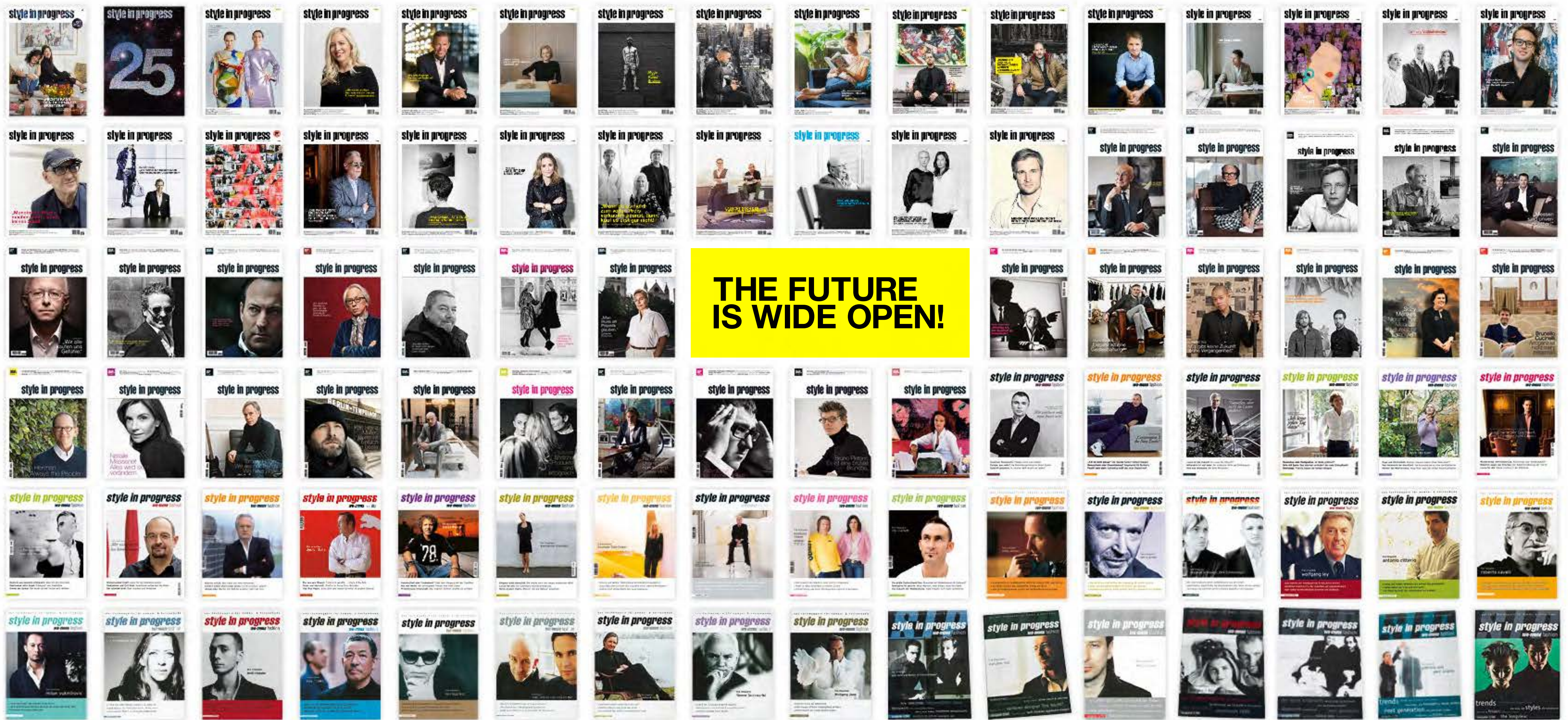
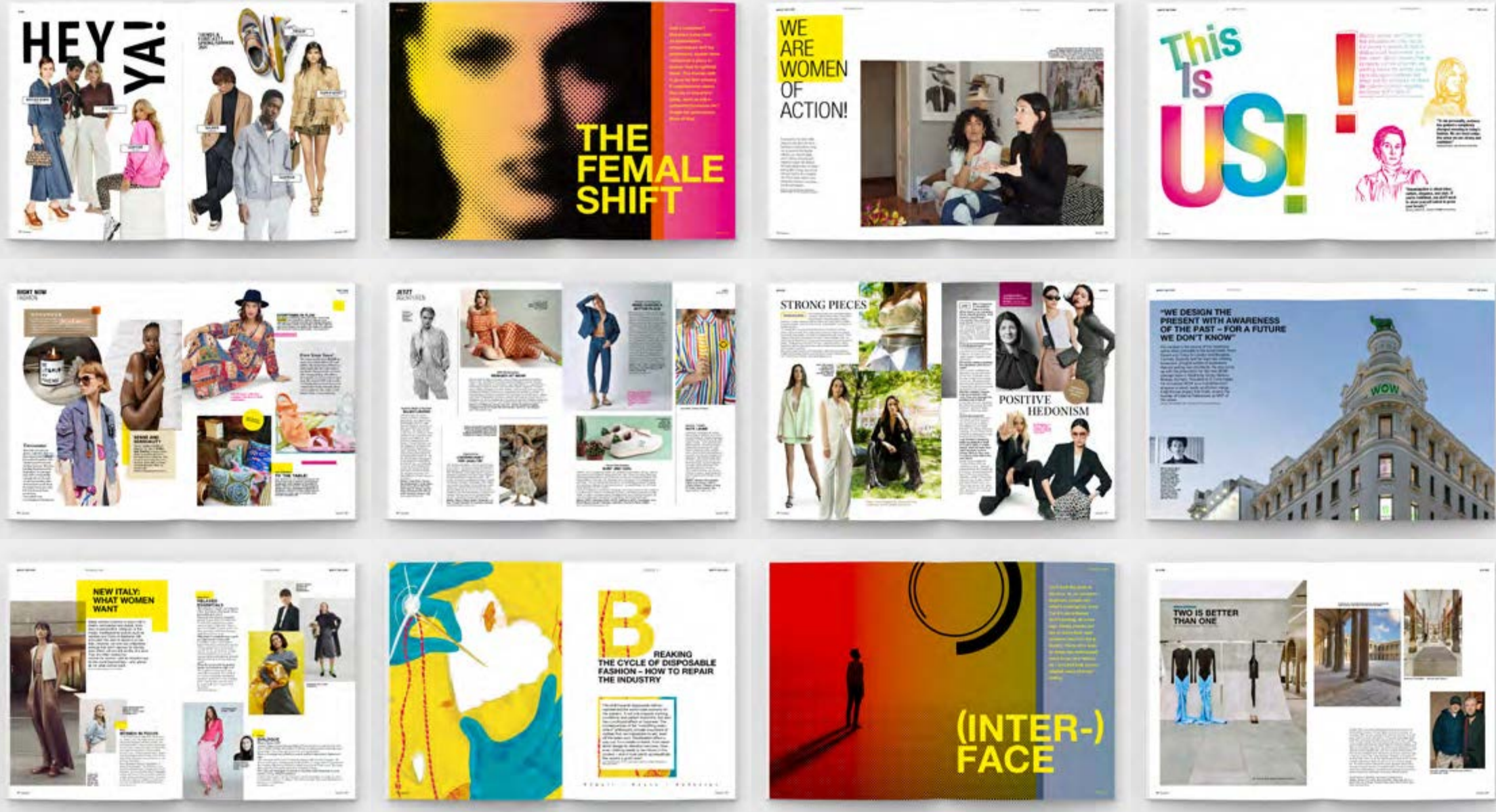


