seconds)	€ 400.—
Video until 5 minutes playing time (Data formats: MP4, AVI, MOV) Max. file size: 16 GB	€ 400.—



# General Information

# IDtex Media Kit 2024

**Format of the magazine:** DIN A4 (210 x 297 mm)  
**Type area:** 190 x 267 mm  
**Columns:** 3 columns à 50 mm (bar: 5 mm)  
resp. 2 columns à 77,5 mm (bar: 5 mm)

## Data formats:

- Preferred PC/MAC-formats:  
**PDF-X4, EPS, TIFF**
- Using fonts in vector based file formats (e.g. eps),  
please note to convert the fonts into pathes or curves.
- CMYK images at least with 300 dpi resolution
- B/W images at least with 300 dpi resolution
- Line art 1-bit graphics at least with 1,200 dpi resolution

## Data transfer:

Please send us your artwork per E-Mail or upload it  
on our ftp server (file transfer protocol). We accept WeTransfer.  
Send your request for ftp username and password to  
**dtp@verlagshaus-gruber.de**.

## E-Mail:

**anzeigen@verlagshaus-gruber.de**

The information for sending the maximum size of your email attachments  
is provided by your admin or ISP.

Contact	
<b>Address:</b>	Verlagshaus Gruber GmbH IDtex Max-Planck-Str. 2 64859 Eppertshausen, Germany
<b>Fon:</b>	+49 (0) 60 71 / 39 41-0
<b>Fax:</b>	+49 (0) 60 71 / 39 41-11
<b>Internet:</b>	www.id-tex.eu
<b>Email ad booking:</b>	marketing@verlagshaus-gruber.de
<b>Email subscriptions:</b>	abo@verlagshaus-gruber.de
<b>Email editorial office:</b>	idtex@verlagshaus-gruber.de
<b>Email ad submission:</b>	anzeigen@verlagshaus-gruber.de
<b>Email graphic:</b>	dtp@verlagshaus-gruber.de

## Payment conditions:

Within 14 days without discount. Payment in advance 3% discount.  
International orders by pre-payment only.

## Banking:

Sparkasse Dieburg  
Account N°.: 144 010 170, BLZ 508 526 51  
Int. Bank Account N°.: DE98 5085 2651 0144 0101 70  
Swift-BIC: HELADEF1DIE

The General Terms and Conditions of the Verlagshaus Gruber GmbH are valid.  
All prices plus value added taxes (only in Germany).

	IDtex 1/2024 Spring/Sommer	IDtex 2/2024 Autumn/Winter
Editorial Deadline	18.03.2024	23.09.2024
Advertising Deadline	25.03.2024	30.09.2024
Printing Deadline	02.04.2024	07.10.2024

# General Terms and Conditions Verlagshaus Gruber GmbH

1. "Advertising order" as defined by the following General Terms and Conditions means the publishing contract for one or several ads of any advertiser in a publication for distribution purposes.
2. In case of doubt, ads shall be released for publication within one year after signing of the contract. If the right to release individual ads has been granted within a contract, such order shall be processed within one year since publication of the first ad, if the first ad is released and published within the period mentioned in the first sentence.
3. The prices for ads can be obtained from the price list for ads of the Publisher as amended from time to time. Should rates or tariffs for ads change after signing of the contract, the Publisher shall be entitled to charge the price as specified in the valid price list at the moment of publication. This shall not apply in business with non-traders, if not more than 4 months have passed between signing of the contract and publication. It is strictly forbidden for advertising agencies and advertising brokers to pass on the granted agency commission, neither full nor part, to their customers.
4. If an order cannot be fulfilled for reasons the Publisher cannot be held responsible for, the customer shall, without prejudice to any other obligations, repay to the Publisher the difference between the granted and the respective discount in accordance with the actually purchased quantity. If the magazine cannot be published at all, not to the full extent or not on time as a result of force majeure (e.g. war, mobilisation, labour dispute or other acts of God), the customer shall not be entitled to any claims.
5. Orders for ads and third party supplements, which are avowedly exclusively supposed to be published in certain numbers, editions or in certain places of the publication, shall be forwarded to the Publisher in such good time that the customer can be informed before closing date in case the order cannot be fulfilled that way. Categorized ads will be printed in the respective category without any requirement for an explicit agreement as to that.
6. Text ads are ads that are adjoining the text and no other ads with at least two pages. The Publisher shall be entitled to clearly mark ads that are not recognizable as such due to their editorial design or layout, with the term "Ad".
7. The Publisher, at sole discretion, reserves the right to reject advertising orders – also individual release orders within a contract – and supplement orders in accordance with uniform, objectively justified principles due to their technical form or origin. The same applies if the contents should infringe upon any laws or official provisions or if publication is unreasonable for the Publisher. This applies also for orders that are placed at branch offices, receiving offices or agents. Supplement orders shall only be binding for the Publisher upon furnishing of a sample supplement and its approval. Supplements that are, for the reader, suggestive of being part of the newspaper or magazine due to their format or layout or that contain third-party ad, will not be accepted. The customer will be immediately informed about rejection of such order.
8. The customer shall be responsible for the delivery of the advertising text in a timely manner, for correct printing documents and supplements. The Publisher guarantees the commonly accepted printing quality for the respective title within the boundaries of the available printing documents.
9. In case of, in whole or in part, unreadable, incorrect or incomplete printing of the ad, the customer shall be entitled to a reduction in price to the extent to which the purpose of the ad has been impaired, or to an unobjectionable replacement ad. If the Publisher lets expire an appropriate deadline specified for publication of such replaced ad or if the replacement ad is still not perfect, the customer shall be entitled to a reduction in price or to cancel the contract. Any claims for liquidated damages arising from a positive violation of contractual duty, culpa in contrahendo and unlawful act shall be excluded – particularly if the order was placed by telephone. Any claims for liquidated damages arising from impossibility of performance and delay shall be limited to compensation for foreseeable damage and as to the amount to the money consideration to be paid for the respective ad or supplement. This shall not apply for wilful intent and gross negligence of the Publisher, its legal representatives and its vicarious agents. Any liability on part of the Publisher for damage due to lacking guaranteed parameters remains unaffected. Moreover, in business dealings the Publisher shall not be held responsible for gross negligence of vicarious agents. For other cases, liability for gross negligence towards traders shall be limited to the foreseeable damage up to the amount of payment for the respective ad. Any complaints have to be enforced – except in case of unobvious defects – within four weeks upon receipt of invoice and documents.

