

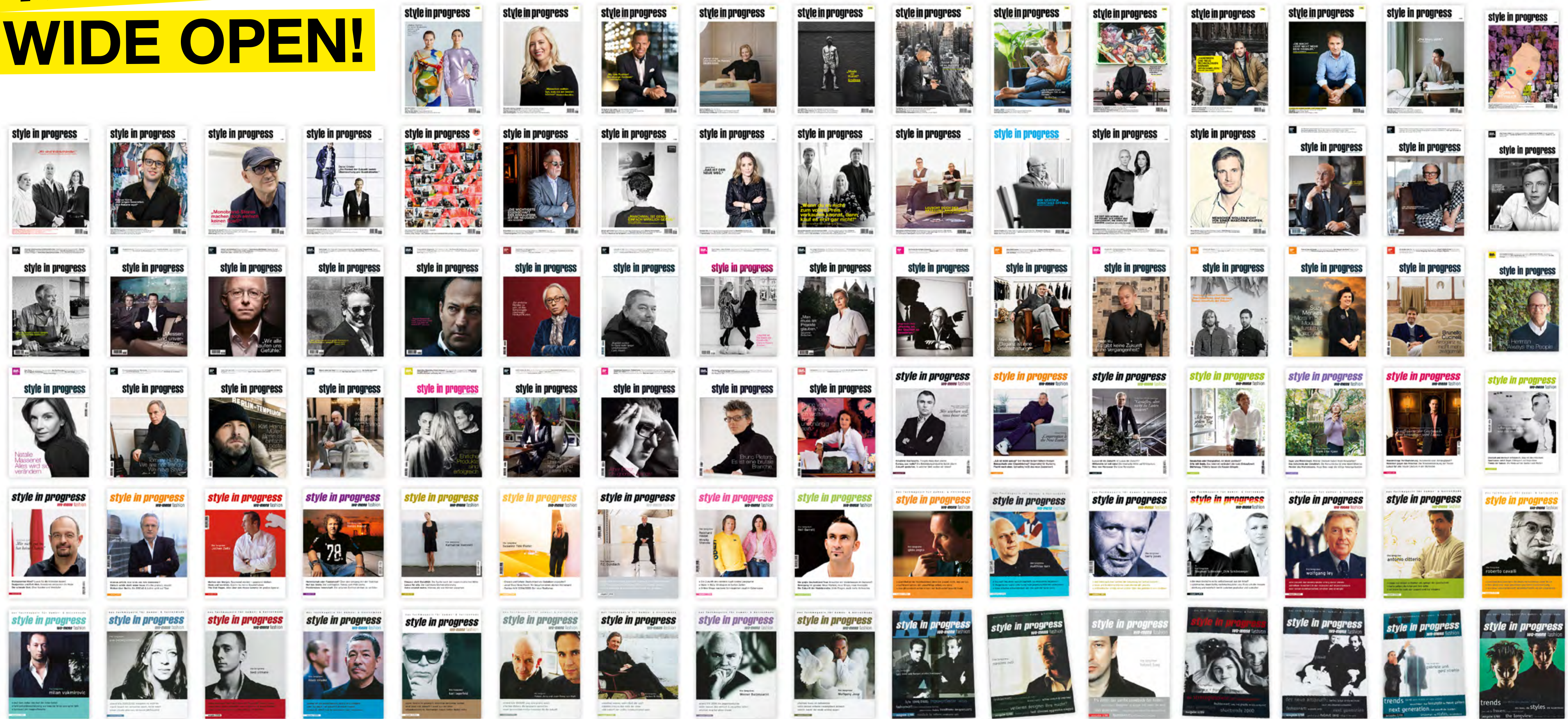


# style in progress

**ADVERTISING RATES 2023/1**

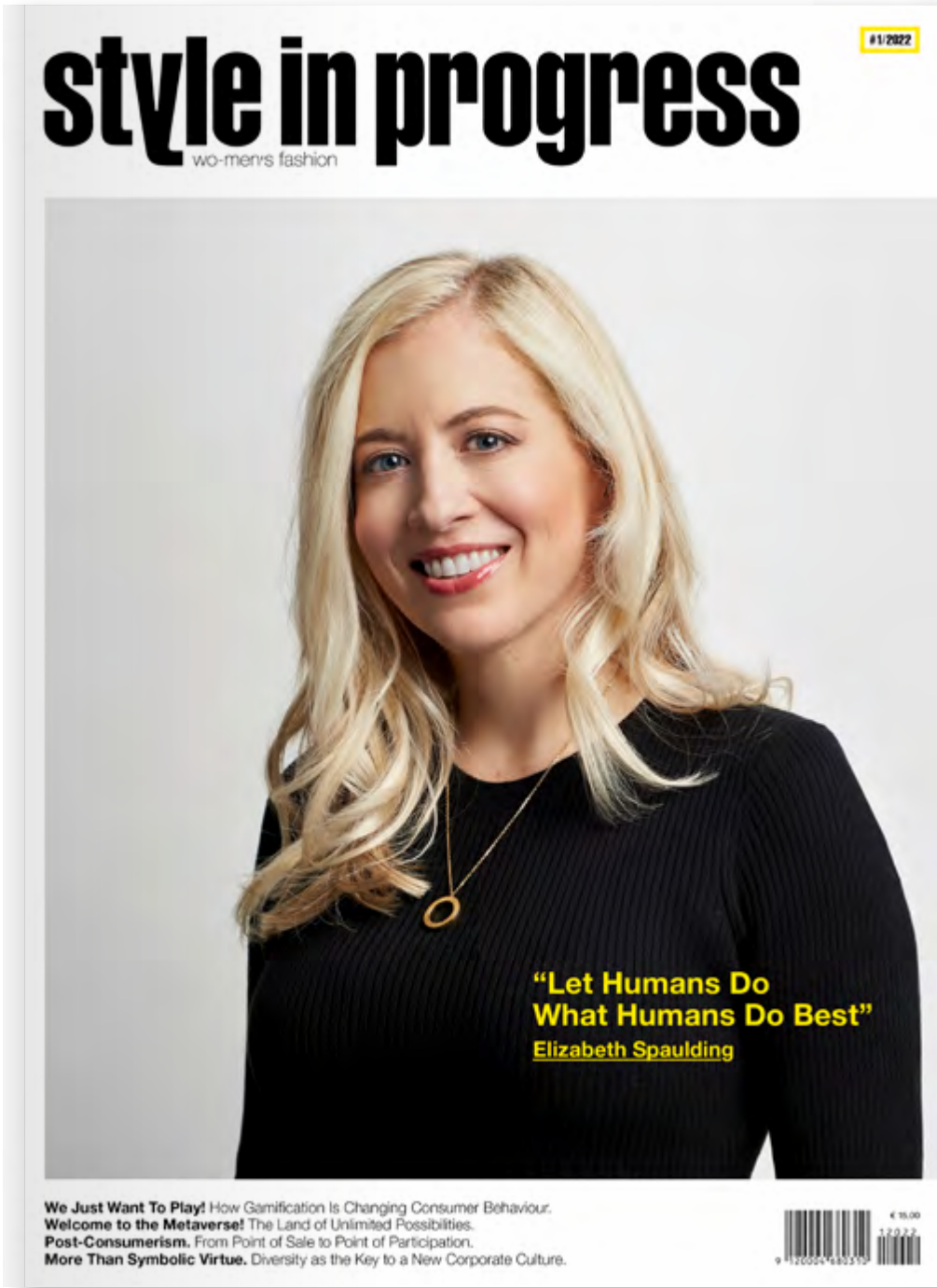
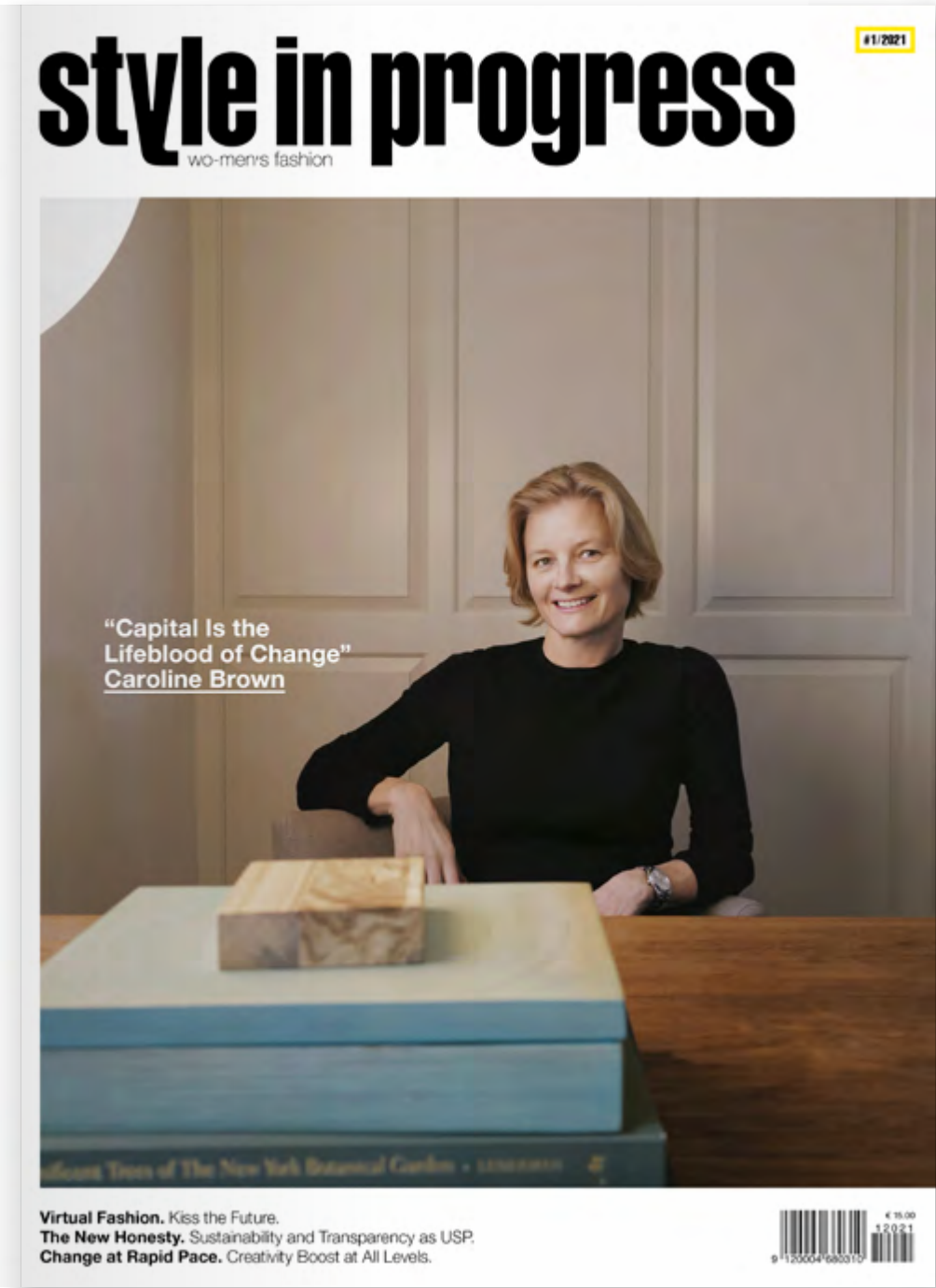


