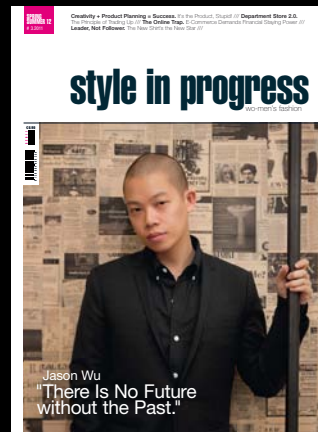


style in progress

wo-men's fashion



2012

Advertising Rates Valid from 24 September 2011

110 PER CENT PROFASHIONAL

Focus: Fashion and clothing are not just important economic factors, but integral components of contemporary culture, too. In today's complex world, reliable information is the key to achieving sustainable success. *style in progress* looks at the main drivers of the fashion industry. It offers in-depth background information on the latest trends and relevant topics within the industry plus its own opinions and those of the people it features.

Content: High-end features, interviews, portraits and comments by managers, proprietors and opinion leaders from fashion retail, industry and commercial agencies; relevant news, round table discussions on current topics with leading representatives from the industry; shoots and editorials; trend reports from the most important exhibitions, detailed reports, shop portraits and store check guides from major international cities.

Target group: Decision makers and opinion leaders from the textile industry. The main target group is the retail trade, including owners, procurement agents and shop managers. Target groups according to categories: Retailers 79%, manufacturers, importers, wholesalers 15%, others (creative, advertising and PR agencies, fashion and business journalists, stylists, designers) 6%. Circulation: 17,400 issues (German edition: 9,800 copies, English edition: 7,600 copies).

Circulation: 18,100 copies (German edition: 10,200 units, English edition: 7,900 units).
Frequency/areas of publication: *style in progress* is published 4 times a year in separate German and English editions. The main focus is on the German, Austrian and Swiss markets. Important neighbouring European countries such as Italy, the Netherlands, Sweden, the UK and Ireland receive the English edition.

Distribution: Available from selected main traffic points, at leading European trade fairs and as an app for the iPhone and iPad. As a specific service for "professionals," *style in progress* is sent out via a selected distributor in time for exhibitions and during the prevailing order phase: All decision makers from the industry, retail and agency landscape receive *style in progress* free of charge and fresh off the press!

style in progress as an app: Issue 1_11 will represent the start of a new era for *style in progress*. With the app for the iPad and iPhone, the magazine's high-quality information and exciting front-line views will now be available to an even wider international audience of professionals.

PUBLICATION DATES 2011

Issue	Closing date	Ad material deadline	Publication date
WINTER SEASON I <i>style in progress 1.12</i>	1. December 2011	7. December 2011	4 January 2012*
WINTER SEASON II <i>style in progress 2.12</i>	16. December 2011	23. December 2011	30. January 2012*
SOMMER SEASON I <i>style in progress 3.12</i>	14. May 2012	21. May 2012	25. June 2012*
SOMMER SEASON II <i>style in progress 4.12</i>	06. June 2012	13. June 2012	18. July 2012*

*The publisher reserves the right to alter the publication dates if the exhibition dates change.

RATES

Double page spread 2/1

Standard price	€ 10.100,-
Fold-out double page spread*	€ 12.280,-
First third of magazine*	€ 10.100,-

Single page 1/1

Standard price	€ 6.320,-
Back cover (U4)*	€ 7.560,-
Fixed position next to editorial* (first single page of magazine)	€ 6.900,-
Fixed position next to contents* (second single page of magazine)	€ 6.900,-
Fixed position next to contents* (third single page of magazine)	€ 6.900,-
First third of magazine*	€ 6.650,-

*if available

4 FOR 3 PACKAGE

The cost-effective solution: Book all four 2011 issues of *style in progress* 2010 and only pay for 3.

AD FORMATS

Double page spread 2/1

2x 220 x 300 mm*



Single page 1/1

220 x 300 mm*



*+ 3 mm Beschnitt

ADVERTORIALS

Take advantage of our expertise in the field of high-quality fashion photography. By arrangement, we can present your brand's most important key looks in the style of the magazine. With our international network of photographers, stylists and model agencies, we are able to offer your ad in a modern, high-impact way at extremely favourable conditions.

ADVERTORIALS (incl. photography, styling, production, two models and publication in the magazine):

8 pages: € 19.400,-

6 pages: € 15.480,-

4 pages: € 13.200,-

style in progress /// Advertising Rates 2011

FACTS

Publication 4 times per annum
Total circulation 18,100
(German edition: 10,200; English edition: 7,900)

Personal distribution to specialist readers in Germany, Austria, Switzerland, Holland, Belgium, Luxembourg, Denmark, Sweden, Finland, Norway, the UK and Ireland

Distribution to specialist readers according to category:
Specialised trade (79%); manufacturers, importers, wholesalers (15%); other – advertising agencies, PR agencies, journalists, opinion leaders, etc. (6%)

ADVERTISING MANAGER

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Advertising sales representative: Kay Alexander Plonka.
Kopenhagener Strasse 74, 10437 Berlin/Germany, T 0049.171.8366 268.
kay.plonka@ucm-verlag.at

Advertising copy: Digital data ONLY (Apple Macintosh).
– Programs: Acrobat PDF (350 dpi), QuarkXPress, Photoshop, Illustrator-eps.
– FTP-Server: mail.ucm-verlag.at
Username: UCM_ads Passwort: ads_UCM
Enquiries to Sigrid Staber, sigrid.staber@ucm-verlag.at,
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– E-Mail: advertising@ucm-verlag.at
– Postal address: B2B media GmbH & Co KG/*style in progress*,
Advertising Department, Salzweg 17, A-5081 Salzburg/Anif, Austria

Payment terms: 3% discount for advance payment, 14 days net.
– Cancellation: For all regular ads, eight weeks prior to publication.
No cancellation possible for preferential position.
Full year's bookings must be utilised in full.

IMPRINT

Proprietor, publisher, editing, advertising, art direction & production
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General terms: The general advertising terms of ÖZV (Austrian Magazine Association) shall apply. Payment terms: 14 days net. Place of jurisdiction and performance: All publisher invoices are payable and enforceable in Salzburg. The place of performance and exclusive place of jurisdiction is Salzburg.

