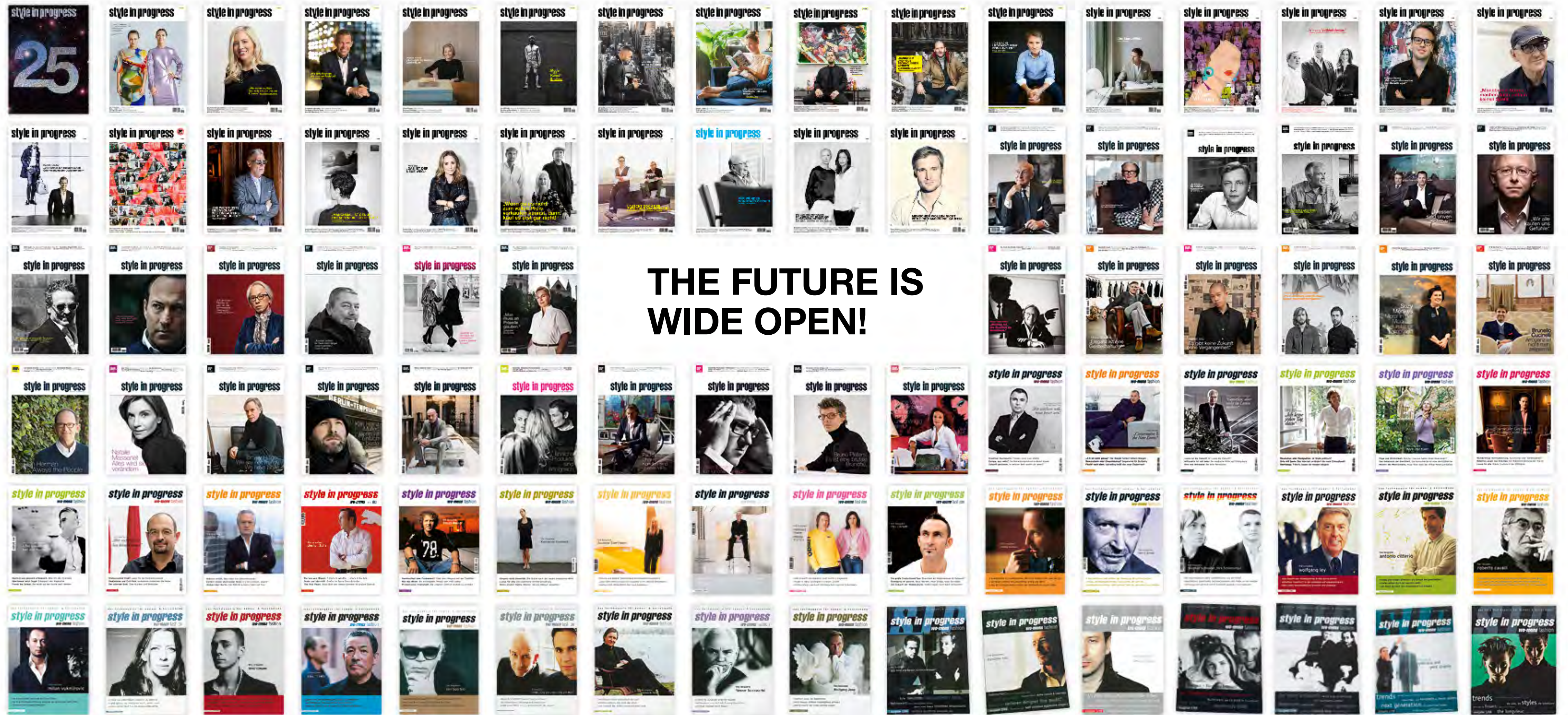


25

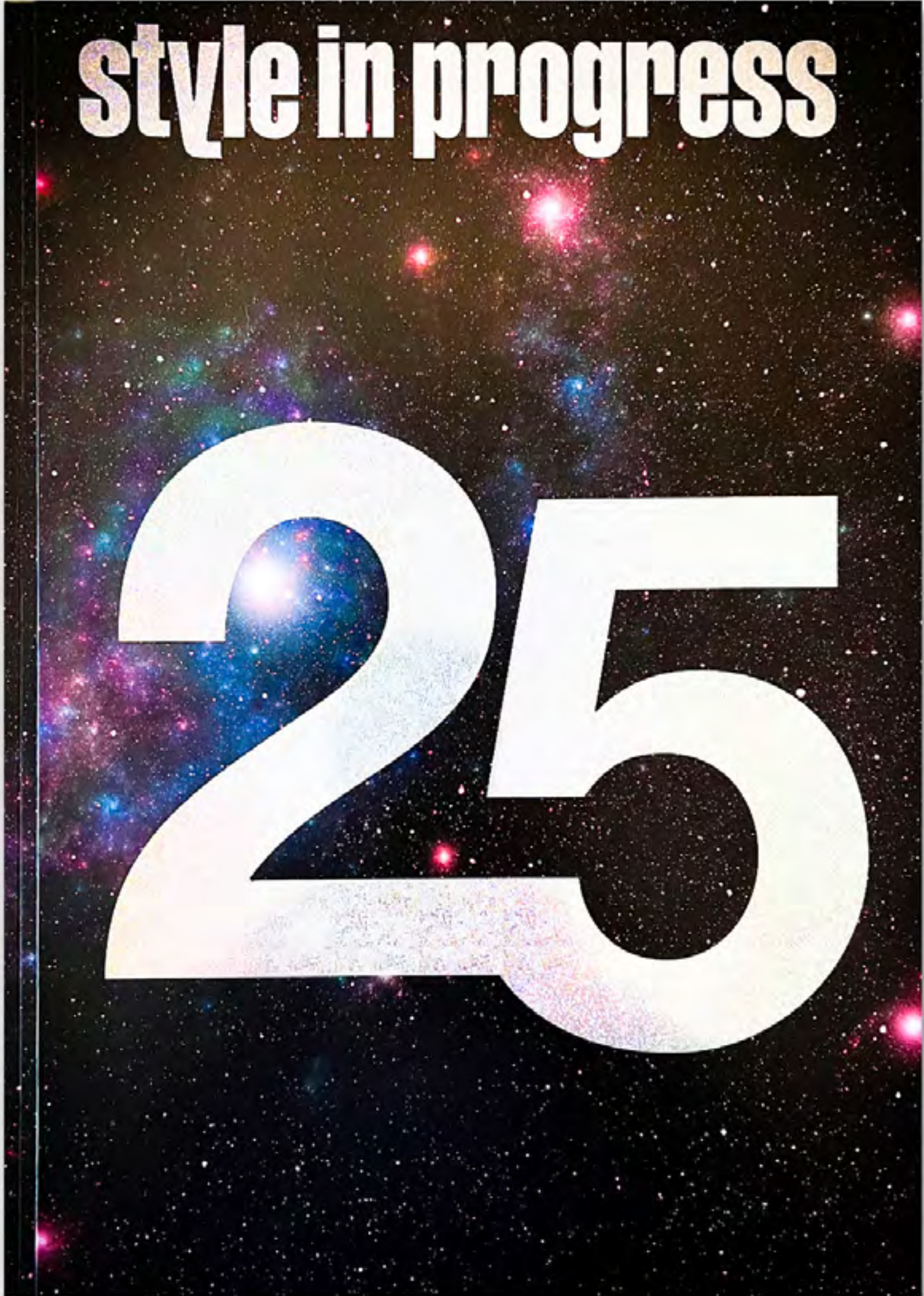
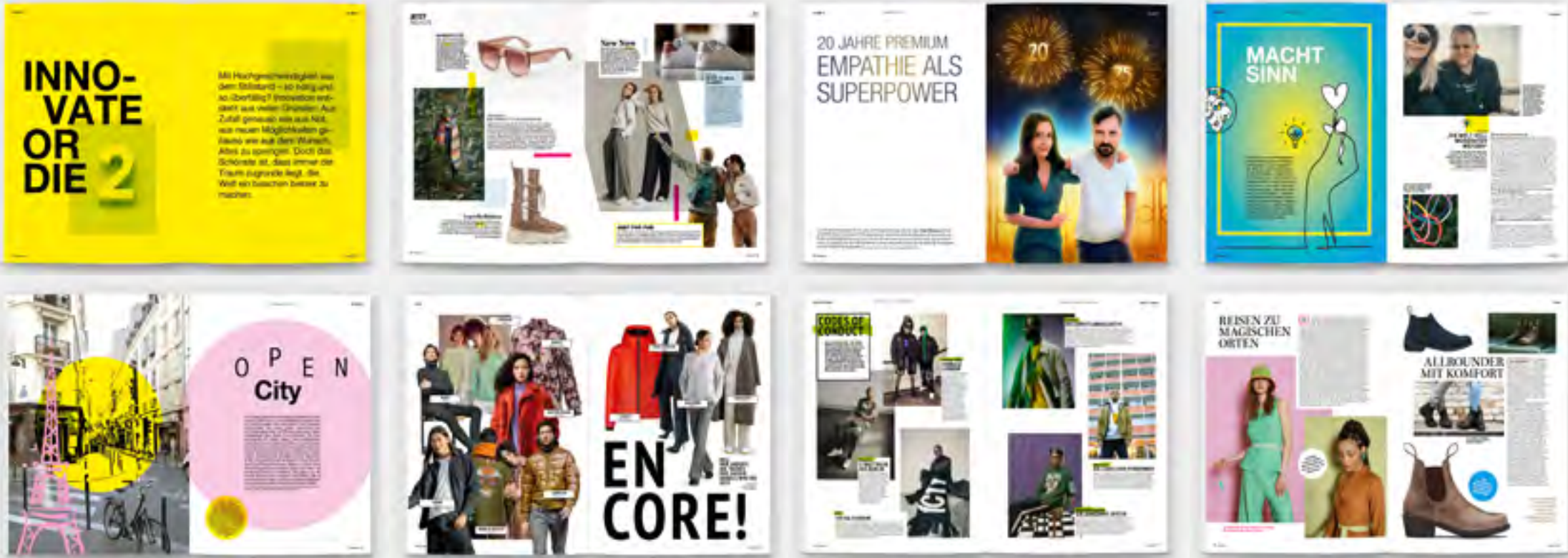
style in progress