# SINCE 1998... THE FUTURE IS WIDE OPEN!





# MAGAZINE





# MAGAZINE

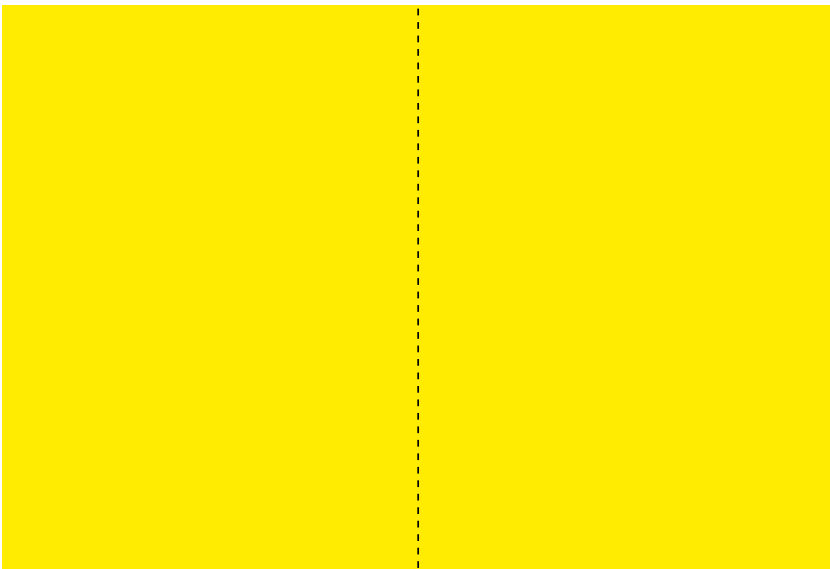
Since 1998, style in progress has stood for a new quality of thinking and writing about fashion and the fashion business. Depth of content, interdisciplinary thinking, a desire for the future and curiosity as a constant driving force have made the magazine the leading medium for all those who want to 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

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

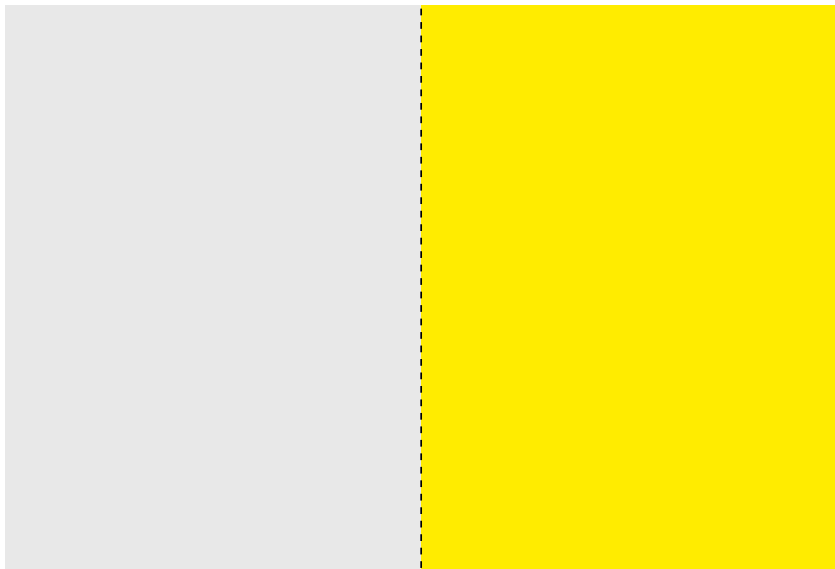
The publisher reserves the right to change the publication dates due to the current situation.