style in progress

ADVERTISING RATES 2024/1



MAGAZIN



MAGAZINE

Since 1998, style in progress has stood for a new quality of thinking and writing about fashion and the fashion business. In the past 25 years, textual soundness, 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 who enjoy it for that very reason.

Thanks to our personalized direct shipping service we reach over 7,500 top buyers and the best agencies and showrooms in Germany, Austria and Switzerland, always before the ordering phase begins. Our English edition additionally reaches decision makers in the 2,500 best fashion stores in Italy, France, Scandinavia, the Benelux countries, Great Britain, Greece and Portugal!

Prices plus VAT

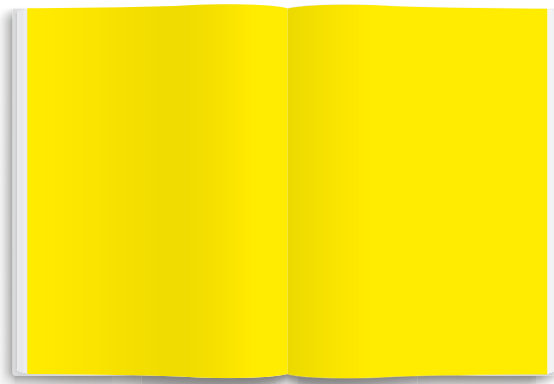
Request



Dates of Publication

| Issuu | Closing Date | Ad Material Deadline | Publication Date |
|--------|--------------|----------------------|------------------|
| 1/2024 | 06.12.2023 | 11.12.2023 | 10.01.2024 |
| 2/2024 | 14.05.2024 | 16.05.2024 | 17.06.2024 |

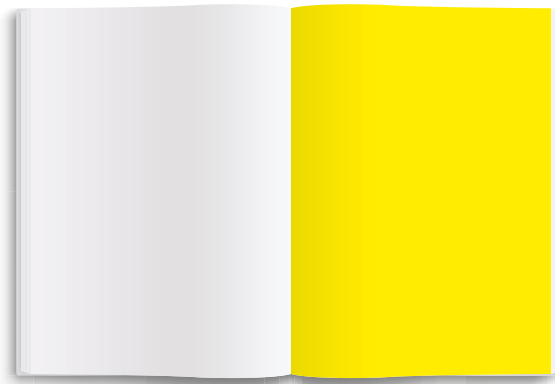
The publisher reserves the right to change the publication dates due to the current situation.



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:

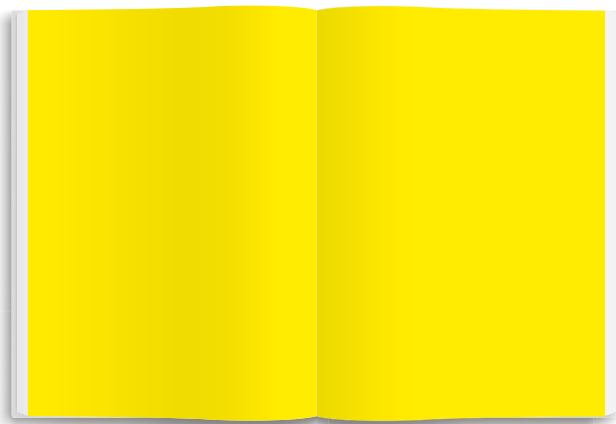
Stephan Huber / stephan@style-in-progress.com

