

style in progress

wo-men's fashion

Advertising Rates 2018

**PROGRESS
IS
IMPOSSIBLE
WITHOUT
CHANGE!**

01/2018

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. style in progress has its own opinions, as do 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

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 and at leading European trade fairs. 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!



Publication Dates 2018

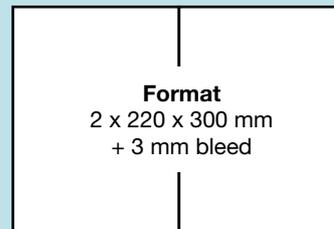
Issue	Closing Date	Ad Material Deadline	Publication Date
style in progress 1.18	7 December 2017	15 December 2017	10 January 2018*
style in progress 2.18	23 March 2018	30 March 2018	23 April 2018*
style in progress 3.18	25 May 2018	1 June 2018	20 June 2018*
style in progress 4.18	10 September 2018	17 September 2018	16 October 2018*

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

Rates

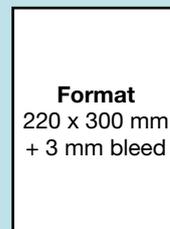
Double Page Spread 2/1

Standard price	€ 10,400.–
First third of magazine*	€ 10,900.–
Fold-out double page spread*	€ 12,650.–



Single Page 1/1

Standard price	€ 6,500.–
First third of magazine*	€ 6,850.–
Fold-out double page spread*	€ 7,780.–



*if available

4 for 3 Package

The cost-effective solution: Book all four issues of style in progress 2018 and only pay for 3.

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.–
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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 Management

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Imprint

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Payment terms

3% discount for advance payment, 14 days net.
Cancellation: For all regular ads, eight weeks prior to publication. No cancellation possible for permanent placements. Annual contracts must be utilised and paid in full.

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.