## 2/1 Double Page Spread

440 x 300 mm

Standard price	€ 11,500.–
First third of magazine <sup>1)</sup>	€ 11,990.–
Opening Spread <sup>1)</sup>	€ 13,900.–



## 1/1 Single Page

220 x 300 mm

Standard price	€ 7,100.–
First third of magazine <sup>1)</sup>	€ 7,500.–
Back-Cover (U4) <sup>1)</sup>	€ 8,550.–

<sup>1)</sup> If available

Prices plus VAT

Request

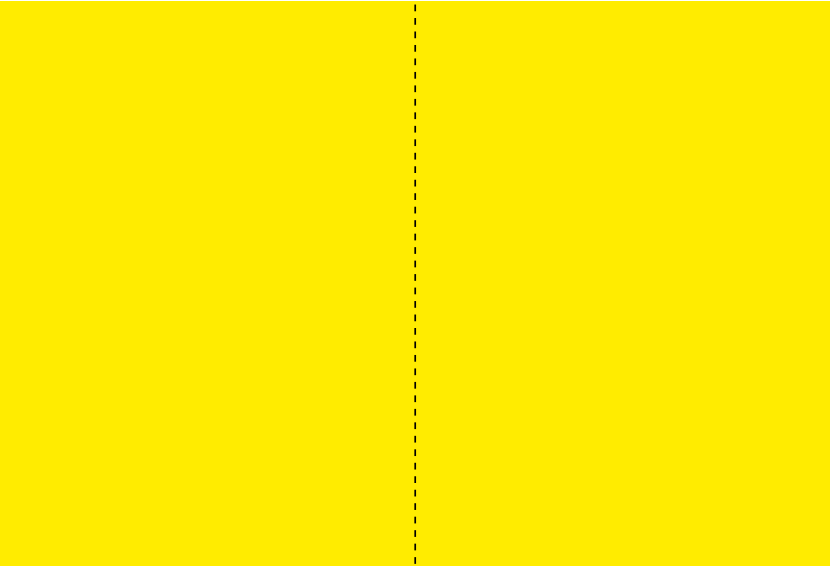


# MAGAZINE

## Data Delivery

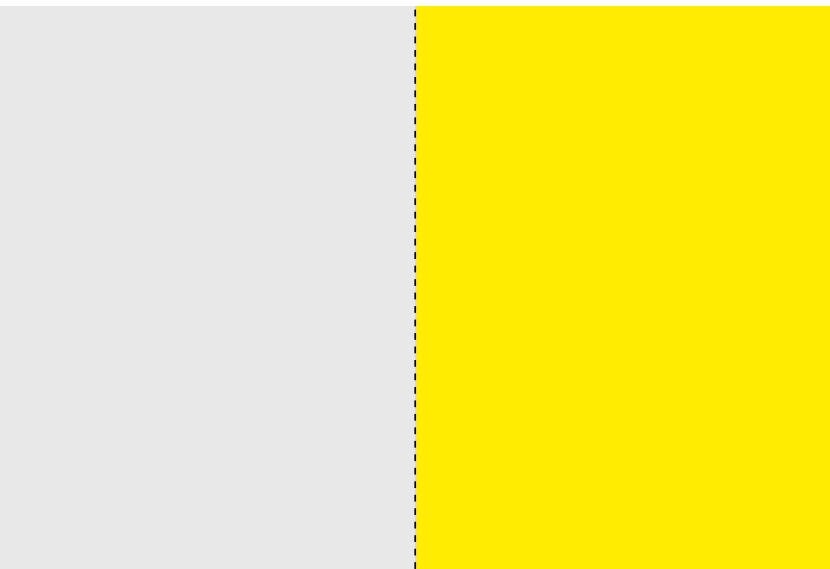
### ADVERTISING DELIVERY

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



**2/1 double page**  
440x300mm

+ 3mm bleed margin  
on all 4 sides

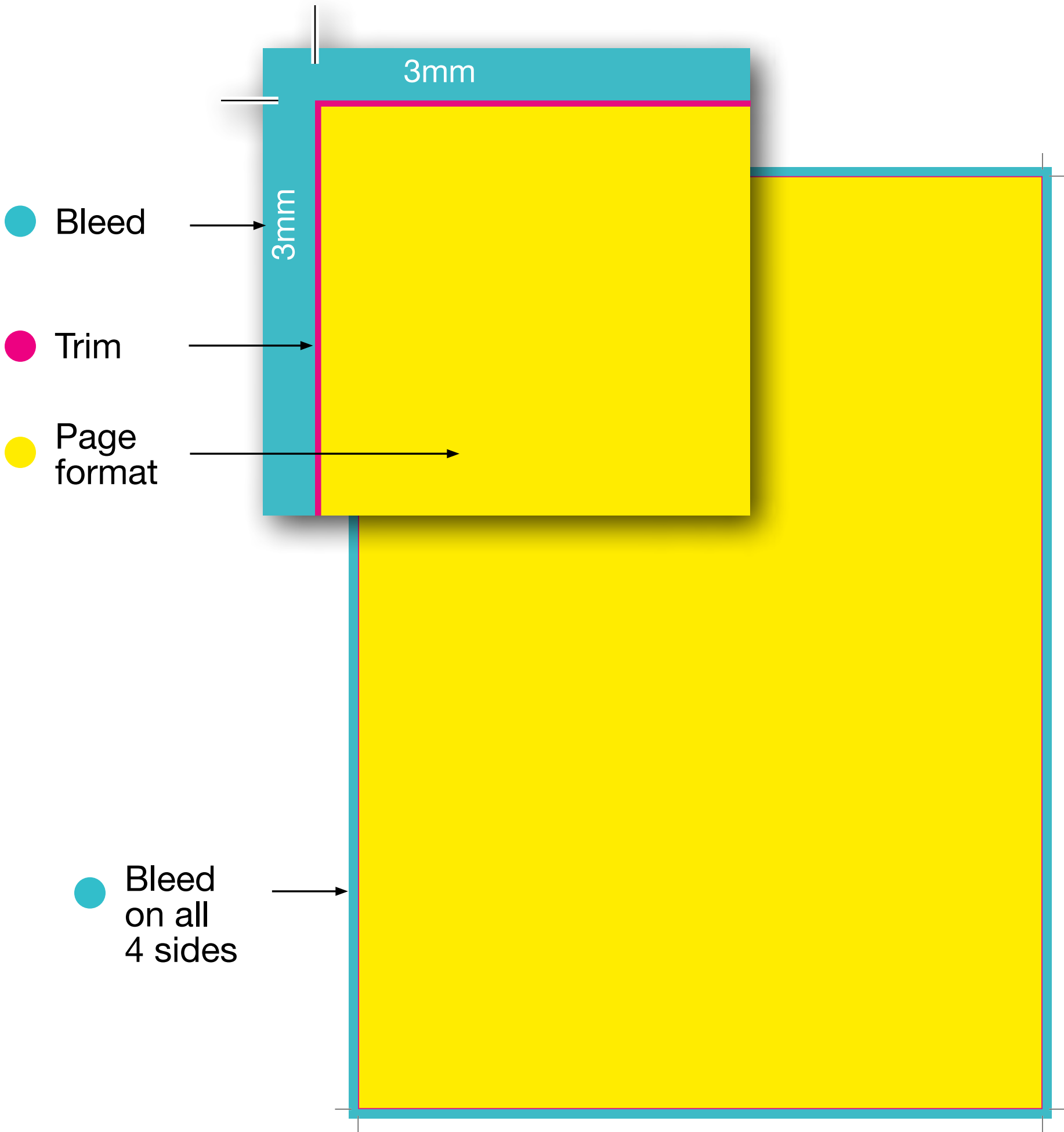


**1/1 single page**  
220x300mm

+ 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



# NEWSLETTER



# NEWSLETTER

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.