ADVERTISING RATES 2023.24/1

SINCE 1998...



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!

Prices plus VAT

Request 

Dates of Publication

Issuu	Closing Date	Ad Material Deadline	Publication Date
2/2023	09.05.2023	11.05.2023	12.06.2023
1/2024	06.12.2023	11.12.2023	10.01.2024

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 ¹⁾	€ 11,990.–
Opening Spread ¹⁾	€ 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.–

ADVERTISING DELIVERY:
Stephan Huber / stephan@style-in-progress.com

SUPPORT Advertisement Design Page 13

¹⁾ If available

MAGAZINE

Data Delivery



2/1 double page
440 x 300 mm

Trim: + 3 mm extra on each side

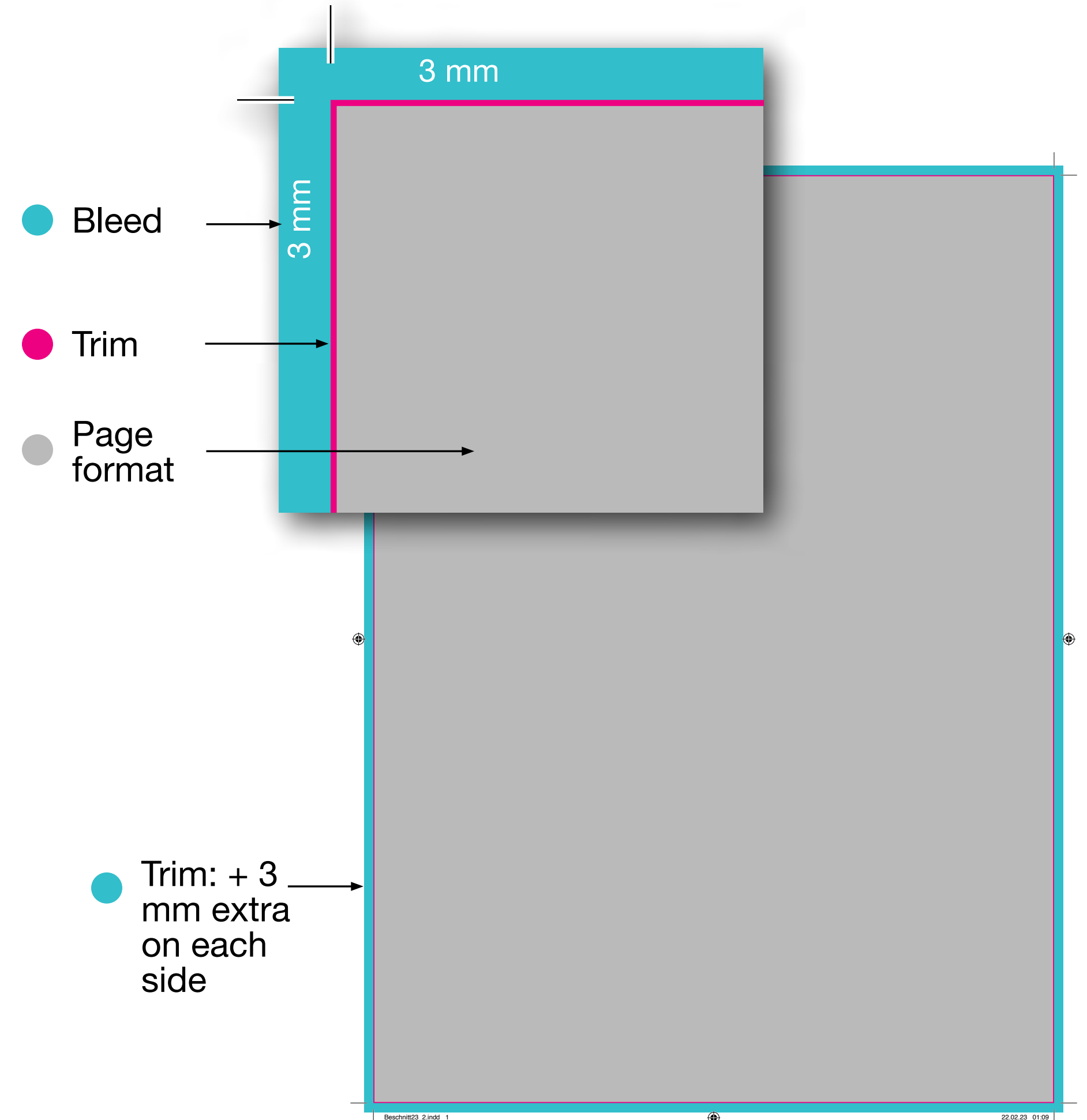


1/1 single page
220 x 300 mm

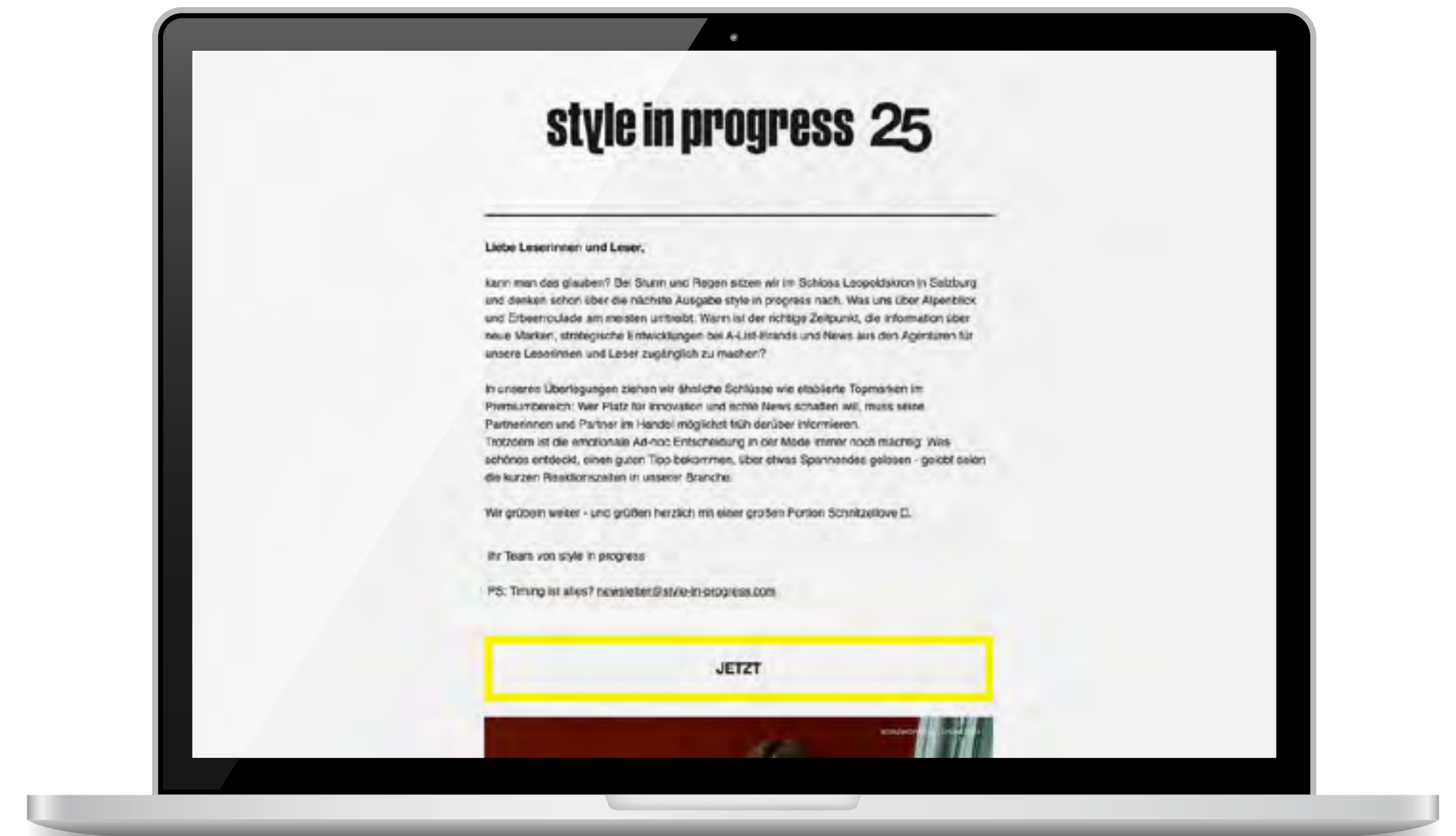
Trim: + 3 mm extra on each side

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.

Nr.	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))

