

ADVERTISING RATES 2023/1





SINCE 1998... THE FUTURE IS **WIDE OPEN!**

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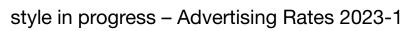








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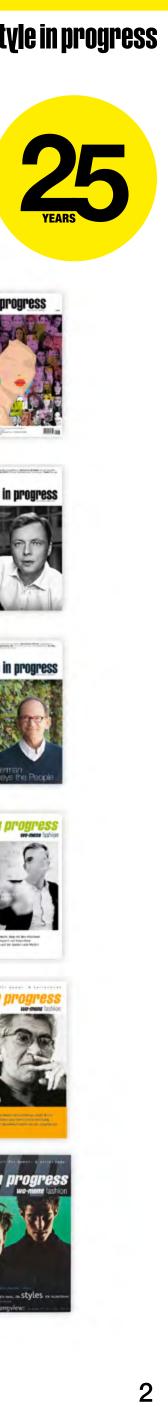




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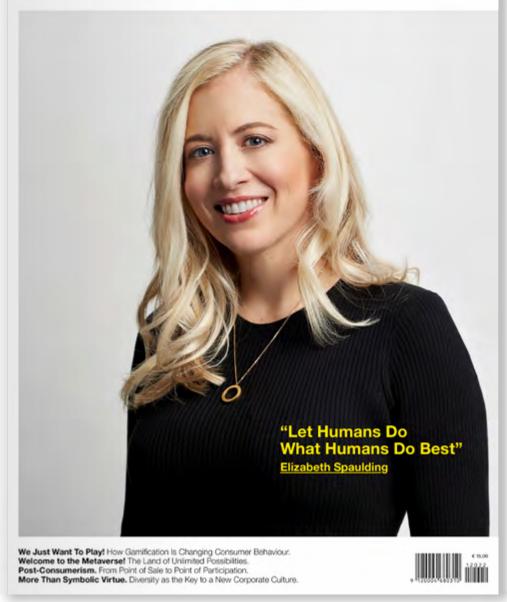






style in progress

#1/2022





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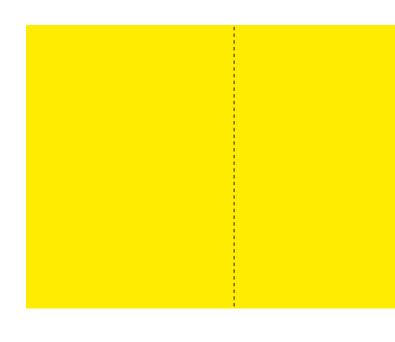
MAGAZINE

Since 1998, style in progress has stood for a new quality of thinking and writing about fashion and the fashion business. Depth of content, interdisciplinary thinking, a desire for the future and curiosity as a constant driving force have made the magazine the leading medium for all those who want to shape and renew our industry. In other words, for those who really take fashion seriously and for whom fashion is fun for that very reason. Thanks to our personal direct mailing, we reach over 8,000 top buyers in Germany, Austria and Switzerland. And with our English edition, we also reach the decision-makers in the 1,000 best fashion stores throughout Europe!



| Dates of Publication | | | | |
|----------------------|--------------|----------------------|-------------------------|--|
| lssuu | Closing Date | Ad Material Deadline | Publication Date | |
| 1/2023 | 09.12.2022 | 12.12.2022 | 10.01.2023 | |
| 2/2023 | 01.06.2023 | 02.06.2023 | 29.06.2023 | |

| Dates of F | Publication | | | SUPPORT Advertisement Design Page 13 |
|------------|---------------------|----------------------|-------------------------|--|
| Issuu | Closing Date | Ad Material Deadline | Publication Date | |
| 1/2023 | 09.12.2022 | 12.12.2022 | 10.01.2023 | |
| 2/2023 | 01.06.2023 | 02.06.2023 | 29.06.2023 | |





440 x 300 mm

Standard price

First third of magazine¹

Opening Spread¹⁾

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

| | € | 11,500.– |
|----|---|----------|
| 1) | € | 11,990 |
| | € | 13,900 |

1/1 Single Page

220 x 300 mm

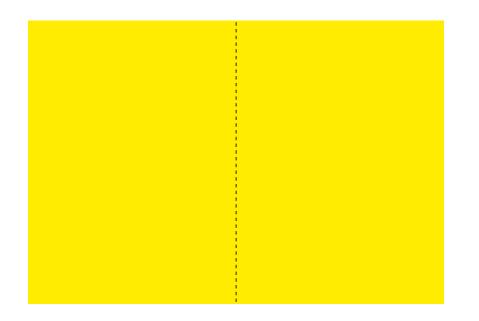
| Standard price | € 7,100 |
|---------------------------------------|---------|
| First third of magazine ¹⁾ | € 7,500 |
| Back-Cover (U4)1) | € 8,550 |