Advertising Platforms			
1	Banner classic	€ 860.–	Size: 1600 x 450 px / Format: JPG, PNG oder GIF
2	Banner XXL	€ 1,730.–	Size: 1600 x 900 px / Format: JPG, PNG oder GIF
3	Magazine Article	€ 750.–	Editorial teaser in newsletter with link to online article on the website, including contact details and link on request.
4	Advertorial With One Image	€ 1,375.–	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.
5	Advertorial Including Image Gallery	€ 2,350.–	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.
6	Advertorial With Online Video	€ 2,150.–	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))



Request

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

Prices plus VAT

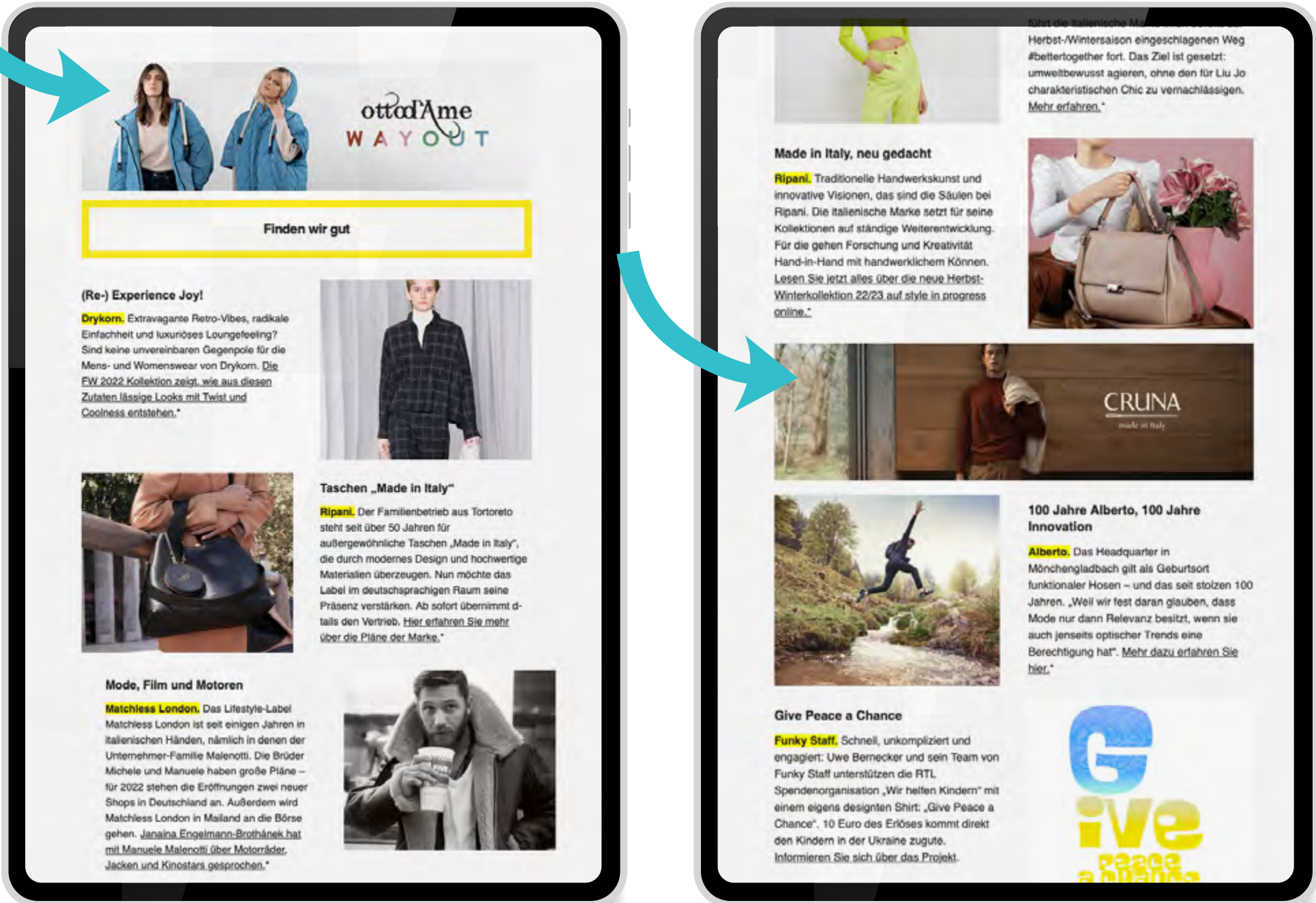


# NEWSLETTER

Please Make Your Choice

1

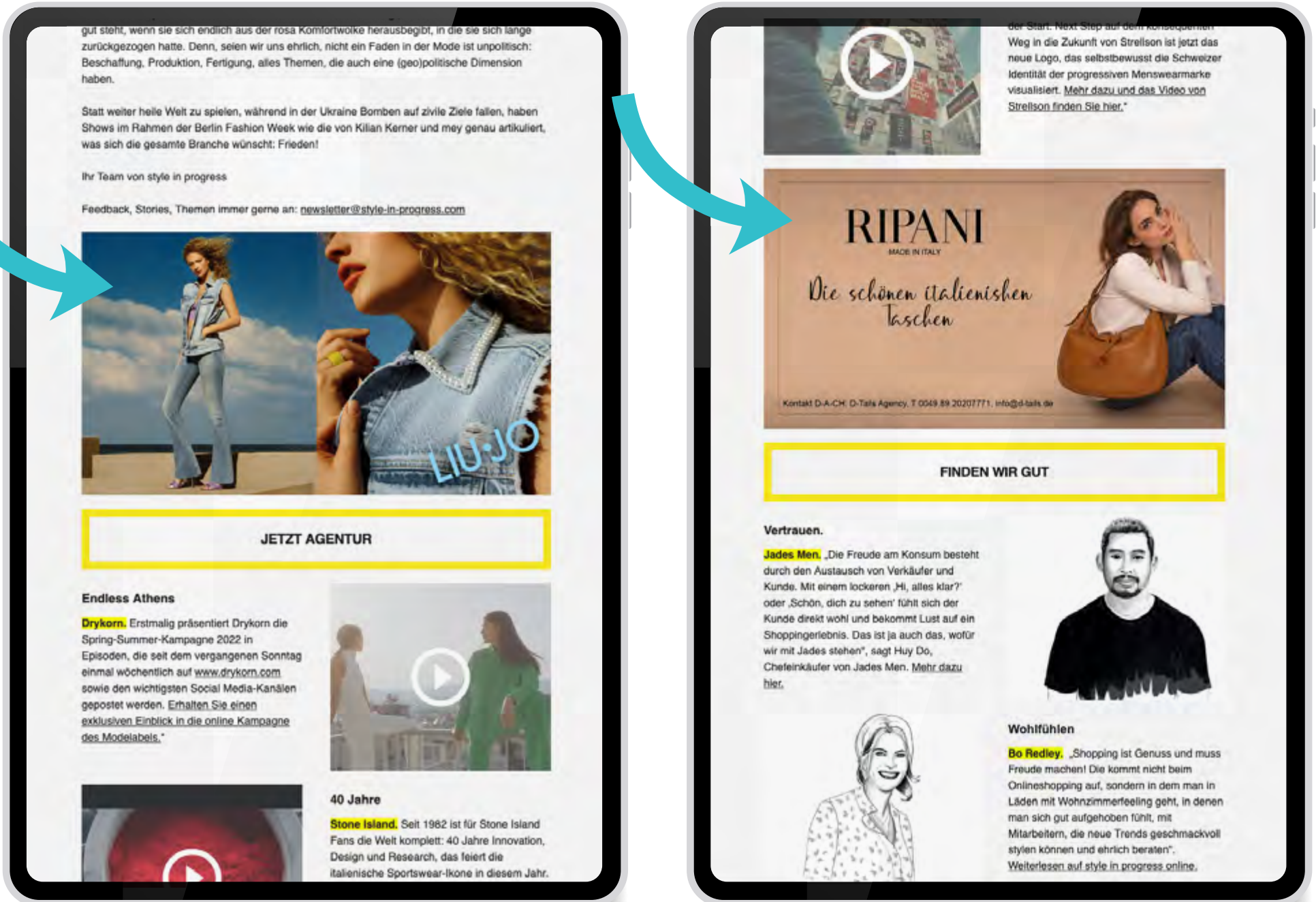
## Banner classic



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

2

## Banner XXL



Size: 1600 x 900 px, Format: JPG, PNG or GIF  
Delivery of banner and corresponding link:  
1 week before newsletter distribution date