Prices plus VAT

Request 

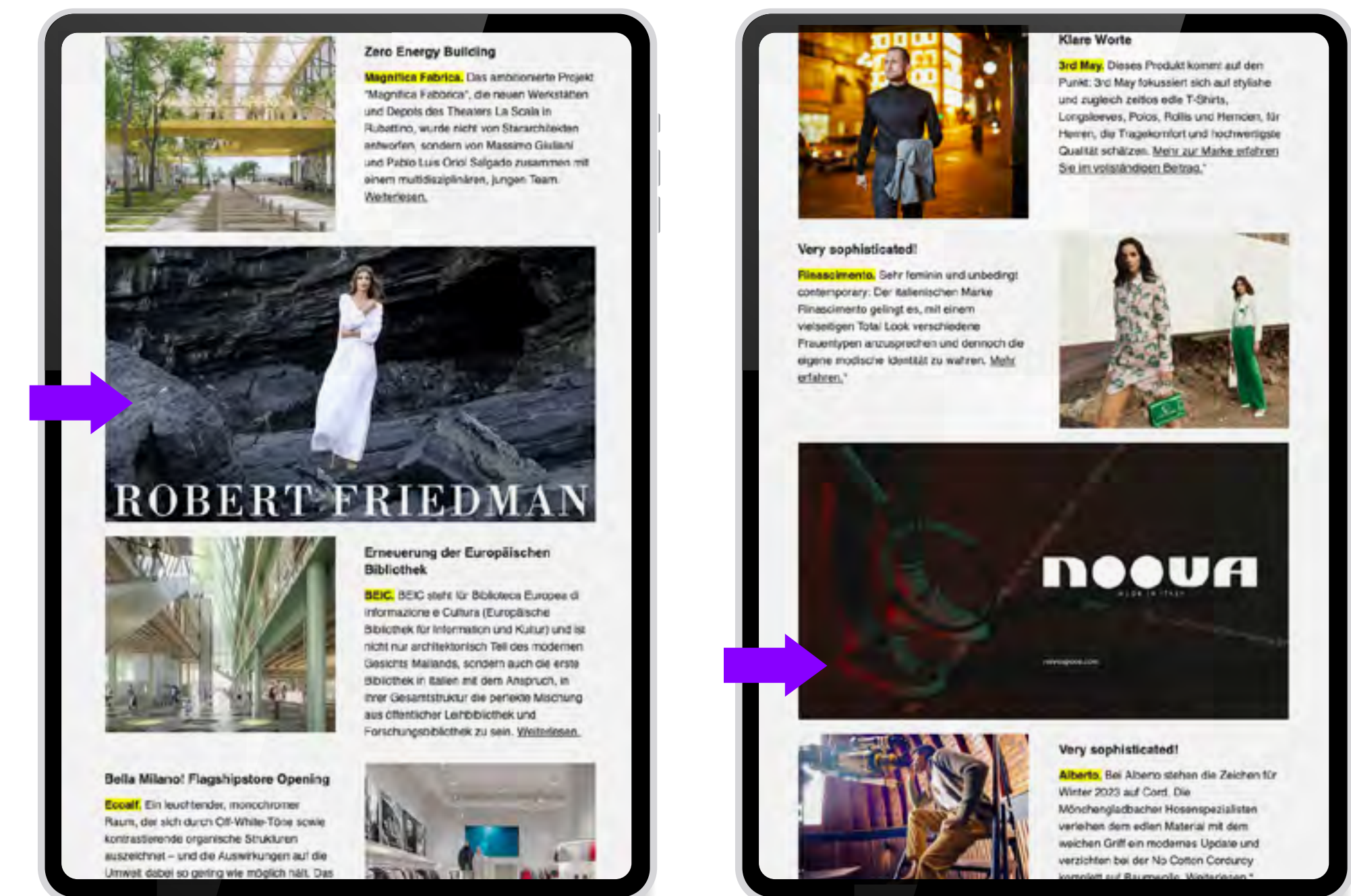
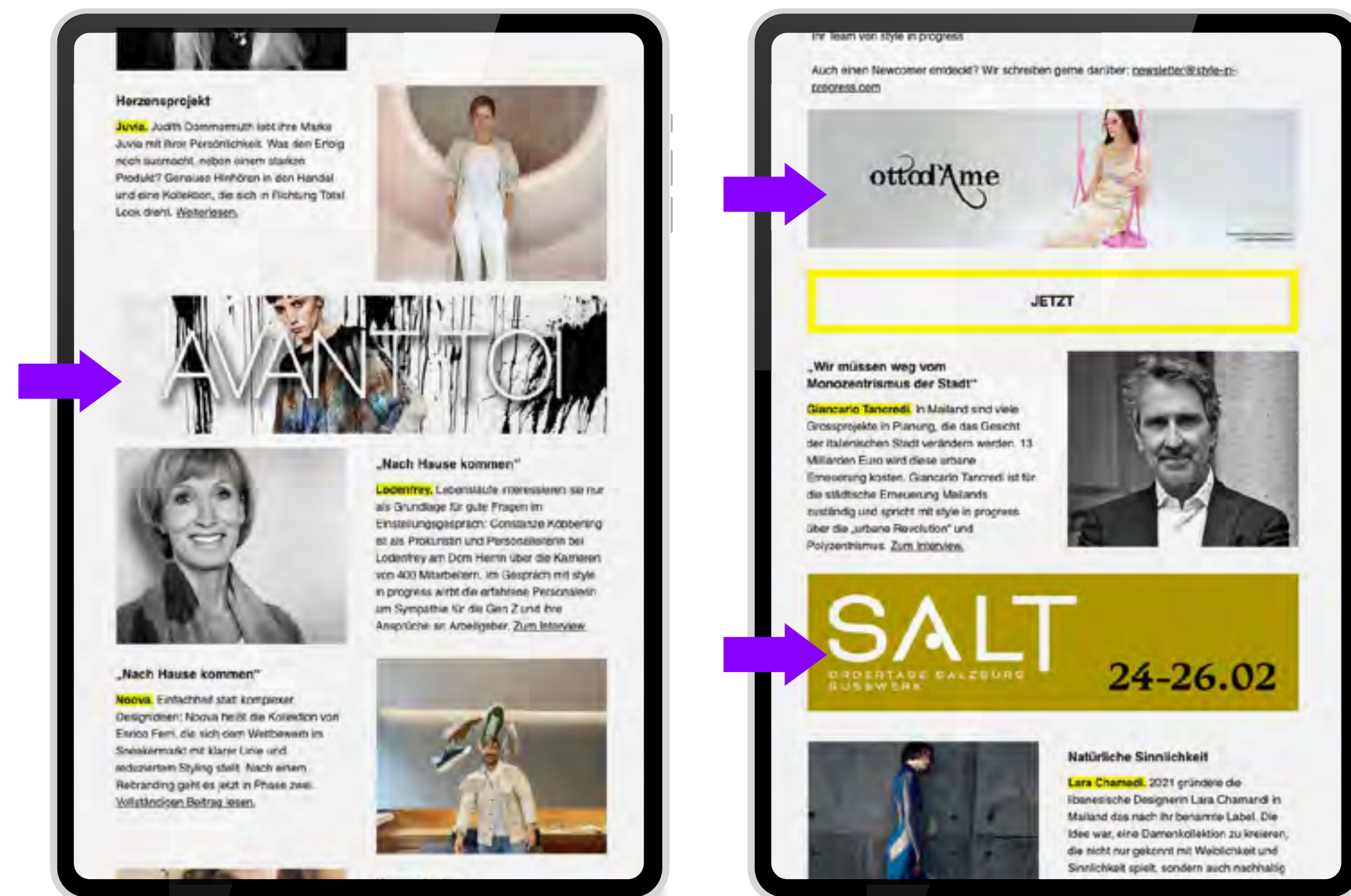
DATA DELIVERY: Stephan Huber / stephan@style-in-progress.com

SUPPORT Banner Design Page 13

NEWSLETTER – Please Make Your Choice