¹⁾ If available



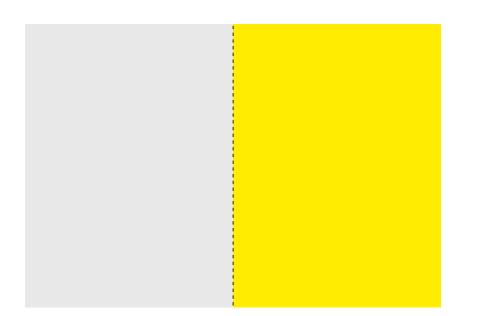
MAGAZINE

Data Delivery



2/1 double page 440x300mm

+ 3mm bleed margin on all 4 sides



1/1 single page 220x300mm

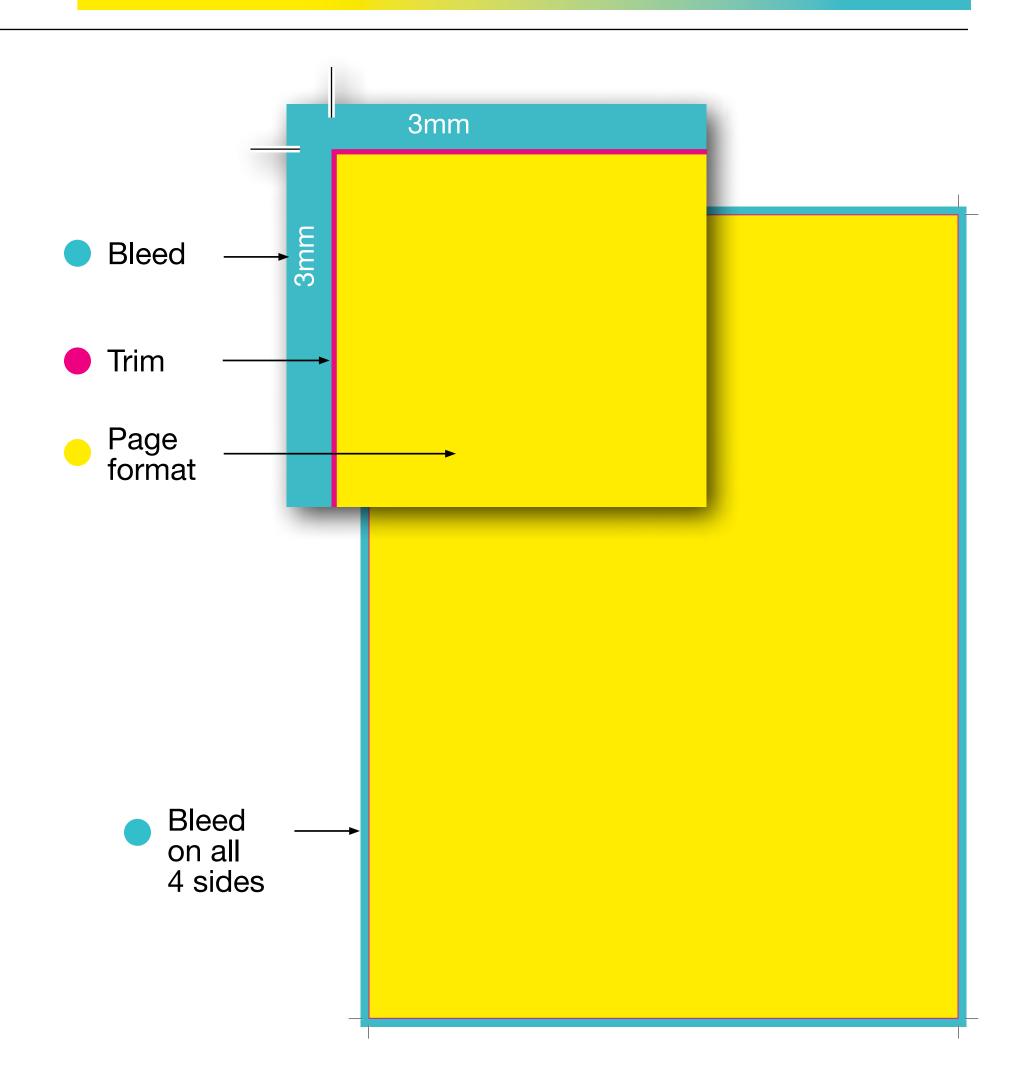
+ 3mm bleed margin on all 4 sides

TECHNICAL REQUIREMENTS

- 3mm bleed margin on all 4 sides
- High-res PDF with at least 300 dpi
- Fonts fully embedded or as paths
- Colour profile: ISO coated V2

ADVERTISING DELIVERY

Elisabeth Prock-Huber / elisabeth@style-in-progress.com







style in progress

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Liebe Leserinnen und Leser,

swooosh - auf einmal war das Thema auch außerhalb der Special Interest Bubble allgegenwärtig: Gaming und Fashion, der neue große Stern im gerade entstehenden Meta(uni)verse.

Fortnite mit Balenciaga oder mit Moncler, zuvor schon Animal Crossing mit Marni, Gucci sowieso. Und auf LinkedIn geht ohnehin die Post ab. Das alles hat ebenso großen Unterhaltungswie Hypefaktor, ist aber nur die aufmerksamkeitsökonomisch saftige und schillernde Oberfläche. Die sollte nicht den Blick dafür verstellen, dass es von wirklich überragender Bedeutung ist, sich mit Gaming, E-Sports und übergeordnet Gamification wirklich intensiv und offen zu befassen. Denn der direkte und indirekte Einfluss auf Konsumverhalten, Kommunikation und letztlich eben wirtschaftlichen Erfolg kann eigentlich gar nicht überschätzt werden.

Die aute Nachricht (und wie alle Leserinnen und Leser von style in progress wissen, ist die aute Nachricht diejenige, die uns voranbringt): Niemand ist ausgeschlossen, alle können partizipieren. Auf die Art und Weise, die zu ihnen bzw. ihren Unternehmen passt. Wie facettenreich und damit auch reich an Chancen das ist, das lesen, sehen und spüren Sie in diesem Sonder-Newsletter, rund ums Thema Gaming.

Ihr Team von style in progress





