

# Advertising Rates

2026.1



THE  
FUTURE  
IS WIDE  
OPEN!

# Future – in progress

What began in 1998 as the DACH region's insider B2B fashion magazine has, over the decades, evolved into a European hub – connecting an elite network of decision-makers, visionaries, creatives, and future-shapers – on the page, on screen, and in person.

Our mission is to foster interdisciplinary thinking, shape trends, and champion a future-oriented industry mindset. Fashion is our heartbeat – yet its rhythm flows through art, beauty, culture, design, hospitality, sustainability, and technology. Above all, our focus lies on the human stories that shape them all. We follow the currents where these worlds meet – and the next chapter begins.

At our core are our seasonal Signature Issues – Collectors' Issues and Flagship Editions – surrounded by a subtle yet dynamic ecosystem of e-magazines, our newsletters, the podcast, social media, and live events. We offer our partners more than visibility: we provide direct access to an outstanding, influential community that drives the industry forward.

We deliver inspiration with substance, cultural relevance with strategic insight – making style in progress the go-to hub for those shaping the future of fashion and beyond.

Through our personal direct distribution, we reach the people who set the pace: more than 7,500 top buyers and the

leading agencies and showrooms in Germany, Austria, and Switzerland – always ahead of the order season. Our English edition extends the conversation to decision-makers in the 2,500 most influential fashion stores and agencies across Europe – from Italy, France, and Spain to Scandinavia, the Benelux, the UK, Greece, and Portugal.

Our belief is simple, and it drives everything we do: **The future is wide open.** Let's shape it together. Because your story deserves the right stage – and the right audience. We bring you both.



# Magazine

In a world of breathless instant content, our epic Signature Issues offer a deeply enriching pause. Twice a year, we capture the spirit and direction of fashion and beyond in richly curated pages — tactile, lasting, and dedicated to the people shaping what comes next. For those who value conscious depth over restless overload. And for future minded companies and brands who share these values to connect with an exceptional community.

Through its German edition and an ever-growing English edition for an expanding range of European markets, style in progress speaks directly to a hand-picked network of around 10,000 of fashion’s most influential voices — visionary entrepreneurs and top buyers in high-end retail, leading industry minds and agencies, as well as cultural and economic shapers setting the agenda in fashion and beyond.



# Magazine

## ISSUE 99 | 2026

CLOSE DATE: 01/12/25  
PRINT DEADLINE: 08/12/25  
PUBLICATION DATE: 12/01/26

## ISSUE 100 | 2026

CLOSE DATE: 07/05/26  
PRINT DEADLINE: 15/05/26  
PUBLICATION DATE: 15/06/26

## PRINT RATES

FORMAT	RATE (€)
<b>Single Page</b>	
Standard price	8,100.–
First third of magazine <sup>1)</sup>	8,500.–
Inside Back Cover (C3) <sup>1)</sup>	9,100.–
Back Cover (C4) <sup>1)</sup>	9,500.–
<b>Double Page</b>	
Standard price	12,400.–
First third of magazine <sup>1)</sup>	12,800.–
Opening Spread <sup>1)</sup>	14,800.–

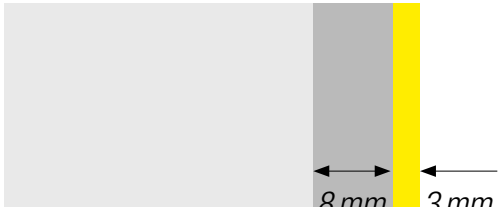
## @ CONTACT

info@style-in-progress.com

## TECHNICAL SPECIFICATIONS

<b>FORMATS</b>	
Single Page	220 x 300 mm
Double Page	440 x 300 mm

**TRIM**



+ 3 mm trim on each side

*Text and image elements that are not to be cropped must be at least 8 mm away from the edge of the format.*

**TECHNICAL REQUIREMENTS**  
High-res PDF with at least 300 dpi  
Fonts fully embedded or as paths  
Colour profile: ISO coated V2