1 Banner Classic

2 Banner XXL



Size: 560 x 160 px, Format: JPG, PNG, or GIF

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

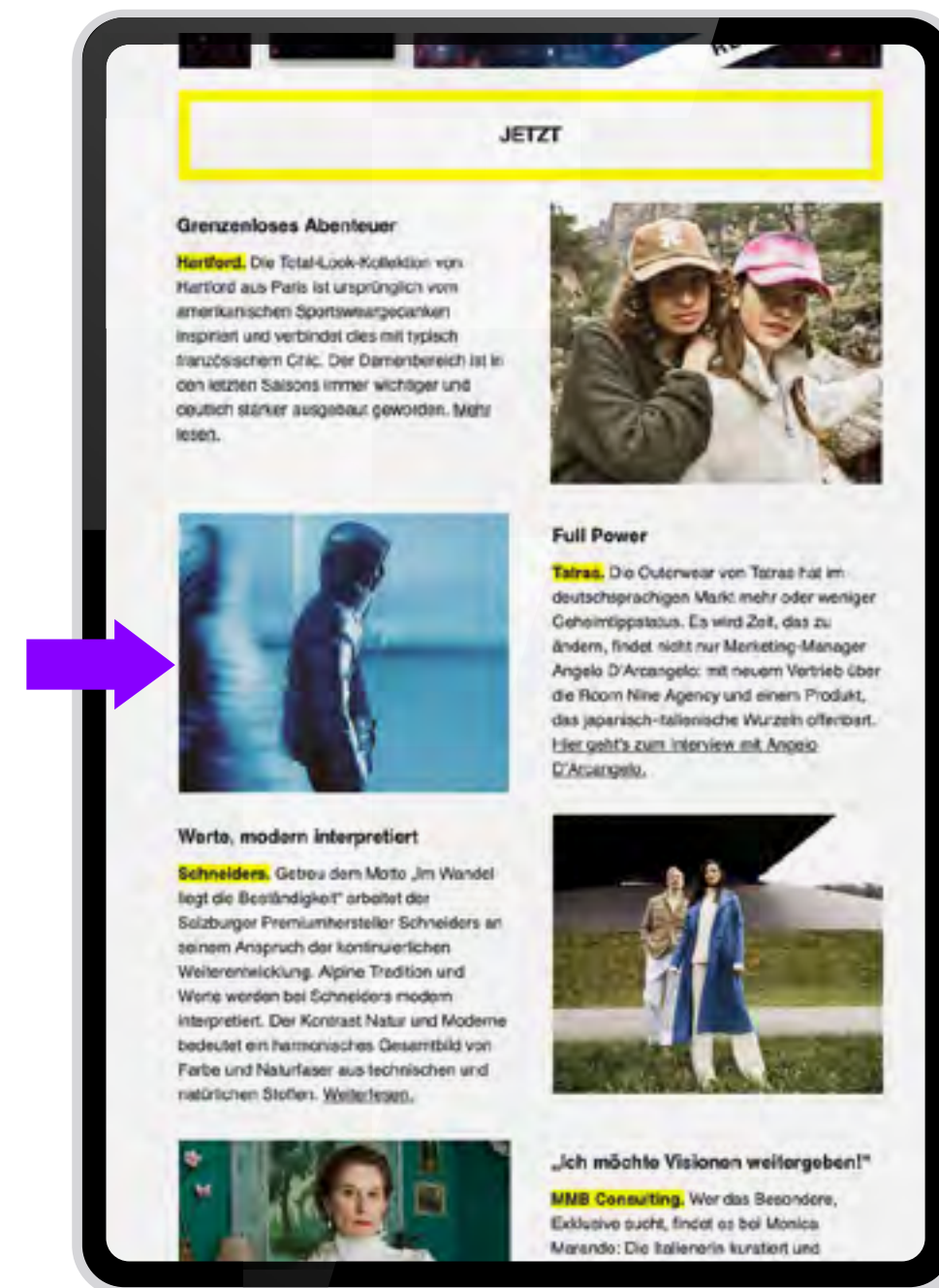
Size: 1600 x 900 px, Format: JPG, PNG or GIF

