





# FASHION BUSINESS INTELLIGENCE

x-ray reflects the forces that drive the fashion industry. As an international trade magazine, it delivers select background information from the denim, streetwear, sportswear and street fashion segments. x-ray has its own approach – as do the people featured in the magazine.

## CONTENT

Interviews, portrayals and commentaries by company managers, owners and opinion leaders from the retail trade, fashion industry and commercial agencies; relevant news, roundtable talks on current topics with leading representatives of the industry; shootings and editorials; trend reports from the leading trade fairs, in-depth reports, shop portrayals and guides to stores in major cities around the world.

## 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).

## FREQUENCY & PUBLICATION MARKETS

x-ray is published four times a year in German and English-language editions. It primarily targets the markets of Germany, Austria and Switzerland. Important adjacent European countries such as Italy, the Netherlands, Belgium, Luxembourg, Denmark, Sweden, the UK and Ireland receive the English-language edition.

## SALES

Available at select main traffic points, as an app for iPhones and iPads, and at Europe's leading trade fairs. As a service specifically tailored to the needs of retailers, x-ray will be sent via a selected distributor just prior to the trade fairs and during the ordering phase: all decision makers from the industry, retail trade and agencies receive x-ray – as a complementary copy hot off the presses! **X**

*"Passion is a bestseller."* Jos van Tillburg, G-Star

## THE NEW PUBLICATION DEADLINES

The first edition of the season comes out one week before the opening of the German fashion trade fairs, and the second edition presents the latest trends four weeks later.

**Edition season I:** In the run-up to the season, offers news, information, trends and important topics relating to the upcoming season just prior to the start of the fashion trade fair season.

**Edition season II:** an extensive information package during the ordering phase showing the first results from the shows and trade fairs. **X**

*"The only way you can continue to exist is if you stand out from the competition thanks to a clear expression and style."*

Philippe Nowotny, PN Distribution Berlin

## PUBLICATION DATES 2012

ISSUE	ADVERTISING DEADLINE	MATERIAL DEADLINE	PUBLICATION DATE
Winter season I <b>x-ray 1.12</b>	5 December 2011	12 December 2011	9 January 2012*
Winter season II <b>x-ray 2.12</b>	18 January 2012	25 January 2012	29 February 2012*
Sommer season I <b>x-ray 3.12</b>	14 May 2012	21 May 2012	25 June 2012*
Sommer season II <b>x-ray 4.12</b>	9 July 2012	16 July 2012	20 August 2012*

\*The publisher reserves the right to adjust the date of issue according to changes in the dates of the trade fairs.

## RATES

### DOUBLE-PAGE SPREAD 2/1

Standard price	EUR 10.100,-
Extra charge: double page spread*	EUR 12.280,-
First third of magazine*	EUR 10.500,-

### SINGLE PAGE 1/1

Standard price	EUR 6.320,-
Back-Cover (U4)*	EUR 7.560,-
Fixed place beside editorial* (first single page of magazine)	EUR 6.900,-
Fixed place beside contents* (second single page of magazine)	EUR 6.900,-
Fixed place beside contents* (third single page of magazine)	EUR 6.900,-
First third of magazine*	EUR 6.650,-

\* if available

### 4 FOR 3

Special 25% discount for a full year: book all four 2011 issues of x-ray and pay only for three.

**X**



## ADVERTISING FORMATS

Double-page spread 2/1	2x 220 x 300 mm*
Single page 1/1	220 x 300 mm* <span style="float: right;">* +3 mm bleed</span>

## ADVERTORIALS

Take advantage of our competence in the field of high-quality fashion photography. We can arrange to present your brand's most important looks in the style of the magazine. Our international network of photographers, stylists and model agencies allows us to offer extremely favourable conditions for a modern presentation with a strong impact.

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

8 pages	EUR 19.400,-
6 pages	EUR 15.480,-
4 pages	EUR 13.200,-

*“Our job is to generate enthusiasm among our customers and develop a sense for the extraordinary.”*

*Andre Lösehann,  
Brooks Clothing Company Bielefeld, Germany*

#### **ADVERTISING MANAGER**

Stephan Huber . B2B Media GmbH & Co KG . Salzweg 17 . 5081 Salzburg/Anif . Austria  
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#### **ADVERTISING SALES REPRESENTATIVE**

Kay Alexander Plonka . Kopenhagener Straße 74 . 10437 Berlin . Germany  
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#### **Advertising guidelines (Digital data ONLY, Apple Macintosh)**

- Programs: Acrobat PDF (350 dpi), Indesign, Photoshop, Illustrator-eps
- FTPServer: mail.ucm-verlag.at . Username: UCM\_ads . Password: ads\_UCM

#### **Advertising planning**

- Sigrid Staber . sigrid.staber@ucm-verlag.at . T 0043.6246.89 79 11
- E-Mail: advertising@ucm-verlag.at; On data carrier: CD
- Post address: B2B Media GmbH & Co KG . Anzeigenabteilung  
Salzweg 17 . A-5081 Salzburg/Anif . Austria

#### **Terms of payment**

- 5% discount if paid in advance: net payment within 14 days.
- Cancellation: For all regular advertisements, 8 weeks before date of publication.  
No cancellation possible for preferential position. Full year's bookings must be used in full.

#### **IMPRINT**

**Proprietor, publisher, editing, advertising, art direction & production**  
UCM-Verlag . B2B Media GmbH & Co KG . Salzweg 17 . A-5081 Salzburg/Anif . Austria  
T 0043.6246.897999 . F 0043.6246.897989 . office@ucm-verlag.at . www.ucm-verlag.at

#### **Management**

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nicolette.scharpenberg@gmx.de

#### **TERMS**



The currently operative advertising terms are those prescribed by the Austrian magazine publishing association.  
Conditions of payment: Net payment within 14 days. Place of payment, court of jurisdiction: All bills are payable and enforceable in Salzburg. The place of payment and exclusive court of jurisdiction is Salzburg.