SUPPORT Advertisement Design Page 13

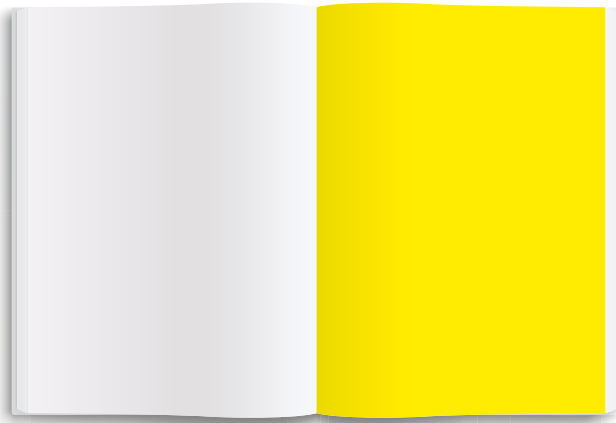
¹⁾ If available

MAGAZINE

Data Delivery

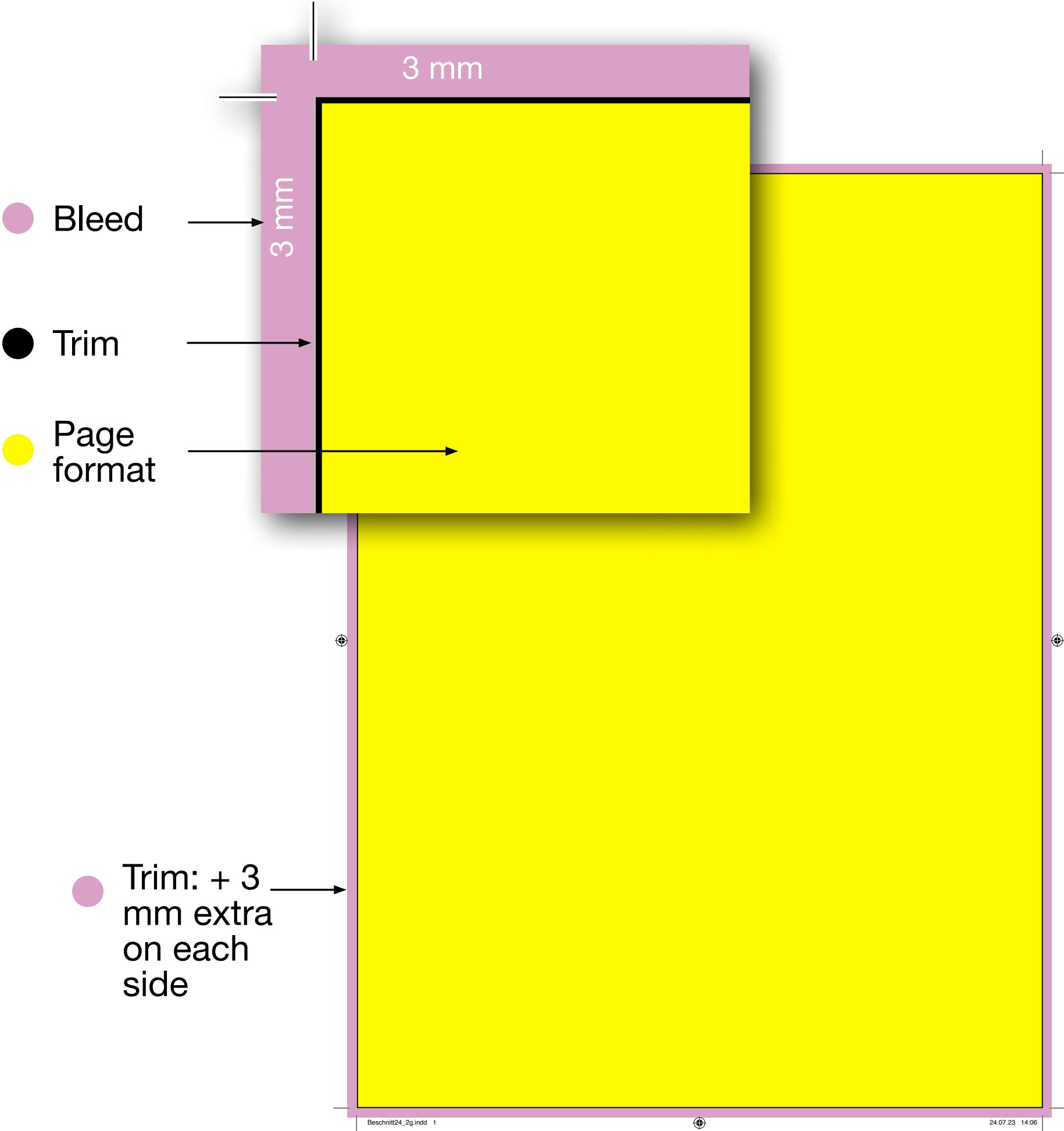


2/1 double page
440 x 300 mm
Trim: + 3 mm extra on each side



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

Substance instead of overload. Our content, ideas, discoveries and opinions, compactly presented every week. As of July 31, 2023, the style in progress newsletter is read by 6,500 subscribers in the GSA region, 80 percent of whom are decision makers in the premium segment of the retail trade.