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

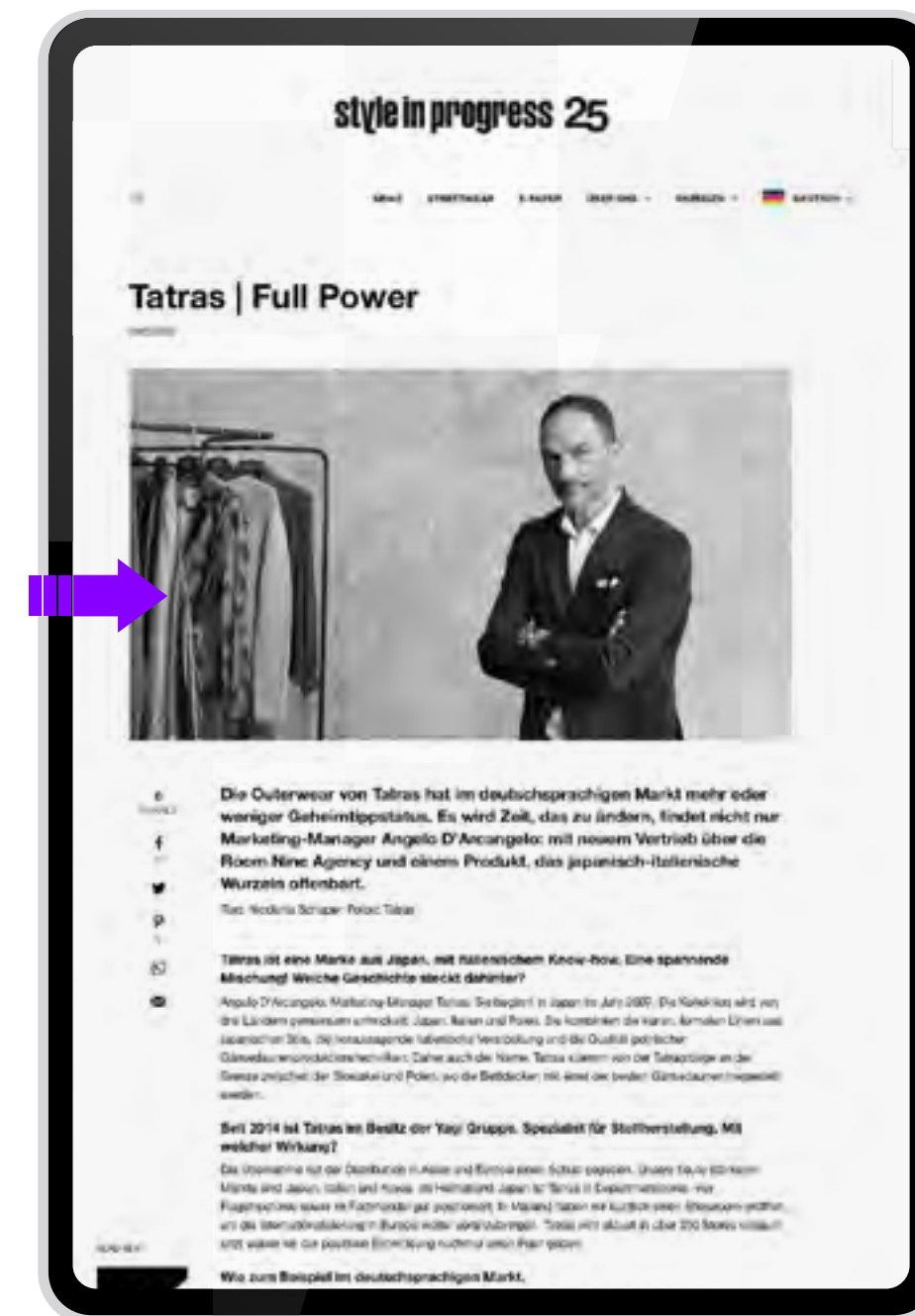
NEWSLETTER – Please Make Your Choice

3 Magazine Article

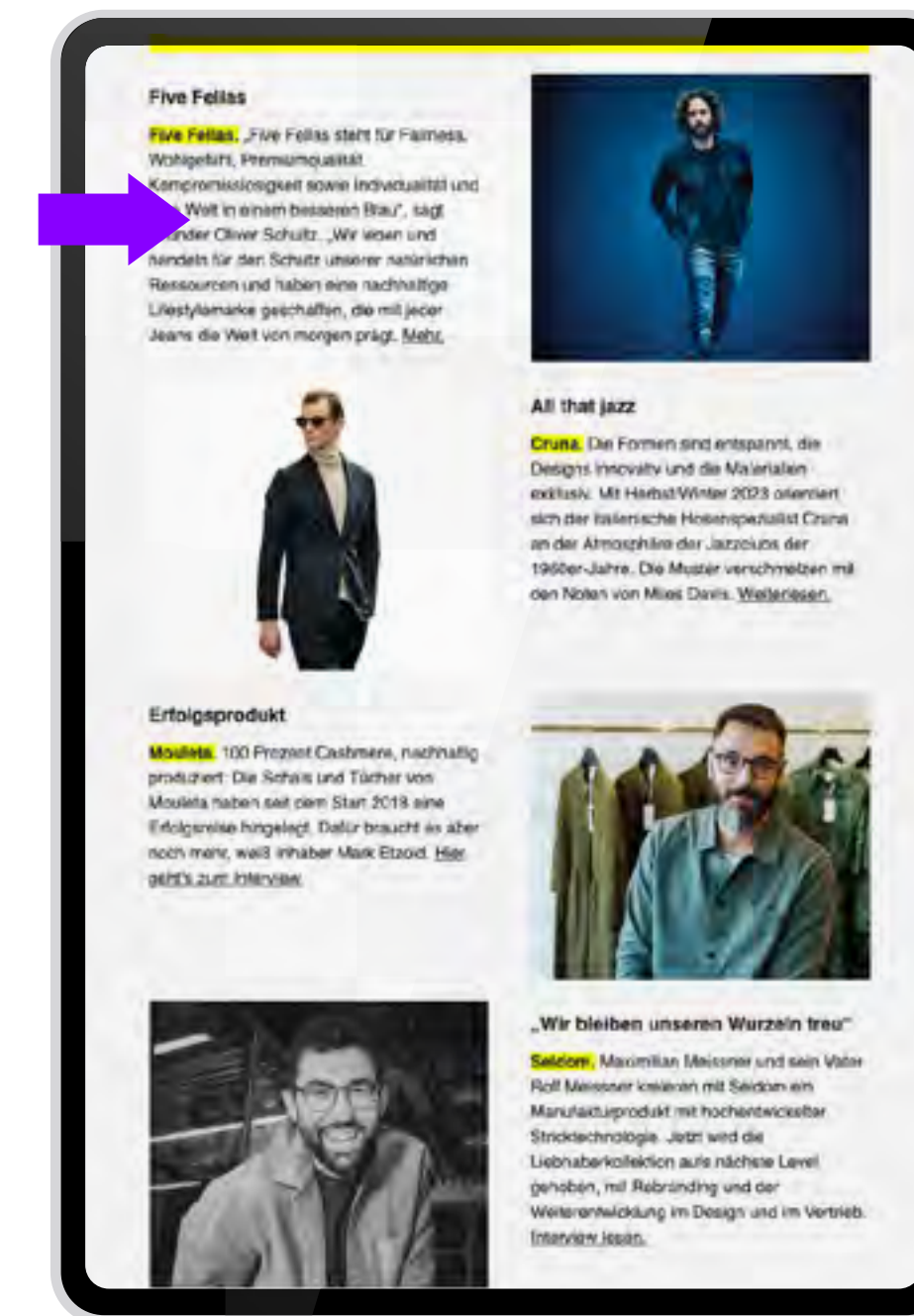
4 Advertorial With One Image



Newsletter



Website



Newsletter



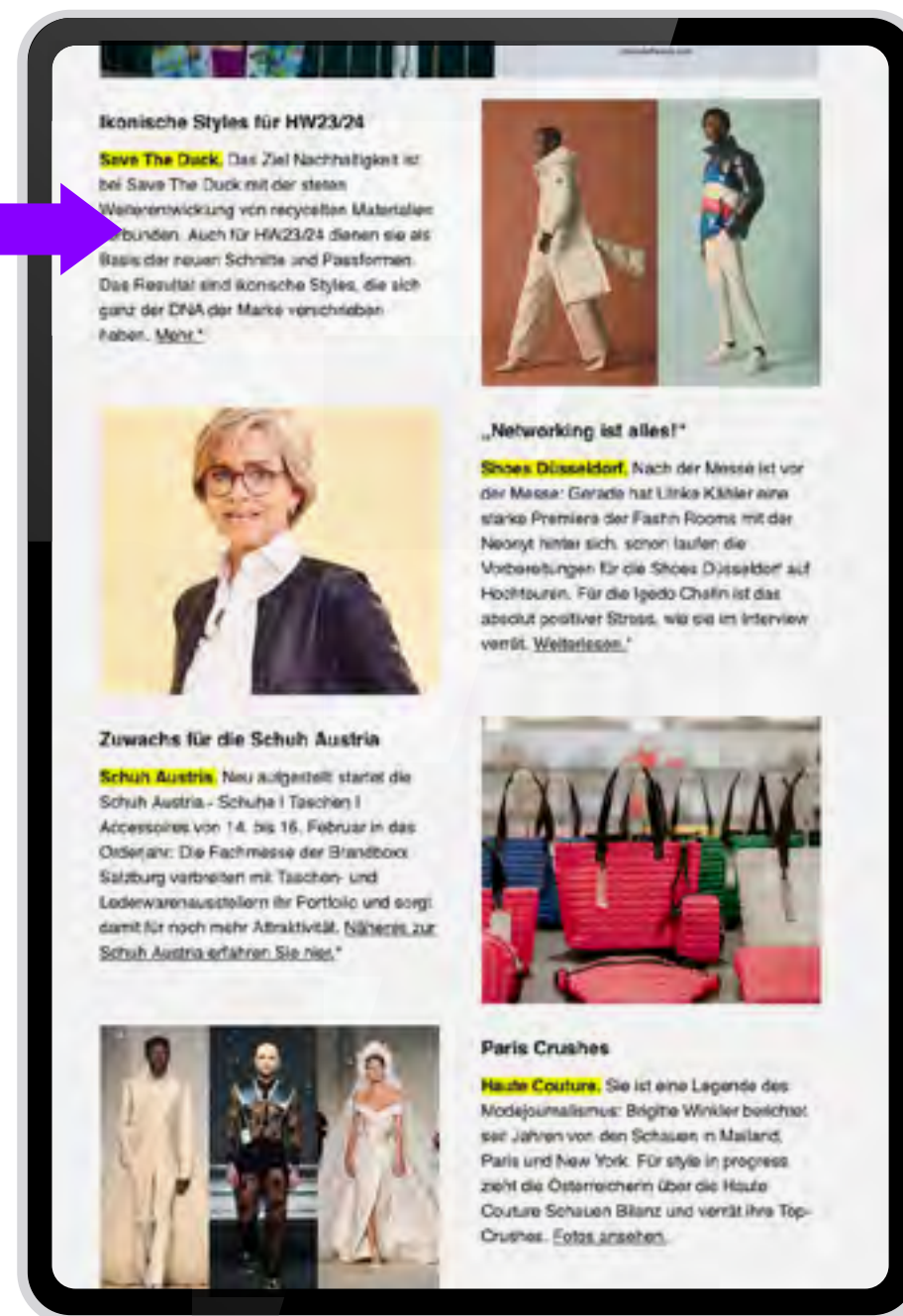
Website

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

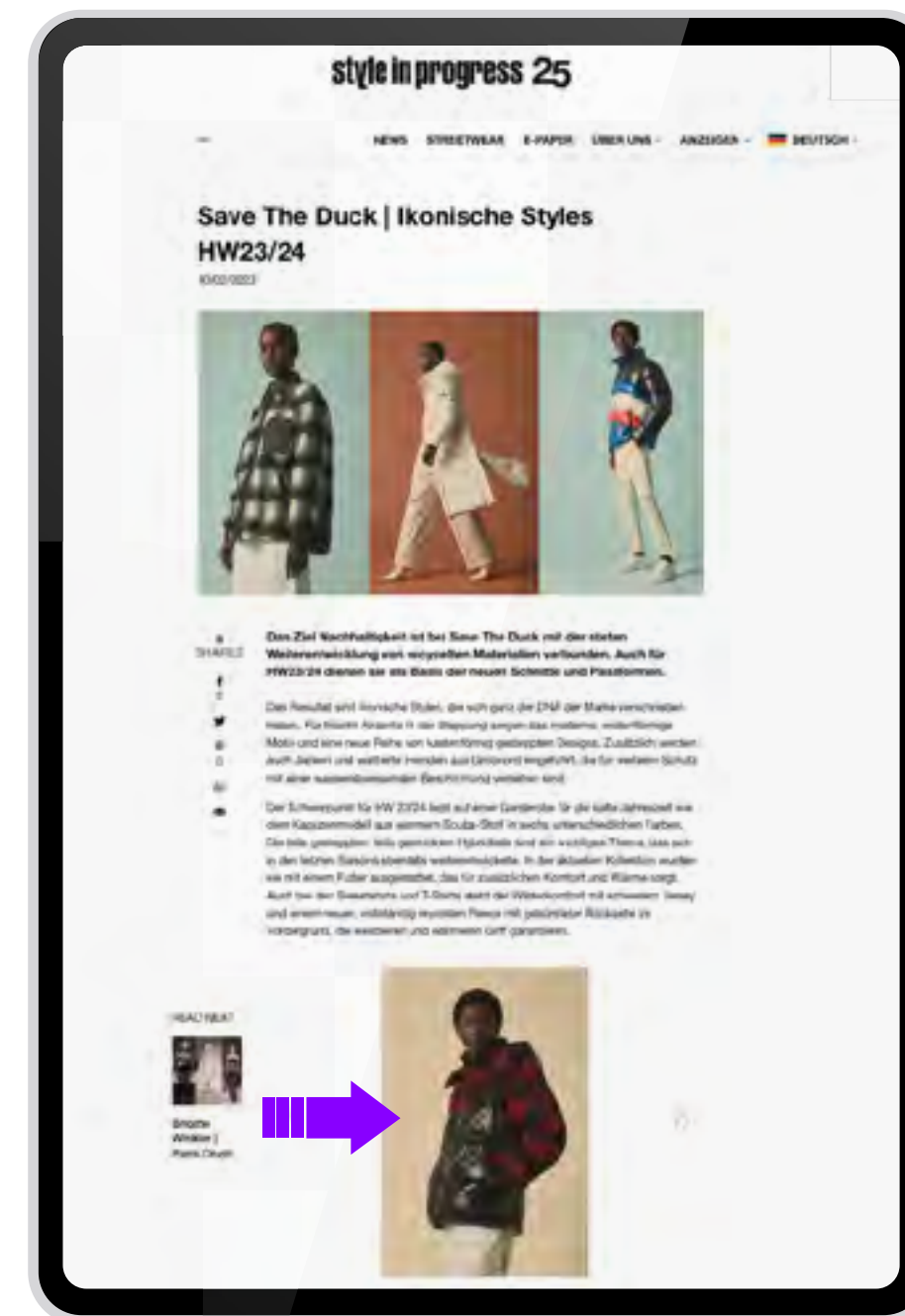