## ➔ DATA DELIVERY

info@style-in-progress.com

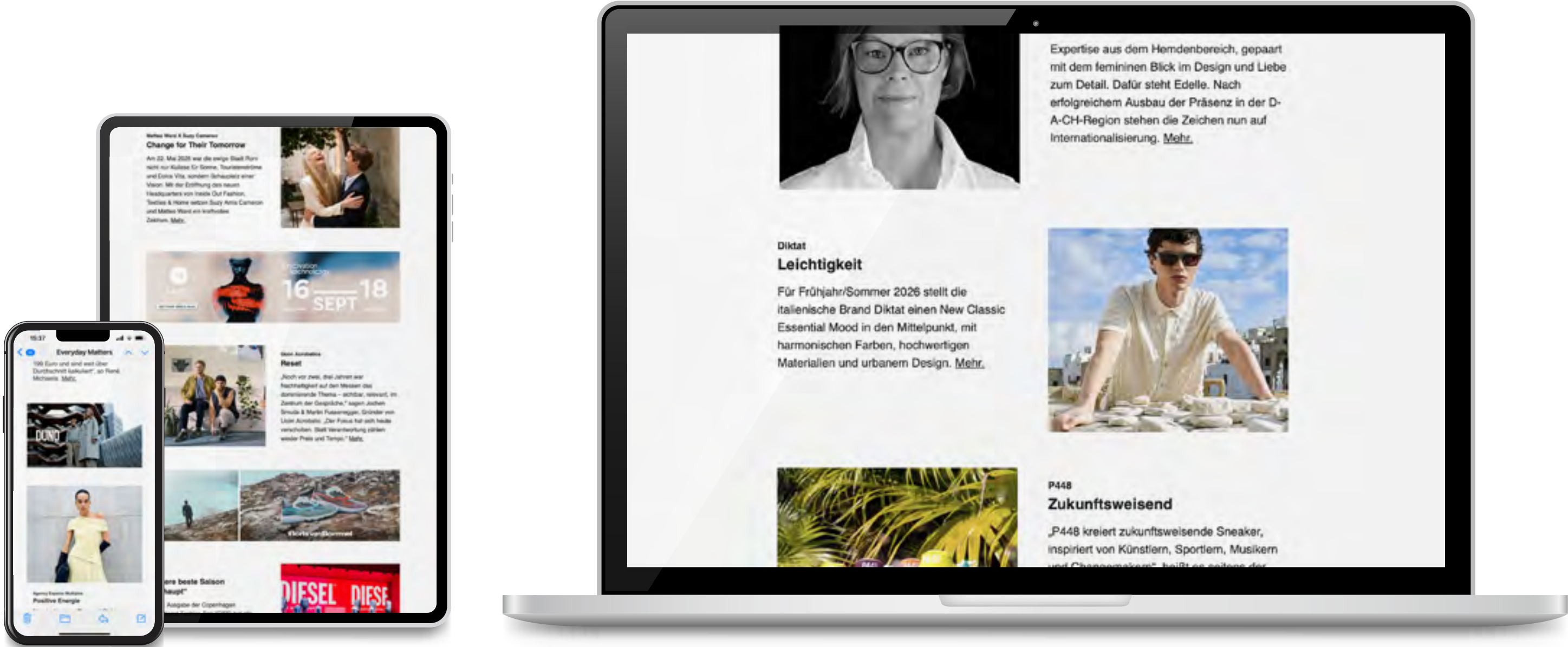


# The Pulse in Your Inbox

Our newsletter is your direct link to the style in progress community — now reaching around 6,000 engaged subscribers. Hand-picked stories, timely insights, and curated inspiration land exactly when they’re most relevant. No noise, no overload — just the essential rhythm of fashion and the people shaping its future. For our partners, it’s the ideal place to share their message with maximum impact — reaching the right audience at the perfect moment.




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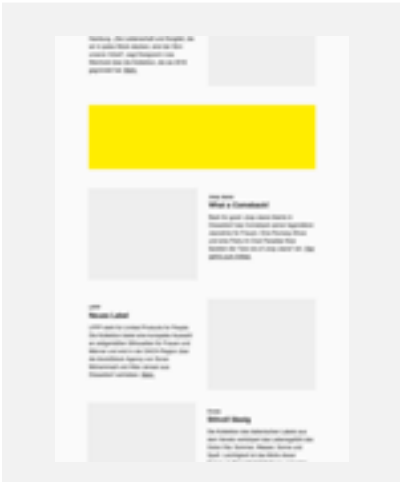