| 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

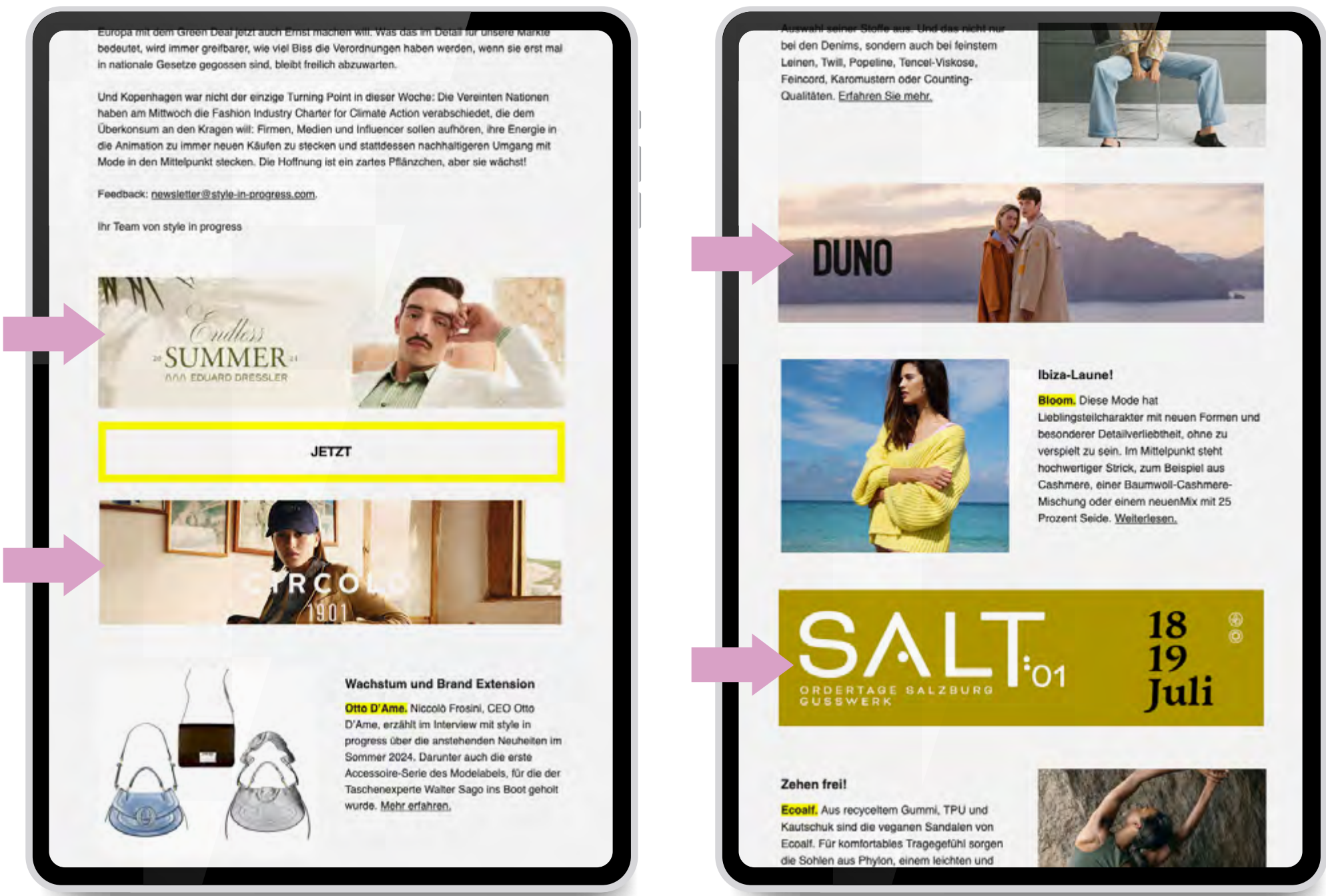


DATA DELIVERY: Stephan Huber / stephan@style-in-progress.com

SUPPORT Banner Design Page 13

NEWSLETTER – Please Make Your Choice

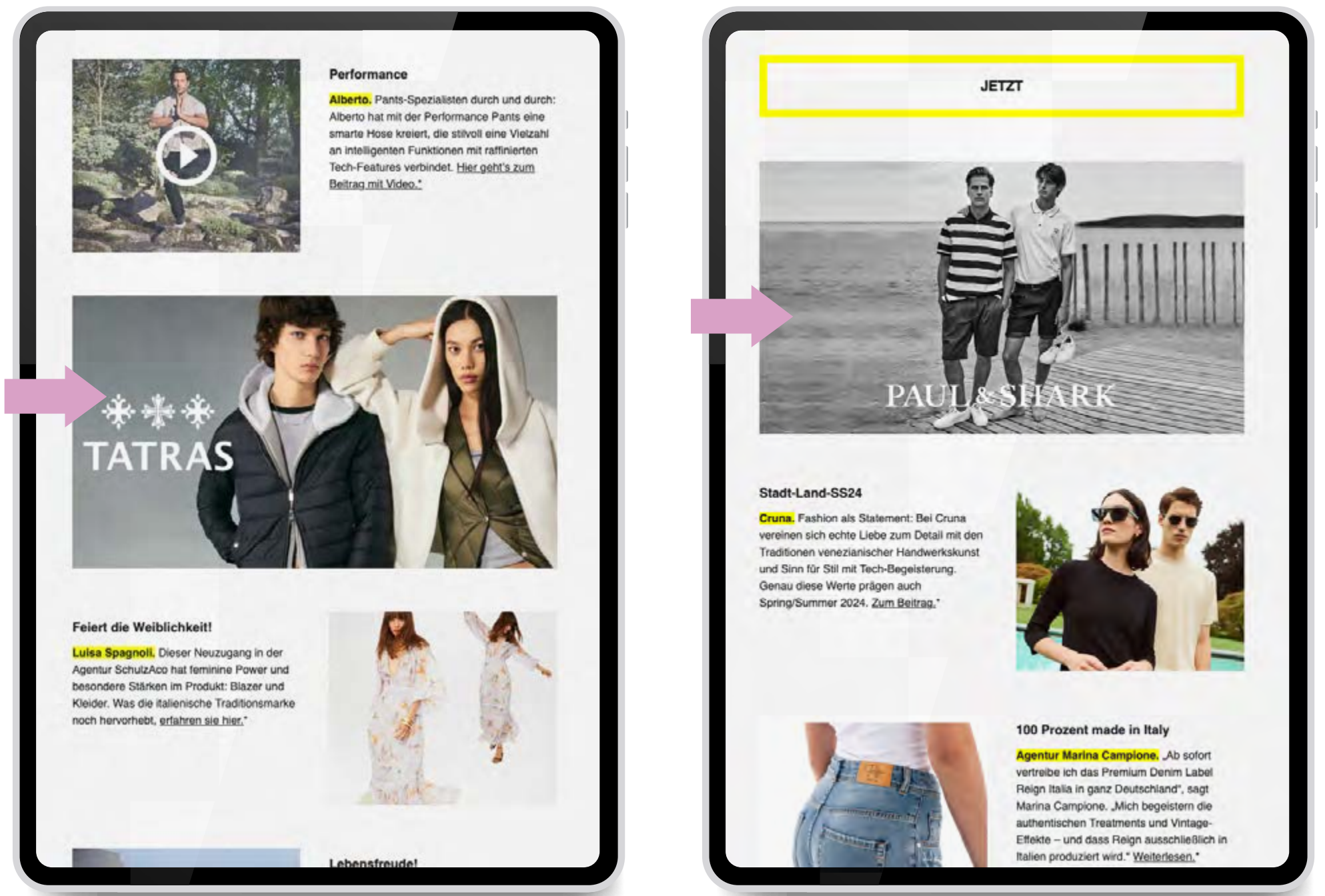
1 Banner Classic



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

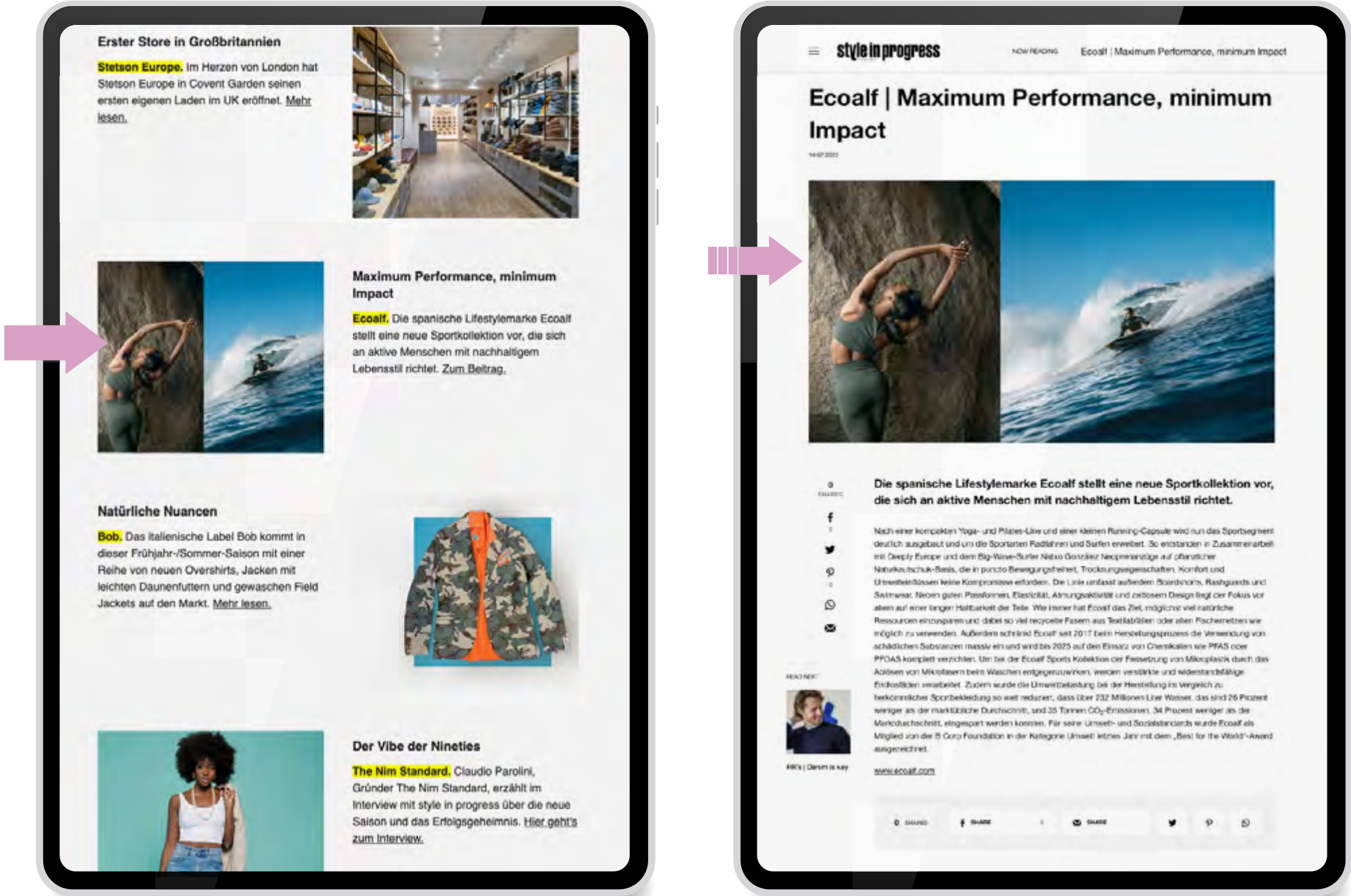


Size: 1600 x 900 px, Format: JPG, PNG or GIF

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

NEWSLETTER – Please Make Your Choice

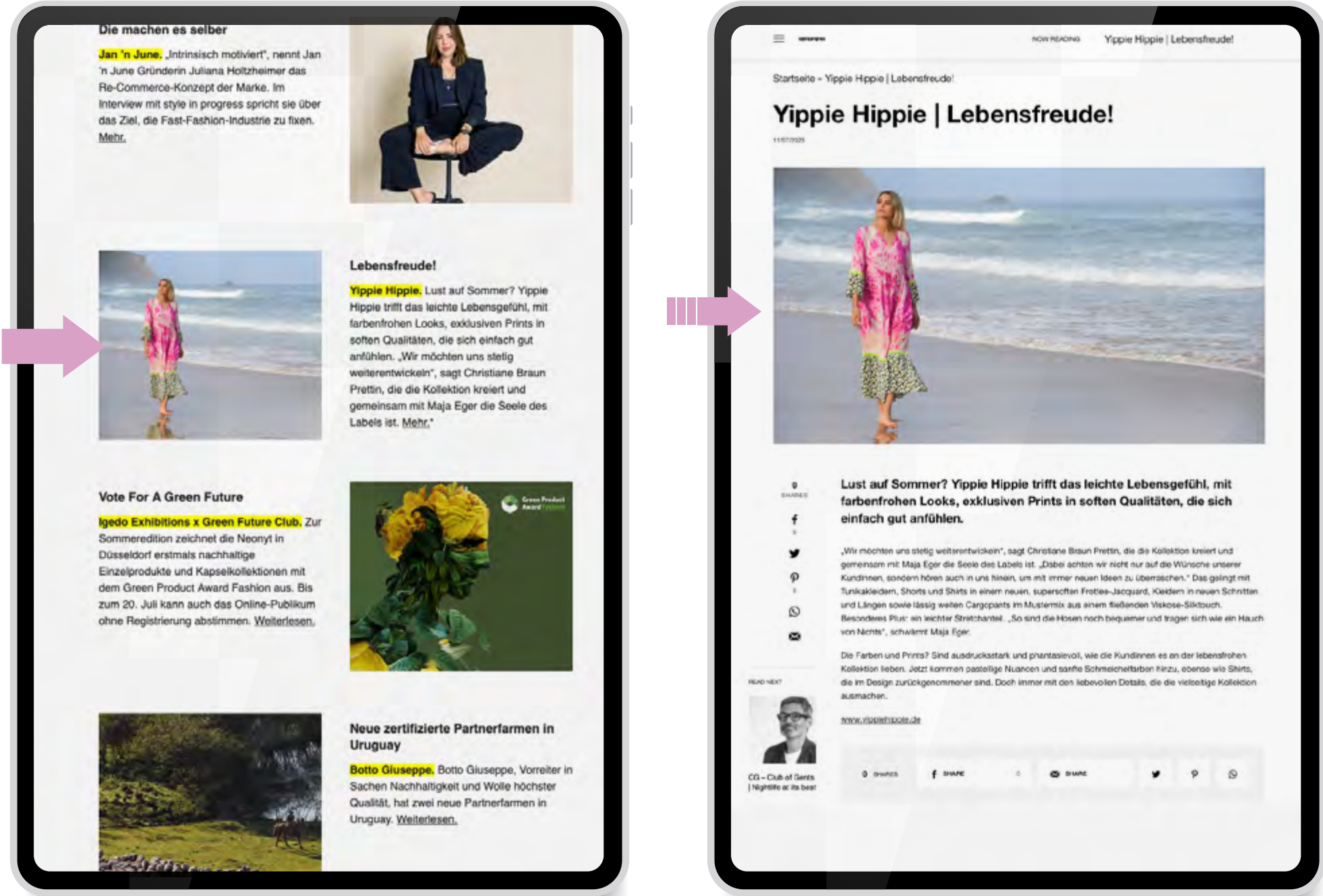
3 Magazine Article



Newsletter

Website