NEWSLETTER – Please Make Your Choice

5 Advertorial Including Image Gallery

6 Advertorial With Online Video

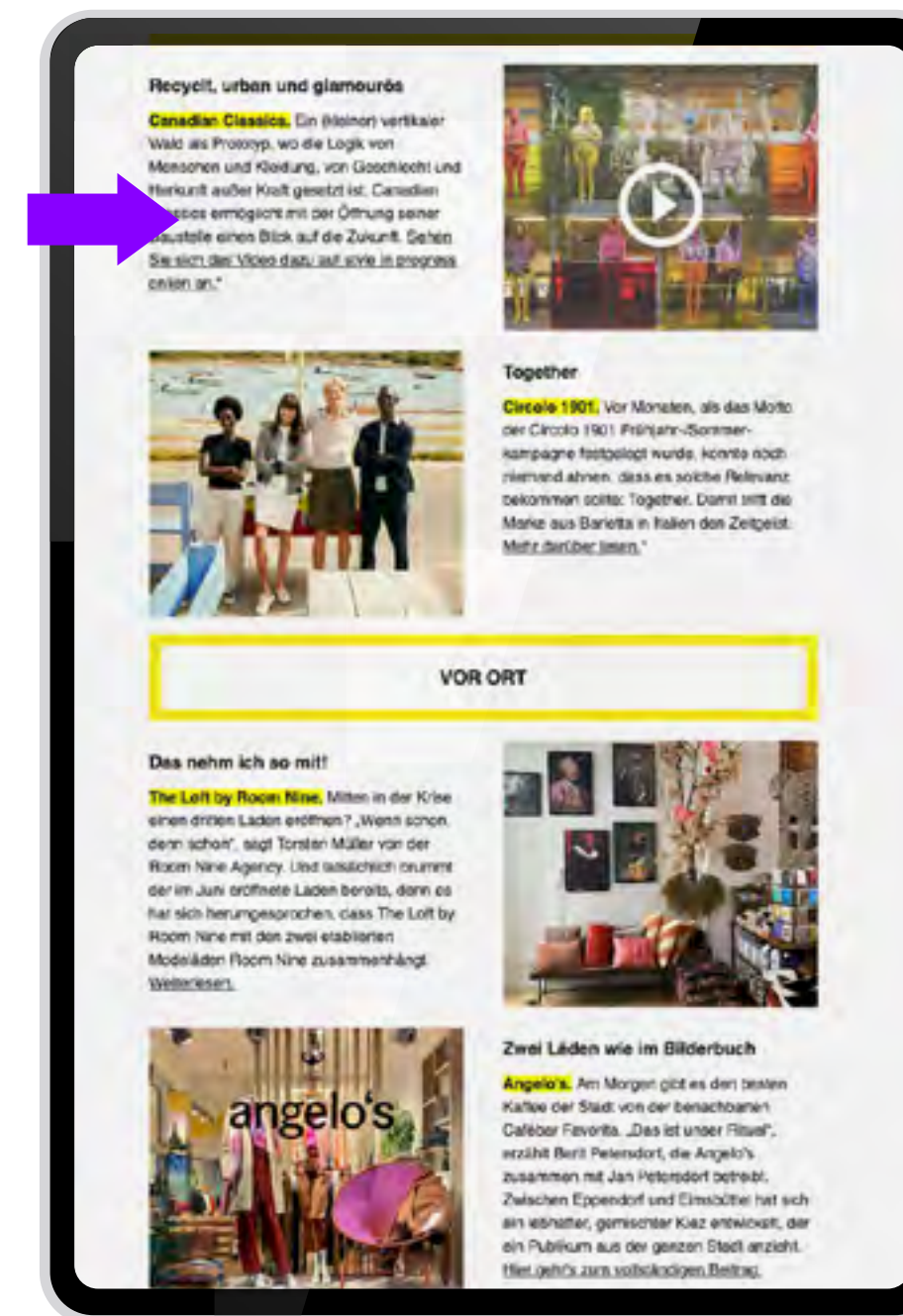


Newsletter



Website

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



Newsletter

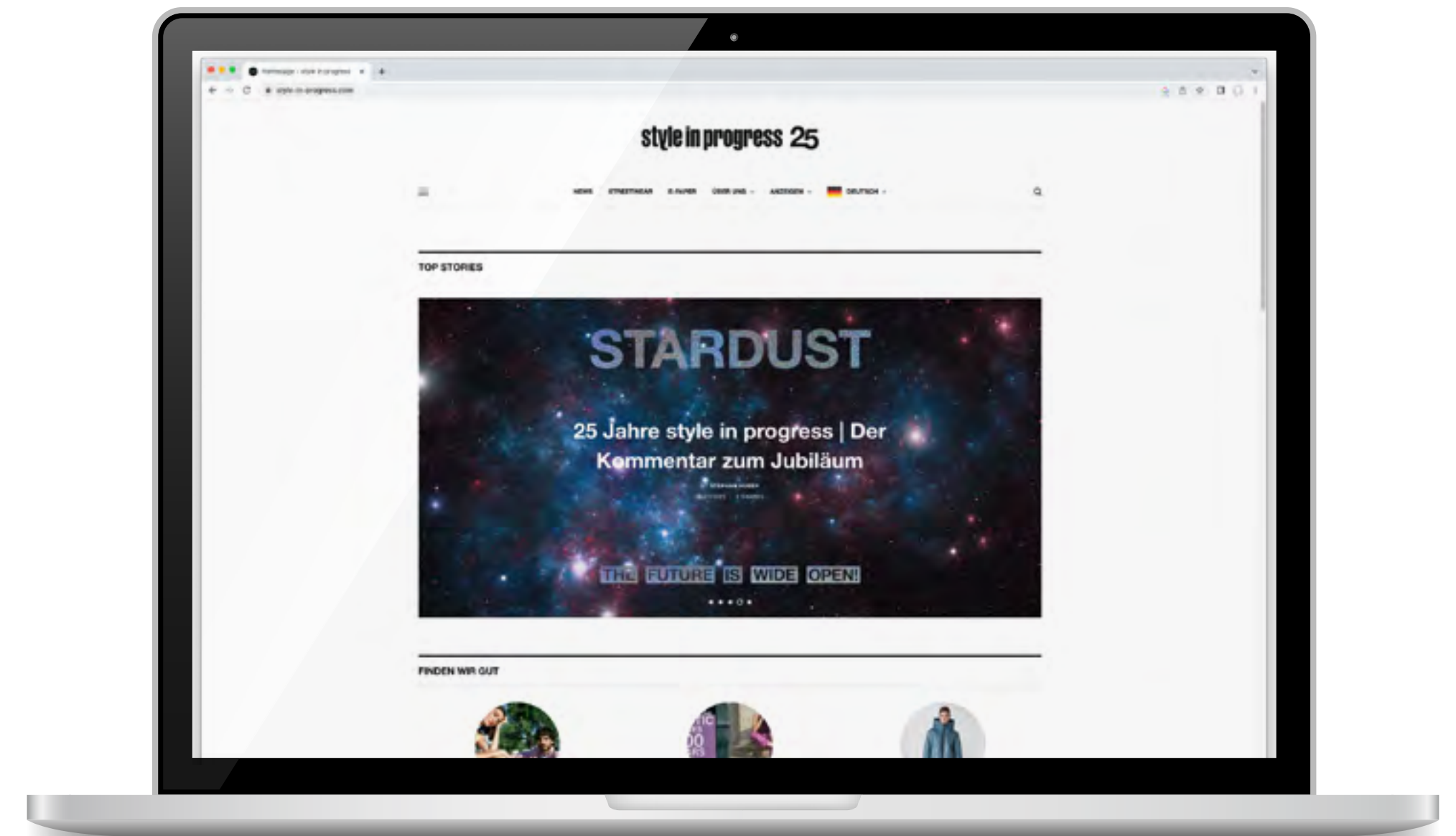


Website

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

WEBSITE

STYLE-IN-PROGRESS.COM



WEBSITE

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