# General Terms and Conditions Verlagshaus Gruber GmbH

10. Prepress proofs are only supplied on explicit request. The customer bears the responsibility for correctness of returned prepress proofs. The Publisher considers all error corrections brought to its attention within the term specified at delivery of the prepress proof.
11. If no special requirements have been specified as to size, calculation for the ad is based on the actual printing size that is common for such type of ad.
12. Should the customer not pay in advance, the invoice will be submitted immediately or 15 days upon publication of the ad at the latest. The invoice shall be paid within the period which can be obtained from the price list, starting with receipt of the invoice, unless other terms for payment or pre-payment have been agreed. Possible discounts for early payment will be granted in accordance with the price list.
13. In case of delay in payment, the Publisher can charge default interests in the amount of 5% above the statutory base rate of Deutsche Bundesbank and reserves the right to take further steps it deems necessary. In case of delay in payment, the Publisher shall be entitled to postpone the processing of the current order until payment for such order has been made and it shall furthermore be entitled to claim advance payments for any further ads. If there is justified doubt in the customer's ability to pay, the Publisher shall be entitled, even during the closing date period, to condition further ads on the advance payment of the amount and from compensation of unpaid invoice amounts, regardless of initially agreed terms of payment.
14. Upon request, the Publisher may supply proof of ad together with the invoice. Depending on type and scope of the advertising order, the Publisher will supply either extracts of an ad, tear sheets or a full proof. If it is no longer possible to supply any proof, it shall be replaced by a legally binding document from the Publisher attesting the publication and distribution of the ad.
15. Any costs for the production of ordered printing documents and drawings as well as for significant changes requested by the customer shall be borne by the customer.
16. If a contract for several ads has been signed and run has been reduced, a reduction in price can be deduced from that if, in overall average of the year of insertion starting with the first ad, the run mentioned in the price list or average run mentioned somewhere else, or – if no run is mentioned – the average run sold (at expert magazines the average of actually distributed magazines) falls below the number of the previous year. A reduced run does only constitute a defect justifying a reduction in price if it amounts to 20 per cent for a run of up to 50,000 copies. Any claims for reduction in price are excluded, though, if the Publisher informed the customer in a timely manner about the decrease, offering the customer to cancel the contract.
17. Printing documents are only returned to the customer on his specific request. The obligation to retain printing documents expires three months after the end of the order.
18. Any discount credit memos or subsequent credits are generally only paid at the end of the year of insertion or upon cancellation of the ad order.
19. Any confirmations as to positioning shall only be valid with reservation and can be amended due to technical reasons. The Publisher cannot be held liable in such cases.
20. Place of fulfilment shall be the head office of the Publisher. Place of jurisdiction in case of claims in business dealings with traders, body corporates organised under public law or in case of special public assets shall be the Publisher's head office. As far as claims of the Publisher are not asserted in enforcement proceedings, the place of jurisdiction shall be specified by the non-trader's place of residence. Should the registered or main residence of the customer, also in case of non-traders, be unknown at the commencement of an action or if the customer has relocated his registered or main residence out of the scope of application of law after signing of the contract, the Publisher's registered office shall be the place of jurisdiction.

## Our media programm

# IDtex Media Kit 2024



### PPF

Persönlicher Arbeitsschutz  
und Berufsbekleidung  
Personal Protection at Work  
and Workwear



### TVP

Textilveredlung  
und Promotion  
Textile Decoration  
and Promotion



### mep

Fachzeitschrift  
fürs int. MICE-Business  
Magazine for the  
int. Meeting Industry



### IDtex

Digitaler Textildruck  
Interieur & Mode  
Digital Textile Printing for  
Interior Design & Fashion

Media partner of:



Europe's leading trade fair for  
textile decoration and promotion

[www.tecstyle-visions.com](http://www.tecstyle-visions.com)

