

# style in progress

wo-men's fashion

MAGAZINE

ONLINE

NEWSLETTER



ADVERTISING RATES 2022 – 1

# FROM US WITH YOU FOR YOU

## **STYLE IN PROGRESS IS A COMMUNITY OF VALUES**

What unifies the independent fashion retail trade in the DACH region and neighbouring countries? It reads style in progress. Even better: It trusts style in progress. Time and again we hear from our readers that style in progress is the only trade magazine they read with genuine enthusiasm. Why, you ask? style in progress is so much more than a magazine. style in progress is a community, a mindset, an acknowledgement of shared values. The editorial team boldly picks up topics before others have even identified them. Be it sustainability, seasonal rhythms, or customer loyalty across all channels, style in progress was always among the first to portray new realities. So early, in fact, that we even take the liberty of creating new realities in words from time to time.

## **STYLE IN PROGRESS MEANS ADDRESSING TARGET GROUPS DIRECTLY**

We reach exactly who you want to reach. An up-to-date address file, purposely exclusive in nature, constitutes our unparalleled USP. We address the decision makers of premium fashion: C-level, executives, buyers, owners, manufacturers, importers, agents, and many more. An asset that also extends to our online presence. The industry keeps abreast of developments it deems relevant on [www.style-in-progress.com](http://www.style-in-progress.com) and via our Facebook page, not least because style in progress also acts as a filter of sorts. Instead of spamming our target group with content relating to the entire textile industry from A for Aldi to Z for Zara, we place the focus of our reporting firmly on the premium segment.

## **STYLE IN PROGRESS REPRESENTS A SUSTAINABLE INVESTMENT**

A print magazine is as valuable as slow fashion, because the written (and printed) word carries weight and has a lasting effect. Our readers take time to read style in progress. The magazine moves from the desk to the bedside table. Adorned with markers, it lands in the luggage for the order trip. It has long since earned its place on the presentation tables of every significant showroom. Brands featured in style in progress keep these stories as references. The effect of coverage is measurable: in awareness, in compliments, in new clients. Our community knows that style in progress bases decisions on relevance, which is why style in progress always remains relevant.



# STYLE IN PROGRESS 2022



**ADVERTISING DELIVERY**  
Elisabeth Prock-Huber  
elisabeth@style-in-progress.com

## DATE OF PUBLICATION

Issue	Closing Date	Ad Material Deadline	Publication Date
style in progress 1.22	9. December 2021	10. December 2021	7. January 2022
style in progress 2.22	1. June 2022	2. June 2022	29. June 2022

The publisher reserves the right to change the publication dates due to the current situation.

## RATES

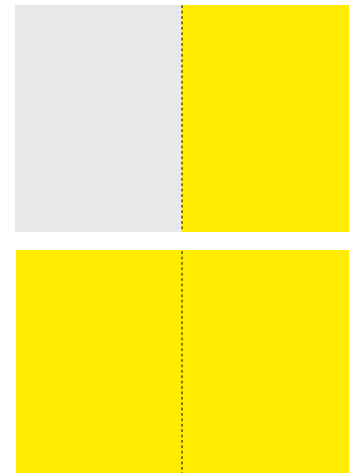
1/1 Single Page	Format	Price/Euro
Standard price	220 x 300 mm	6,500.–
First third of magazine <sup>1)</sup>	220 x 300 mm	6,850.–
Back-Cover (U4) <sup>1)</sup>	220 x 300 mm	7,780.–

2/1 Double Page Spread	Format	Price/Euro
Standard price	440 x 300 mm	10,400.–
First third of magazine <sup>1)</sup>	440 x 300 mm	10,900.–
Fold-out double page spread <sup>1)</sup>	440 x 300 mm	12,650.–

<sup>1)</sup>If available

## TECHNICAL REQUIREMENTS

- High-res PDF with at least 300 dpi
- Fonts fully embedded or as paths
- Colour profile: ISO coated V2
- 3mm bleed margin on all sides



**Request**





**DELIVERY OF ONLINE ADS**  
Veronika Zangl  
veronika@style-in-progress.com

### AND BETWEEN ISSUES?

We are always there for our style in progress community online. Quality above quantity applies here too. www.style-in-progress.com is not a news portal that thrives on everyone reading everything, and preferably as much as possible of it. All our commentaries, reports, opinion pieces, and interviews remain strictly B2B. 5,000 to 7,000 users read the posts on our website every month. The Facebook page alone has a reach of up to 18,000 readers. Again, www.style-in-progress.com does not generate generic traffic. This is where the real players come to gather information.