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Our content, ideas, recommendations and opinions, prepared compactly each week in the style in progress way. Substance instead of overload. As of 31.01.2022, the style in progress newsletter is read by 5,500 subscribers in D-A-CH, 90 percent of whom are decision-makers from the specialist trade in the premium segment.

Nr. Advertising Platforms

| 1 | | Banner classic | € | |
|---|---|---|---|---|
| 2 | 2 | Banner XXL | € | 1 |
| 3 | 3 | Magazine Article | € | |
| 2 | ŀ | Advertorial With One Image | € | 1 |
| Ę | 5 | Advertorial Including Image Gallery | € | 2 |
| 6 |) | Advertorial With Online Video | € | 2 |
| | | | | |
| | | | | |





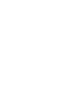


| 860 | Size: 1600 x 450 px / Format: JPG, PNG oder GIF | Page 13 |
|-----------------|---|--|
| I,730. – | Size: 1600 x 900 px / Format: JPG, PNG oder GIF | |
| 750.– | Editorial teaser in newsletter with link to online article on the webs contact details and link on request. | site, including |
| I,375.– | Editorial teaser in newsletter with link to specially created online mag These texts are compiled and/or coordinated by the style in progr Maximum length of 2,000 characters including spaces. 1 image in same image in online magazine article. Link and/or contact line in | ess team. newsletter; |
| 2,350.– | Editorial teaser in newsletter with link to specially created online mag These texts are compiled and/or coordinated by the style in progr Maximum length of 2,000 characters including spaces. 1 image in 1 title image and gallery with maximum of 9 additional images in o zine article. Link and/or contact line in article. | ess team. newsletter; |
| 2,150.– | Editorial teaser in newsletter with preview image of video and link The video remains visible on the styleinprogress.com start page for The video must be provided by the brand, should not be longer the and needs to be in English or with German/English subtitles. Link contact line below the video. Supplementary editorial text by arran (Format .mp4; Aspect ratio: 16:9; Resolution 720p (1280x720) | or 2 weeks. an 3 minutes, and/or |
| | | |