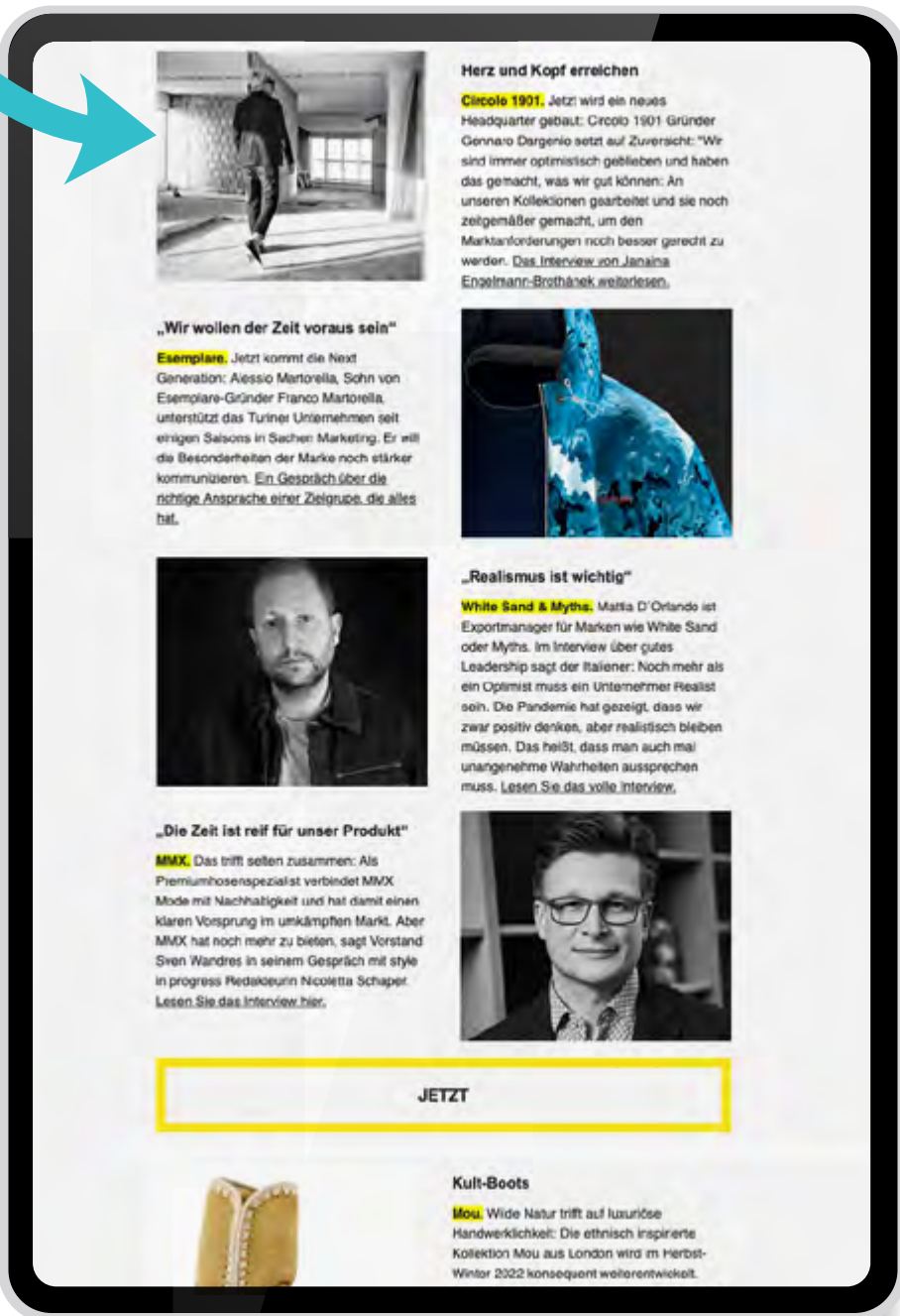


# NEWSLETTER

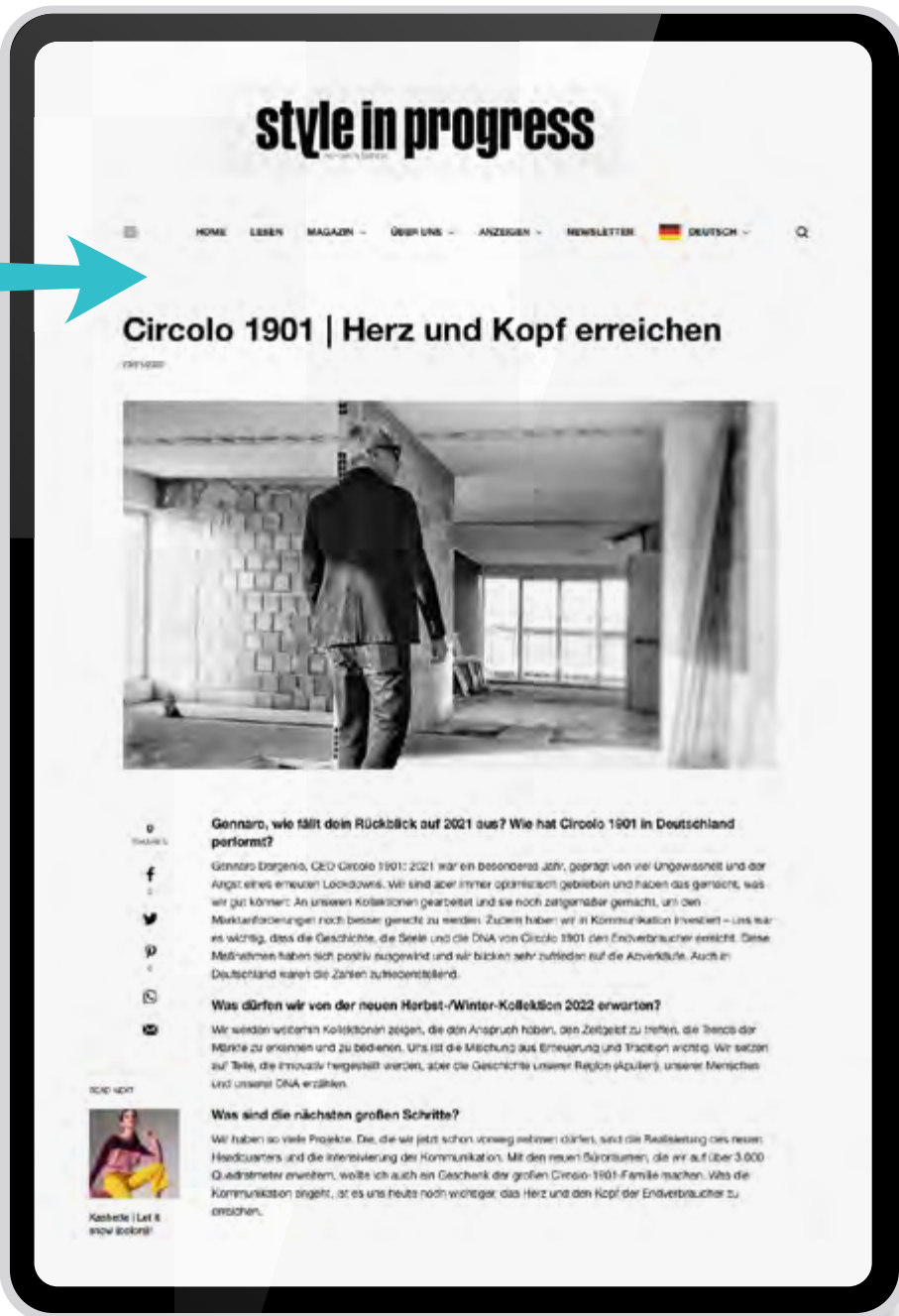
Please Make Your Choice

3

Magazine Article



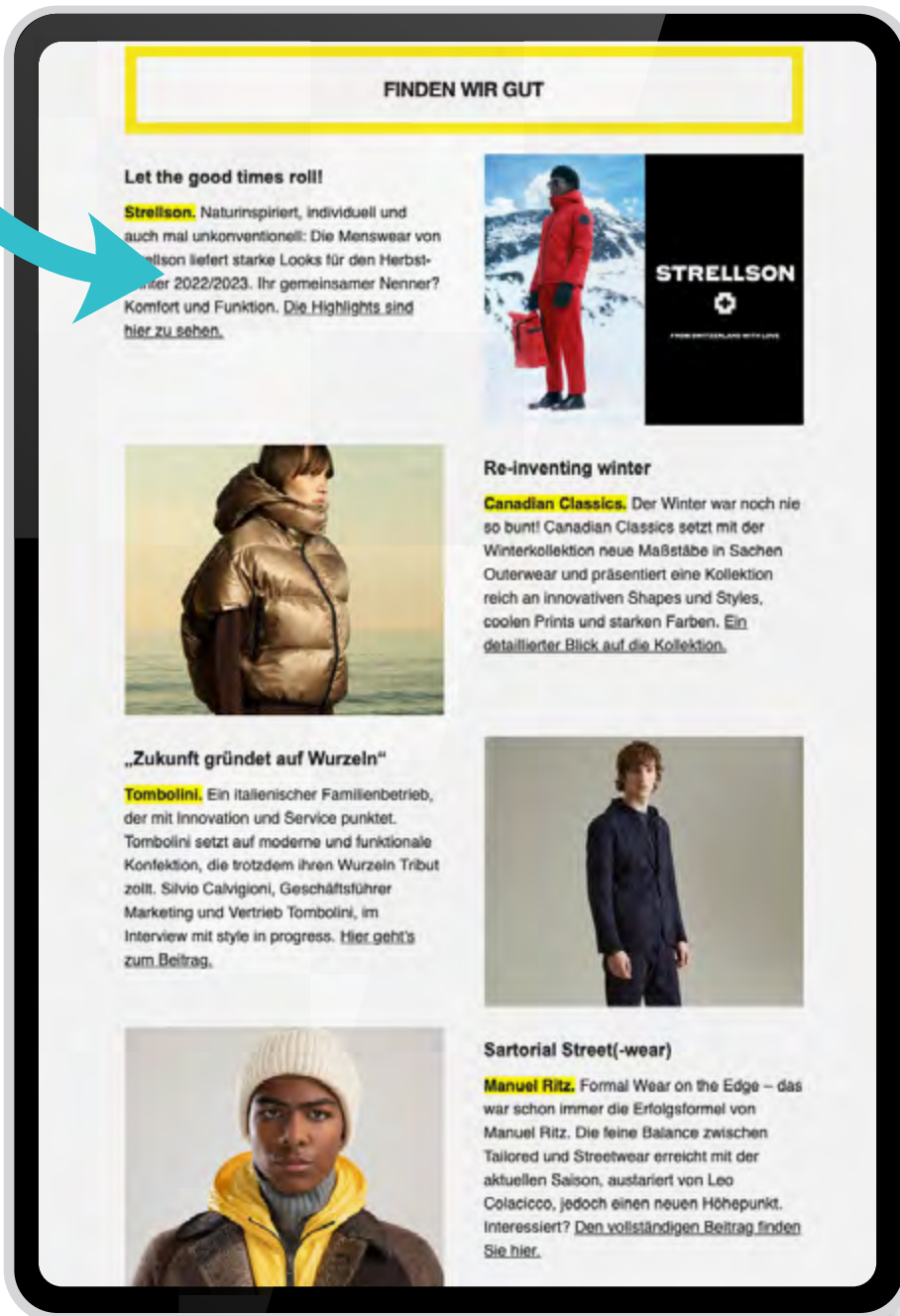
Newsletter



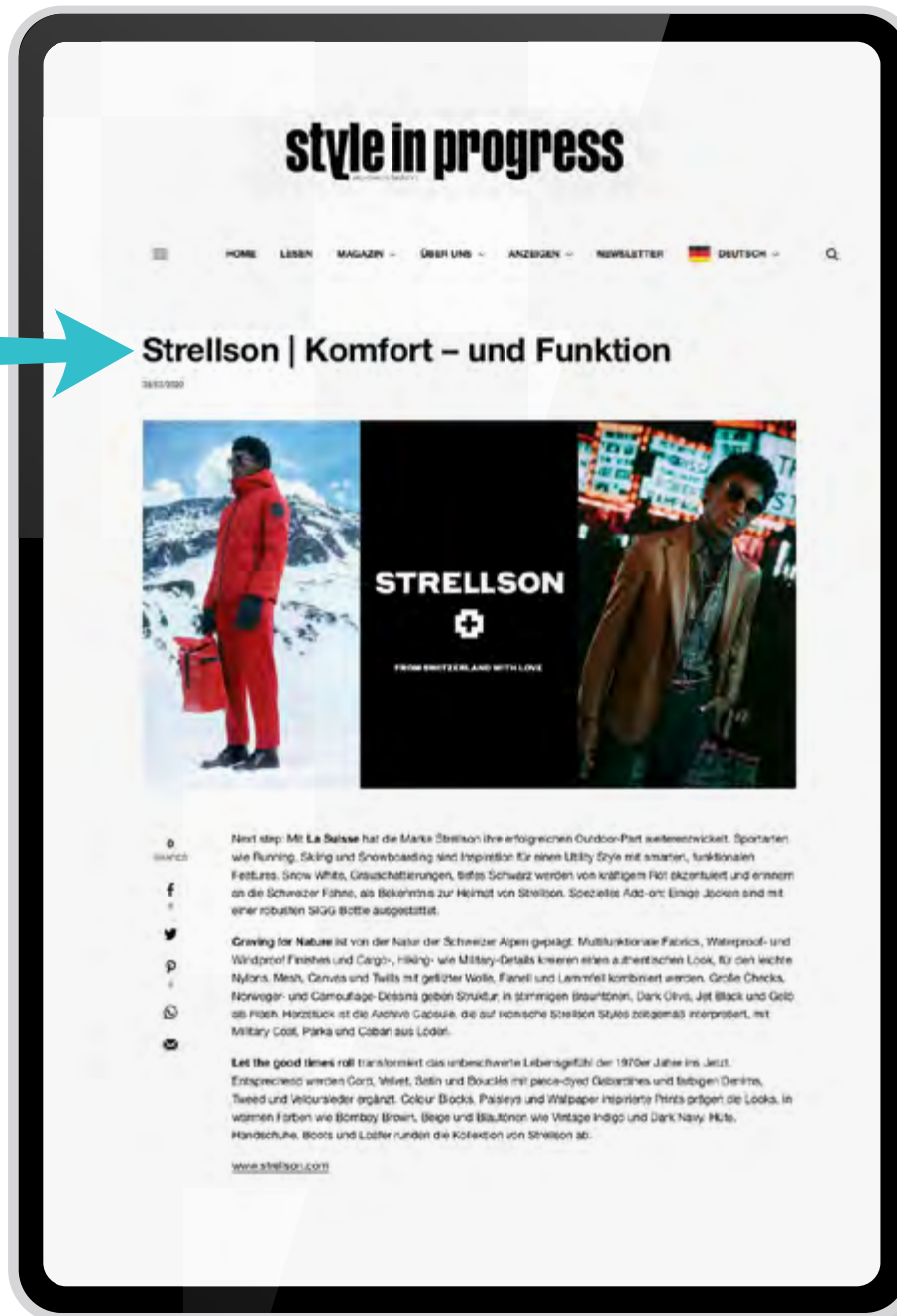
Website

4

Advertorial With One Image



Newsletter



Website

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

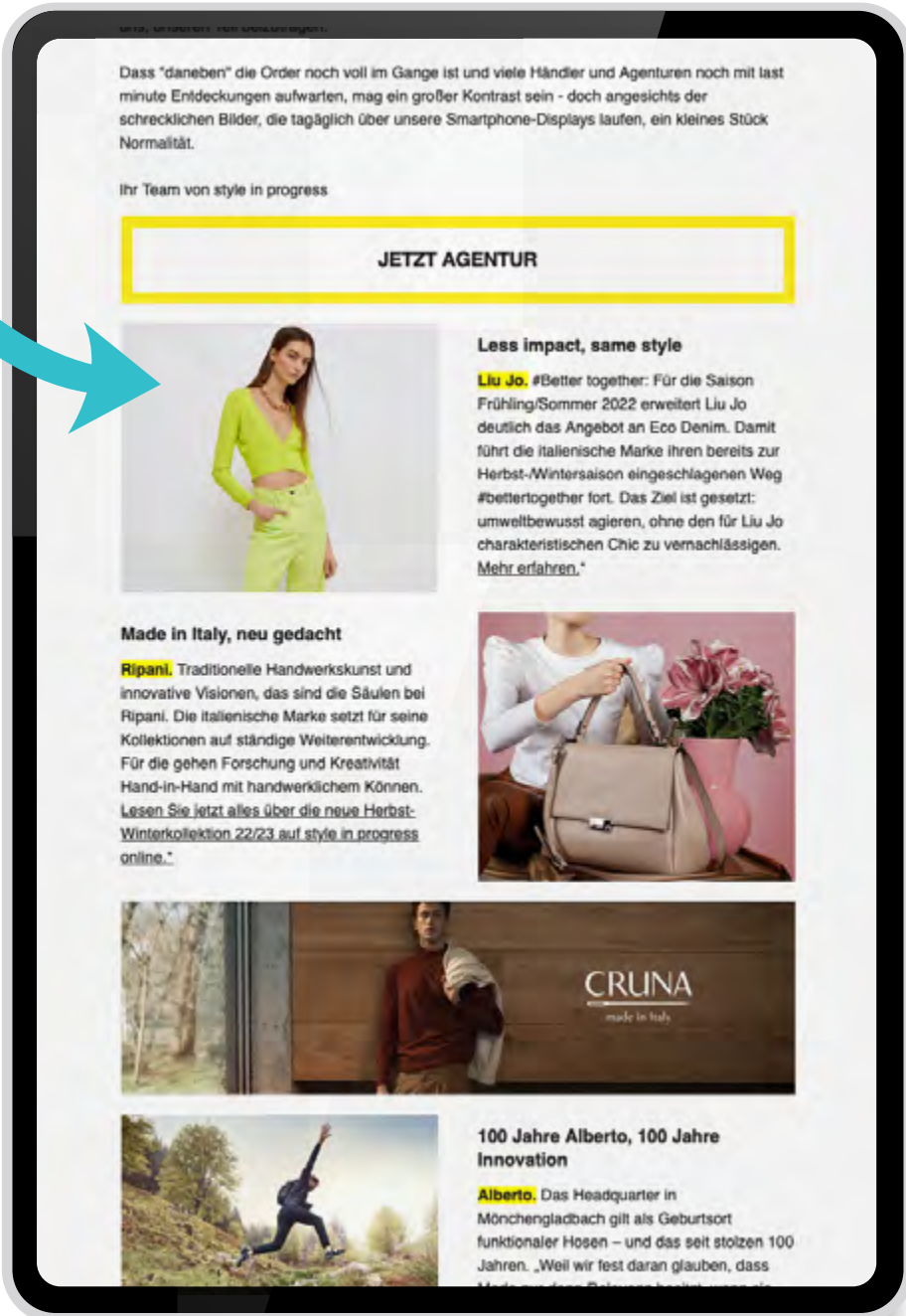


# NEWSLETTER

Please Make Your Choice

5

## Advertorial Including Image Gallery



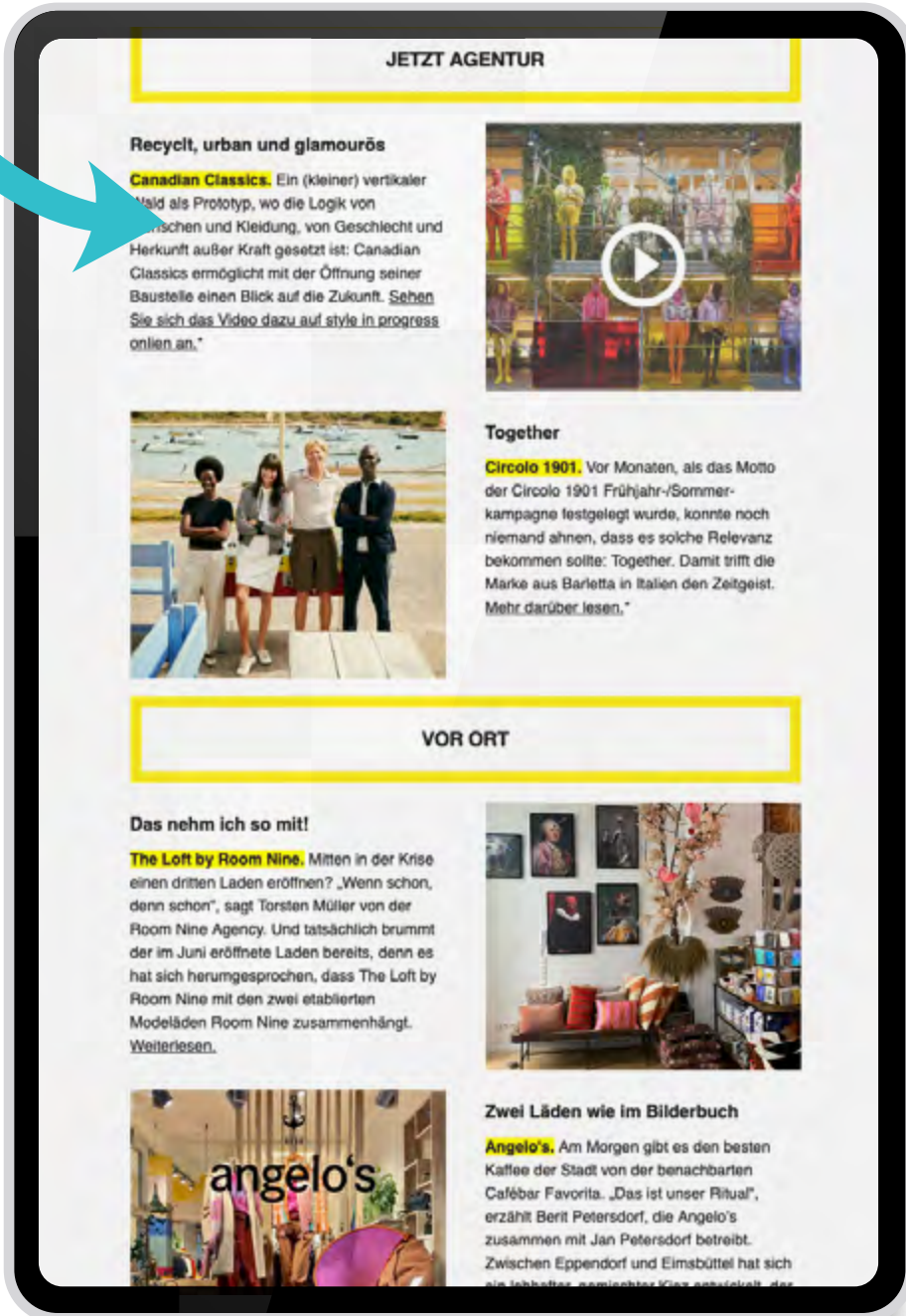
Newsletter



Website

6

## Advertorial With Online Video



Newsletter



Website

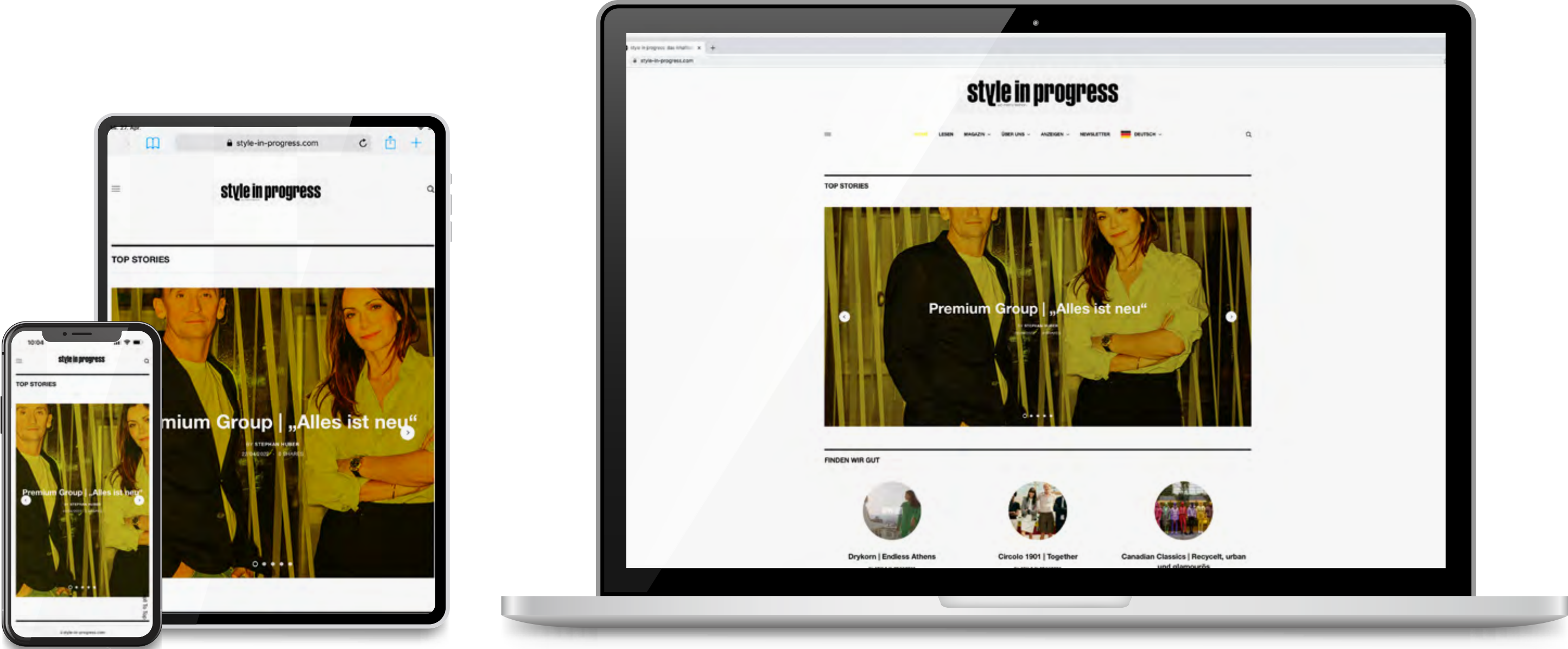