Requirements

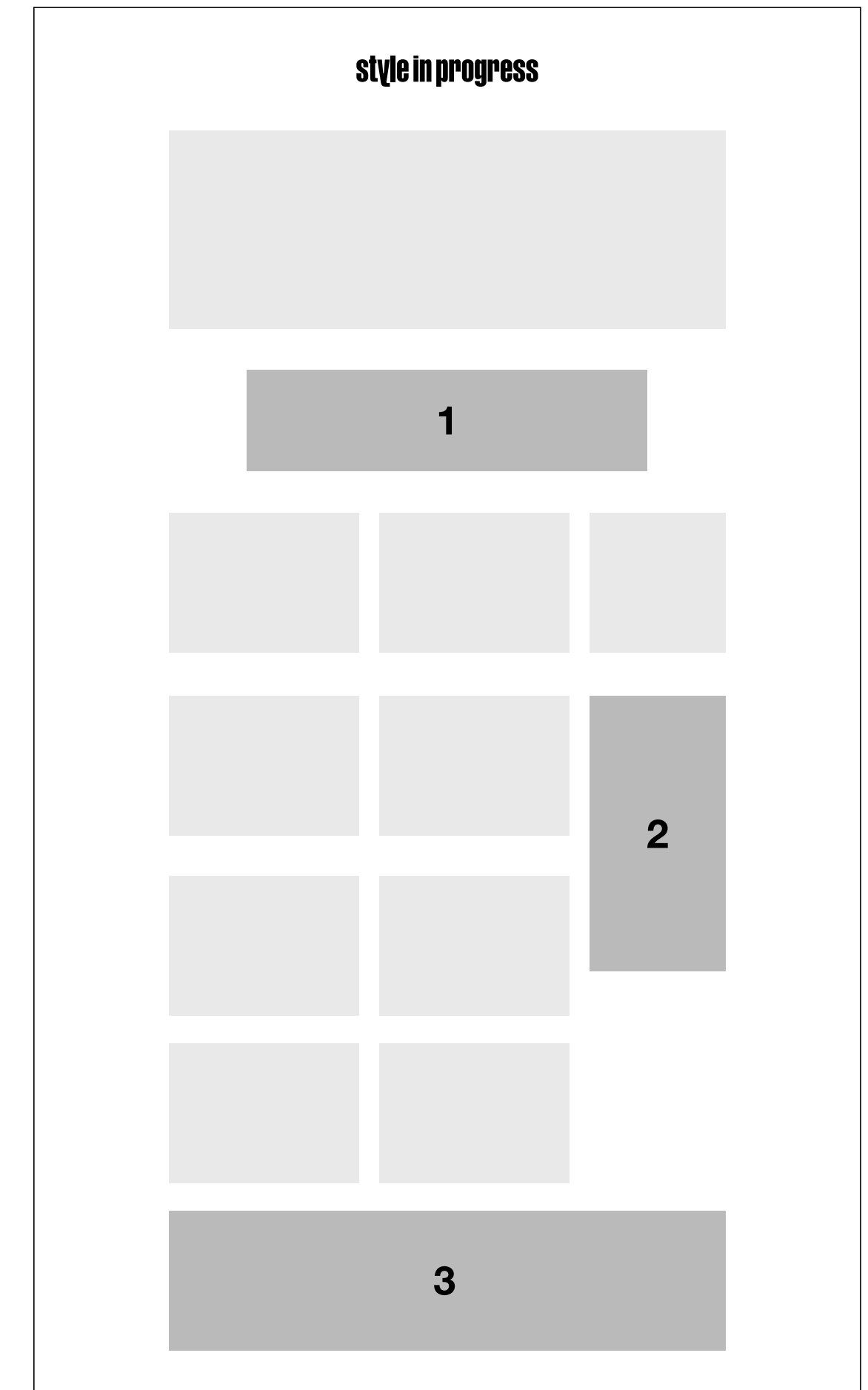
- Banner in exact format of ad as JPG, PNG, or GIF
- RGB colour spectrum; resolution 72 to max. 150 dpi

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:
Stephan Huber / stephan@style-in-progress.com

SUPPORT Banner Design Page 13

SUPPORT GRAPHIC DESIGN

● Magazine Advertisement

Anzeige inkl. Druck-Pdf, zwei Korrekturrunden

€ 200.– 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.– 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.– 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

●● Package Magazine Advertisement + Banner: € 250.– plus VAT (excl. image editing)

LET'S TALK

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style in progress

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 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.