DATA DELIVERY NEWSLETTER: Veronika Zangl, veronika@style-in-progress.com







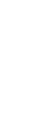






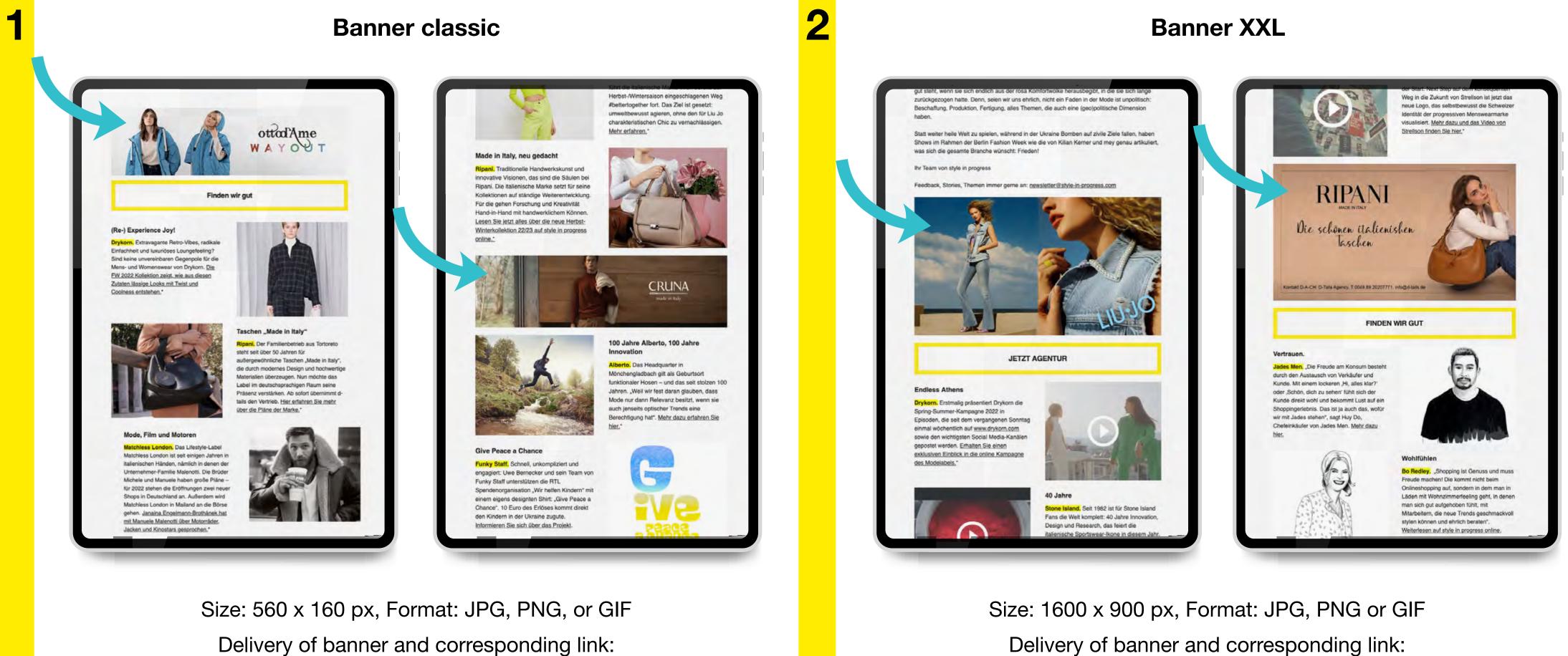