4 Advertorial With One Image



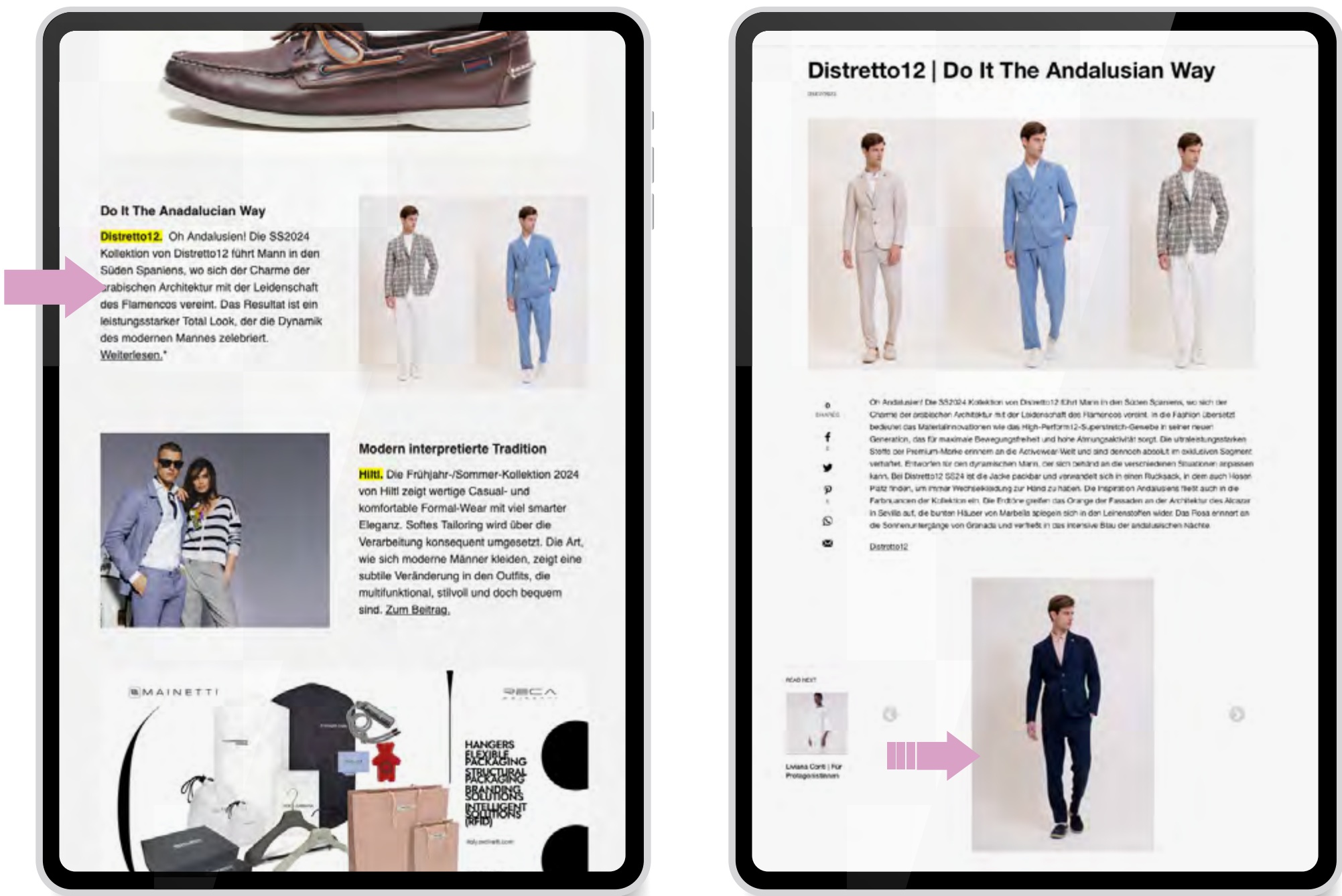
Newsletter

Website

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

NEWSLETTER – Please Make Your Choice

5 Advertorial Including Image Gallery

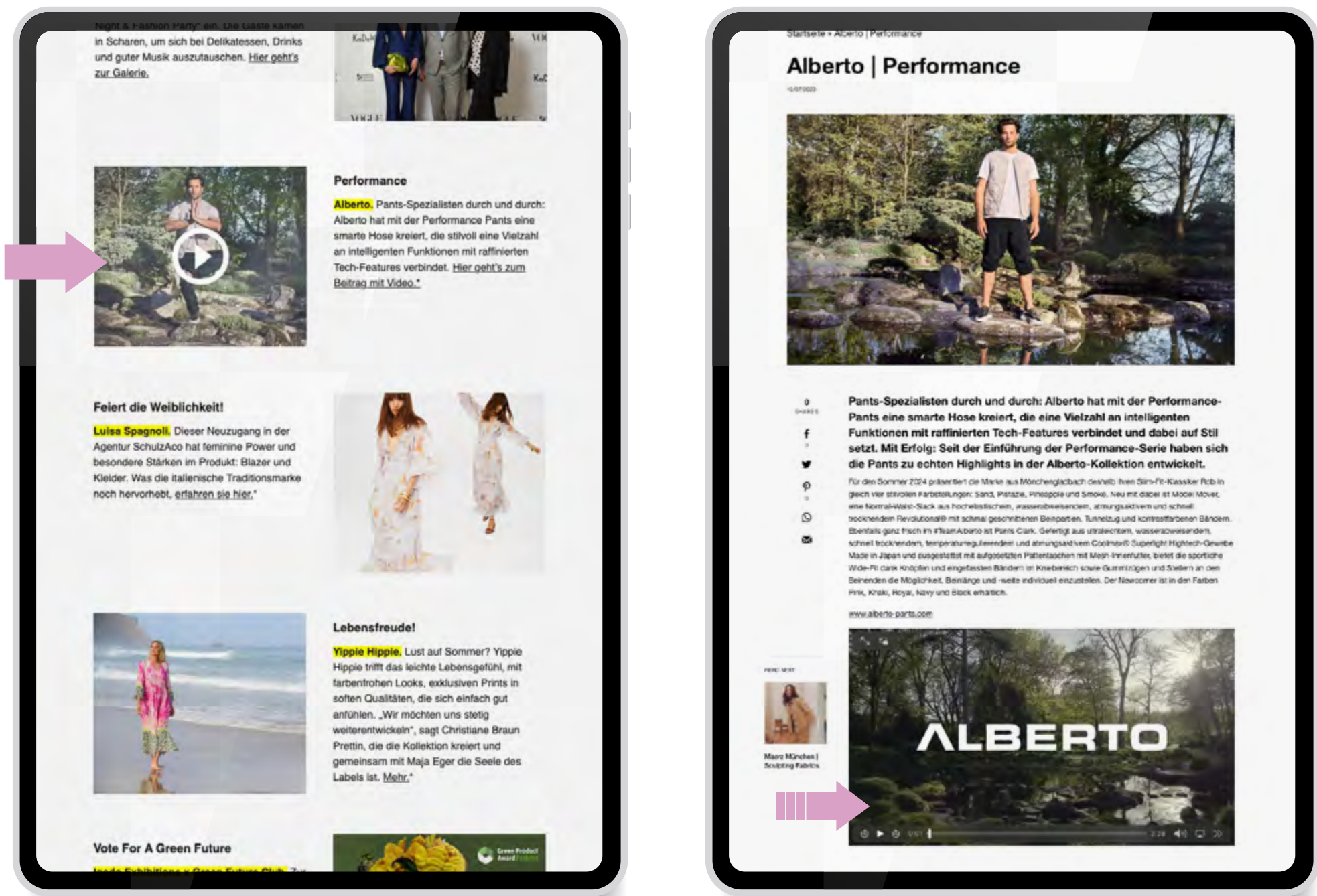


Newsletter

Website

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

6 Advertorial With Online Video



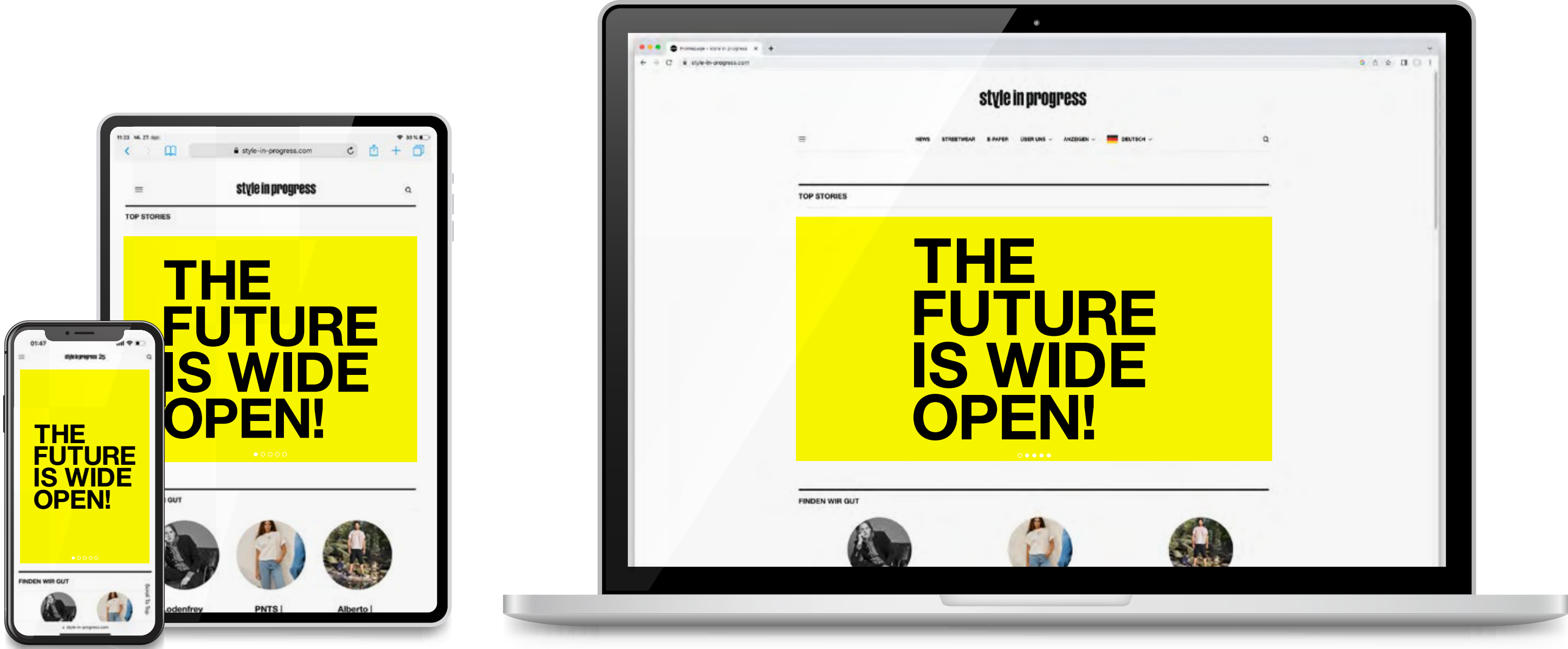
Newsletter

Website

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

WEBSITE

STYLE-IN-PROGRESS.COM



WEBSITE

In addition to the two seasonal print issues per year and the weekly newsletter, of course we are