Delivery and coordination of material:  
2 weeks before newsletter distribution date

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



# 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

1	Content Ad	€ 2,150.–	728 x 90px
2	Half-page	€ 2,150.–	300 x 600px
3	Billboard	€ 2,150.–	970 x 250px

### Requirements

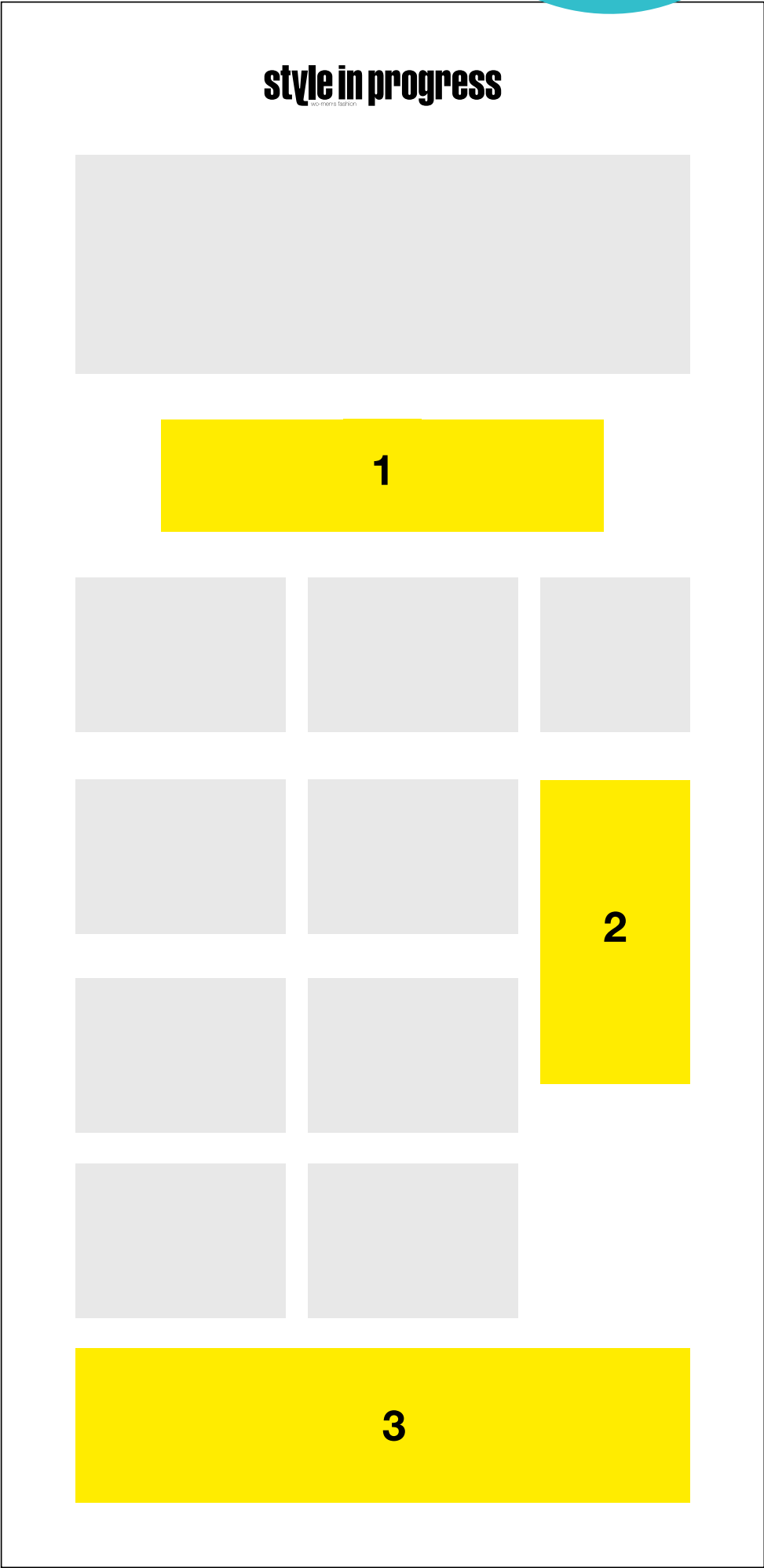
- Banner in exact format of ad as JPG, PNG, or GIF
- RGB colour spectrum; resolution 72 to max. 150 dpi

### 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.



Prices plus VAT

Request

DELIVERY OF ONLINE ADS

Veronika Zangl, veronika@style-in-progress.com



# SUPPORT GRAPHIC DESIGN

## Magazine Advertisement Design

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

## Banner Newsletter

static banner,  
two correction rounds

**110.– 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

2 weeks before newsletter distribution date

## Banner Website

static banner,  
two correction rounds

**110.– 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

1 week before online date



# LET'S TALK



Stephan Huber  
M +43 664 3427551  
stephan@style-in-progress.com

## ADVERTISING REPRESENTATIVES BERLIN

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janaina@style-in-progress.com

## ABOUT US

**Proprietor, publisher,  
editing, advertising,  
art direction & production**  
style in progress  
B2B Media GmbH  
Paracelsusstrasse 4/1/7  
5020 Salzburg, Austria  
info@style-in-progress.com  
www.style-in-progress.com  
IG: styleinprogress.magazine

## 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 advertis-  
ing terms of ÖZV (Austrian Magazine  
Association) shall apply. Payment  
terms: 14 days net. Place of jurisdic-  
tion and performance: All publisher  
invoices are payable and enforceable  
in Salzburg. The place of perfor-  
mance and exclusive place of juris-  
diction is Salzburg.