Please Make Your Choice



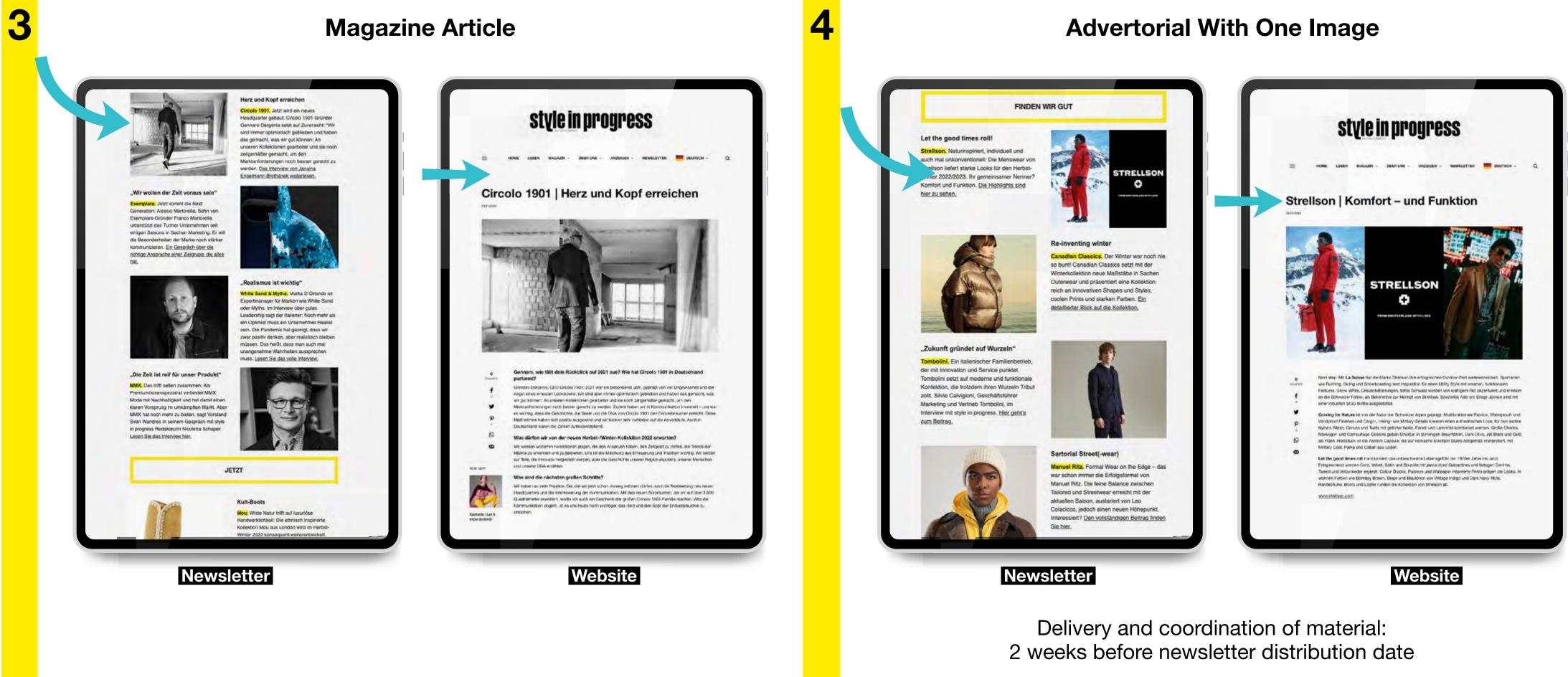
1 week before newsletter distribution date

Delivery of banner and corresponding link: 1 week before newsletter distribution date