there for our style in progress community online and on social media. Here, too, the rule is: Class before mass. 7,000 to 8,000 users per month read articles on the website, our Facebook page has a reach of up to 22,000 readers, Instagram reaches 90,000 people in a quarter, and in the same period the reach on LinkedIn amounts to 42,000 users. And that's no run of the mill 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

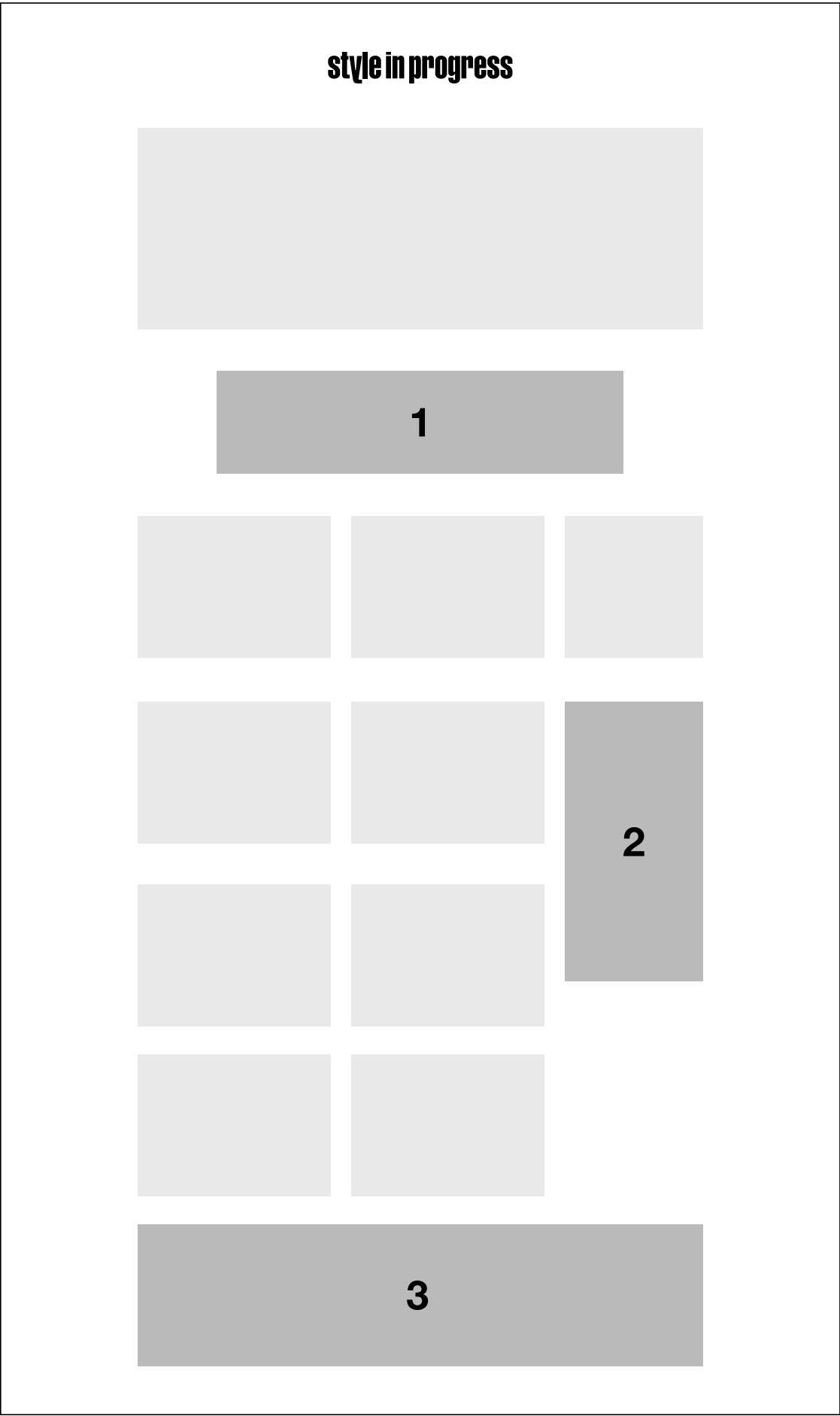
- Banner in exact format of ad as JPG, PNG, or GIF
- RGB colour spectrum; resolution 72 to max. 150 dpi

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 | ● Banner Newsletter | ● Banner Website |
|--|---|---|
| Anzeige inkl. Druck-Pdf, zwei Korrekturrunden | static banner, two correction rounds | static banner, two correction rounds |
| € 200.– plus VAT (excl. image editing) | € 110.– plus VAT (excl. image editing) | € 110.– plus VAT (excl. image editing) |
| Required Data <ul style="list-style-type: none">• Printable image material• Logo optimal as vector file (ai, eps)• Desired text | Required Data <ul style="list-style-type: none">• Picture material• Logo as png with transparent background or as vector file (ai, eps)• Desired text• Desired link | Required Data <ul style="list-style-type: none">• Picture material• Logo as png with transparent background or as vector file (ai, eps)• Desired text• Desired link |
| Delivery Data 1 week before the deadline for printing documents | Delivery Data 2 weeks before newsletter distribution date | Delivery Data 1 week before online date |
| ●● Package Magazine Advertisement + Banner: € 250.– plus VAT (excl. image editing) | | |

Prices plus VAT

LET'S TALK

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style in progress

ABOUT US

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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.