### ONLINE ADS

Affiliate Banners	Format/Pixel	Price/Euro
Content ad <b>1</b>	728 x 90 px	1.950,-
Half-page <b>2</b>	300 x 600 px	1.950,-
Billboard <b>3</b>	970 x 250 px	1.950,-

1 month runtime

#### REQUIREMENTS

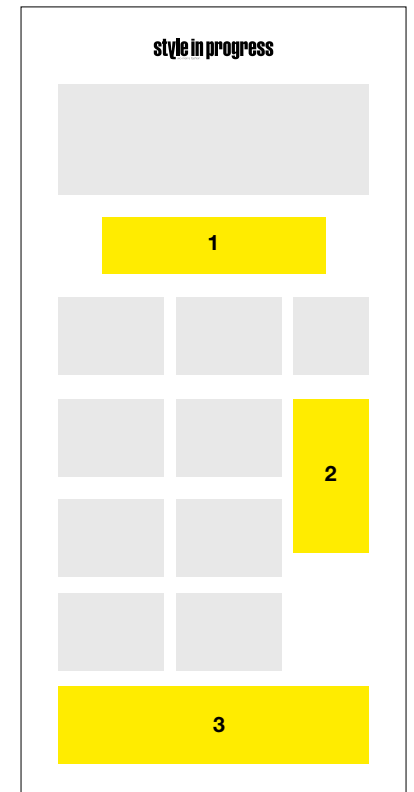
- Banner in exact format of ad as JPG, PNG, or GIF
- RGB colour spectrum; resolution 72 to max. 150 dpi

#### DELIVERY

At least three working days before publication incl. link

#### BILLING

If not stated otherwise, prices apply for one month. Invoices are issued monthly in retrospect.



**Request**



# STYLE IN PROGRESS NEWSLETTER

The style in progress newsletter draws on content from the magazine and the style-in-progress.com website. It provides information to all style in progress subscribers who have signed up to receive the newsletter at 14-day or, seasonally, weekly intervals.

Newsletter subscribers as of 30th of July 2020: 5,300 recipients in the DACH region, 90 percent of whom are specialised retailers in the premium segment.

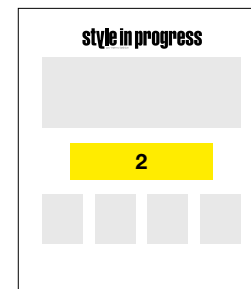
## PAID NEWSLETTER INCLUSION

- 1 MAGAZINE ARTICLE FROM STYLE IN PROGRESS PRINT EDITION IN NEWSLETTER**  
**685.- Euros** excl. VAT

Editorial teaser in newsletter with link to online article on the website, including contact details and link on request.  
→ Approval of newsletter content 1 week before newsletter distribution date

- 2 BANNER IN NEWSLETTER**  
**785.- Euros** excl. VAT

Size: 560 x 160 px  
Format: JPG, PNG, or GIF  
→ Delivery of banner and corresponding link  
1 week before newsletter distribution date



### DATA DELIVERY NEWSLETTER

Veronika Zangl  
veronika@style-in-progress.com  
T +43 664 3583488

Request





# STYLE IN PROGRESS NEWSLETTER



## DATA DELIVERY NEWSLETTER

Veronika Zangl  
veronika@style-in-progress.com  
T +43 664 3583488

### 3 ADVERTORIAL FOR NEWSLETTER AND ONLINE

**1,250.- Euros** excl. VAT

Editorial teaser in newsletter with link to specially created online magazine article. These texts are compiled and/or coordinated by the style in progress team. Maximum length of 2,000 characters including spaces. 1 image in newsletter; same image in online magazine article. Link and/or contact line in article.

→ Delivery and coordination of material 2 weeks before newsletter distribution date

### 4 ADVERTORIAL FOR NEWSLETTER AND ONLINE INCLUDING IMAGE GALLERY

**1,950.- Euros** excl. VAT

Editorial teaser in newsletter with link to specially created online magazine article. These texts are compiled and/or coordinated by the style in progress team. Maximum length of 2,000 characters including spaces. 1 image in newsletter; 1 title image and gallery with maximum of 9 additional images in online magazine article. Link and/or contact line in article.

→ Delivery and coordination of material 2 weeks before newsletter distribution date

### 5 ADVERTORIAL FOR NEWSLETTER AND ONLINE VIDEO

**1,950.- Euros** excl. VAT

Editorial teaser in newsletter with preview image of video and link. The video remains visible on the styleinprogress.com start page for 2 weeks. The video must be provided by the brand, should not be longer than 3 minutes, and needs to be in English or with German/English subtitles. Link and/or contact line below the video. Supplementary editorial text by arrangement. (Format .mp4; Aspect ratio: 16:9; Resolution 720p (1280x720))

→ Delivery of video and coordination: 2 weeks before newsletter dispatch date

Request





# LET'S TALK



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## **ADVERTISING REPRESENTATIVES BERLIN**

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## **ABOUT US**

### **Proprietor, publisher, editing, advertising, art direction & production:**

style in progress, B2B Media GmbH, Lasserstraße 13, 5020 Salzburg, Austria  
info@style-in-progress.com, www.style-in-progress.com

**Management:** Stephan Huber

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.



# STYLE IN PROGRESS SUPPORT

## MAGAZINE ADVERTISEMENT DESIGN

Ad incl. print-pdf,  
two correction rounds

**180,- Euro** plus VAT  
(excl. image editing)

### Required Data

- Printable image material
- Logo optimal as vector file (ai, eps)
- Desired text

### → Delivery Data

1 week before the deadline for printing documents

## WEBSITE + NEWSLETTER BANNER DESIGN

static banner,  
two correction rounds

**90,- Euro** plus VAT  
(excl. image editing)

### Required Data

- Picture material
- Logo as png with transparent background  
or as vector file (ai, eps)
- Desired text
- Desired link

### → Delivery Data Website

1 week before online date to  
veronika@style-in-progress.com

### → Delivery Data Newsletter

2 weeks before newsletter distribution date