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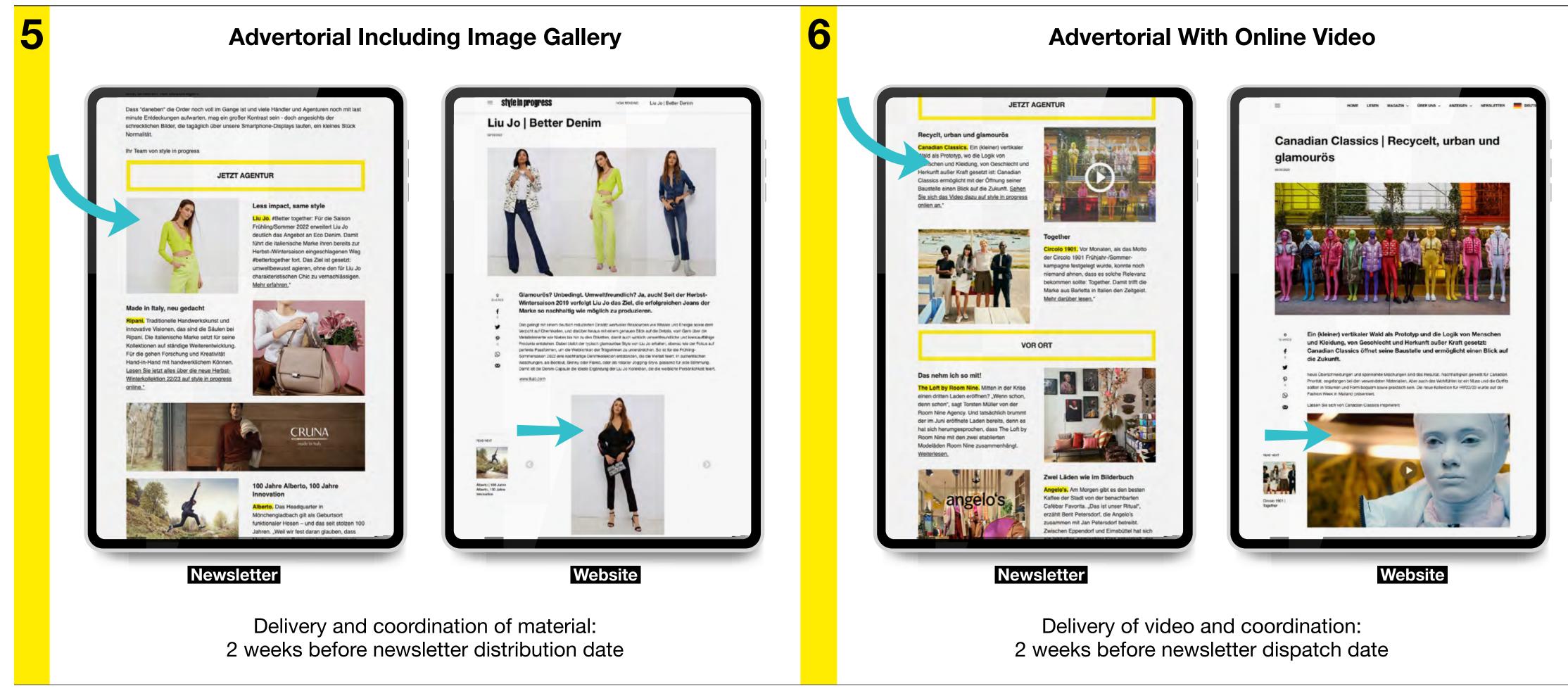
Please Make Your Choice





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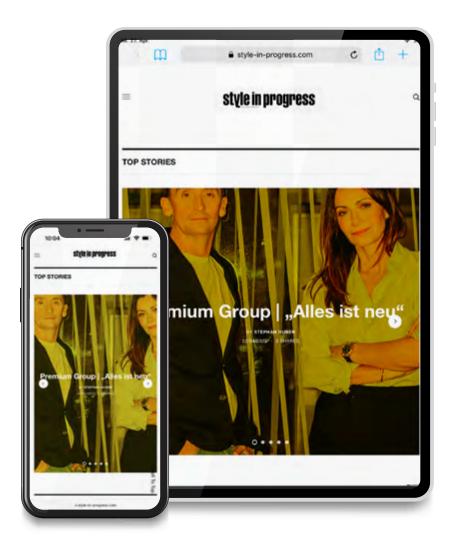
Please Make Your Choice

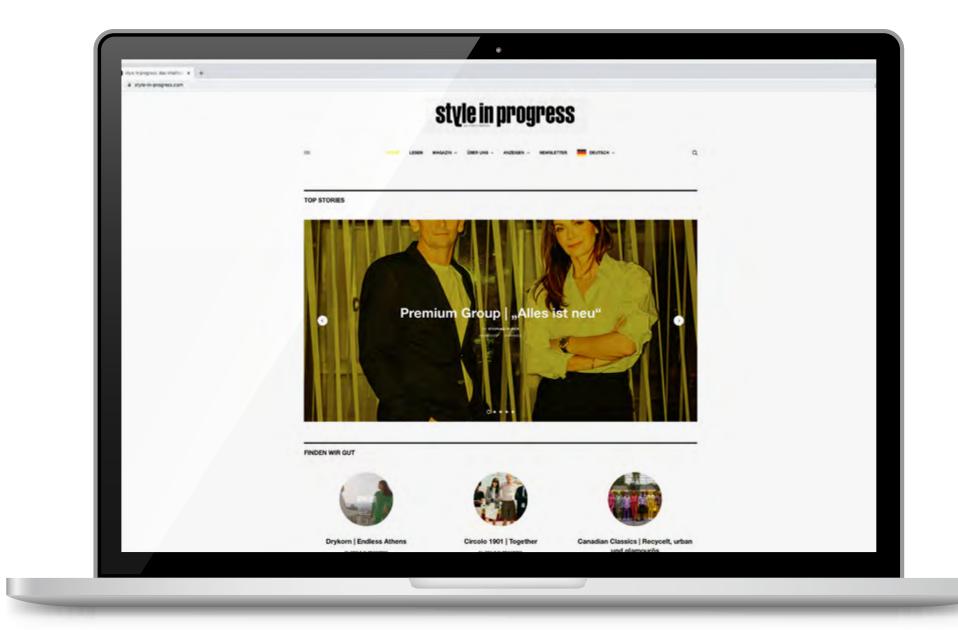






WEBSITE **STYLE-IN-PROGRESS.COM**







STYLE-IN-PROGRESS.COM

In addition to the iconic seasonal print editions and the newsletter, we are of course there for our style in progress community online and on social media. Here, too, the rule is: class before mass. 5,000 to 7,000 users per month read articles on the website, and our Facebook page has a reach of up to 18,000 readers. And that's not just meadow and forest traffic, but the essence of our industry.

Online Ads – 1 month runtime

- **Content Ad**
- 2 Half-page
- Billboard 3

Requirements

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

Delivery

Billing

Invoices are issued monthly in retrospect.

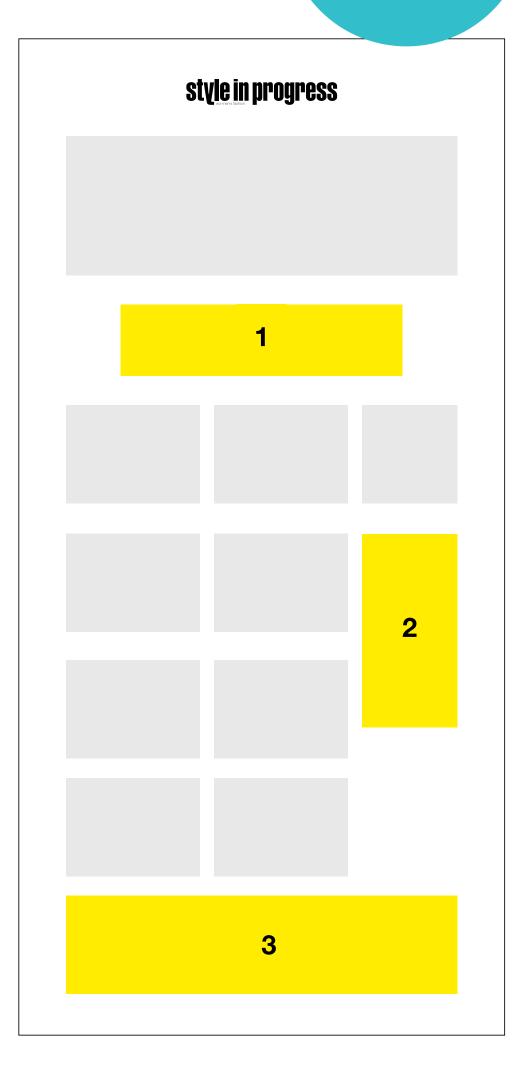


DELIVERY OF ONLINE ADS Veronika Zangl, veronika@style-in-progress.com



| € 2,150 | 728 x 90px |
|---------|-------------|
| € 2,150 | 300 x 600px |
| € 2,150 | 970 x 250px |

- At least three working days before publication incl. link
- If not stated otherwise, prices apply for one month.







SUPPORT **GRAPHIC DESIGN**

| Magazine Ad | lvertisement | Design | Banner New |
|-------------|--------------|--------|------------|
| Mayazine Au | | Design | Danner New |

Ad incl. print-pdf, two correction rounds

200.– 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

wsl

static banner, two correction rou

110.– Euro plus V/

(excl. image editing)

Required Data

- Picture material
- Logo as png with or as vector file (ai
- Desired text
- Desired link

Delivery Data

2 weeks before new

| letter | Banner Website | |
|--------------------------------------|--|--|
| ounds | static banner, two correction rounds | |
| VAT | 110.– Euro plus VAT | |
| g) | (excl. image editing) | |
| n transparent background ai, eps) | Required Data Picture material Logo as png with transparent background or as vector file (ai, eps) Desired text Desired link | |
| wsletter distribution date | Delivery Data 1 week before online date | |



LET'S TALK



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ADVERTISING REPRESENTATIVES

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Management

Stephan Huber +43 664 3427551

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.