# The Pulse in Your Inbox

## NEWSLETTER RATES

NR	ADVERTISING PLATFORMS	RATE (€)
1	 <b>Banner XXL Header<sup>1)</sup></b> Top position - before Editorial	2,670.–
2	 <b>Banner XXL Opening Spread<sup>1)</sup></b> Position directly after editorial	2,380.–
3	 <b>Banner XXL</b>	1,980.–



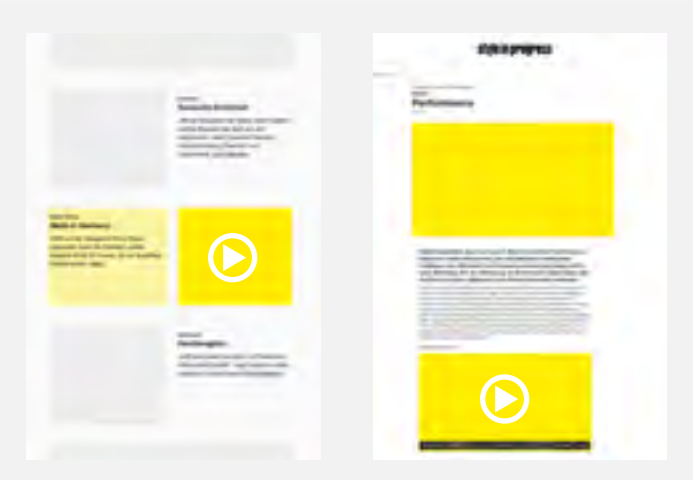
## NEWSLETTER RATES

NR	ADVERTISING PLATFORMS	RATE (€)
4	 <b>Classic Banner 1st Position<sup>1)</sup></b> First position banner classic	1,190.–
5	 <b>Classic Banner from 2nd position</b>	980.–
6	 <b>Magazine Article</b>	1,480.–

Prices plus VAT

# The Pulse in Your Inbox

## NEWSLETTER RATES


NR	ADVERTISING PLATFORMS	RATE (€)
7	 Advertorial with One Image	1,650.–
8	 Advertorial with Image Gallery	2,850.–
9	 Advertorial with Online Video	2,365.–

Prices plus VAT

NEW

SPECIAL  
NEWSLETTER

## NEWSLETTER RATES

NR	ADVERTISING PLATFORM	RATE (€)
10	 <b>BRAND SPOTLIGHT</b> Structure: XXL Banner, Editorial, 1 Advertorial including Image Gallery	6,900.–
<h3>TECHNICAL SPECIFICATIONS &amp; STRUCTURE</h3> <p><b>XXL Banner</b> – Top position before Editorial Size: 1600 x 900 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 2 weeks before newsletter distribution date</p> <p><b>Editorial</b> – compiled and/or coordinated by the style in progress team. Maximum length of 1,500 characters including spaces.</p> <p><b>Advertorial including Image Gallery</b> – Editorial teaser in newsletter with link to specially created online article. 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 article. Link and/or contact line in article.</p> <p>Delivery and coordination of material: 2 weeks before newsletter distribution date</p>		

# The Pulse in Your Inbox

## TECHNICAL SPECIFICATIONS

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<b>XXL Banner</b>	Size: 1600 x 900 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 1 week before newsletter distribution date
<b>Classic Banner</b>	Size: 1600 x 450 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 1 week before newsletter distribution date

**SUPPORT BANNER DESIGN    Page 11**

## ➔ DATA DELIVERY

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info@style-in-progress.com

## TECHNICAL SPECIFICATIONS

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<b>Advertorial with One Image</b>	Editorial teaser in newsletter with link to specially created online article. 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 article. Link and/or contact line in article. Image size max. 1920 x 1080 px, max 500 KB Delivery and coordination of material: 2 weeks before newsletter distribution date
<b>Advertorial with Image Gallery</b>	Editorial teaser in newsletter with link to specially created online article. 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 article. Link and/or contact line in article. Image size max. 1920 x 1080 px, max 500 KB Delivery and coordination of material: 2 weeks before newsletter distribution date
<b>Advertorial with Online Video</b>	Editorial teaser in newsletter with preview image of video and link. Video remains visible on the styleinprogress.com start page for 2 weeks. The video must be provided by the brand, max. lenght 3 minutes, in German or English. Link and/or contact line below the video included. Supplementary editorial text by arrangement. Format .mp4; Aspect ratio: 16:9; Resolution 720p (1280x720) Delivery and coordination of material: 2 weeks before newsletter distribution date

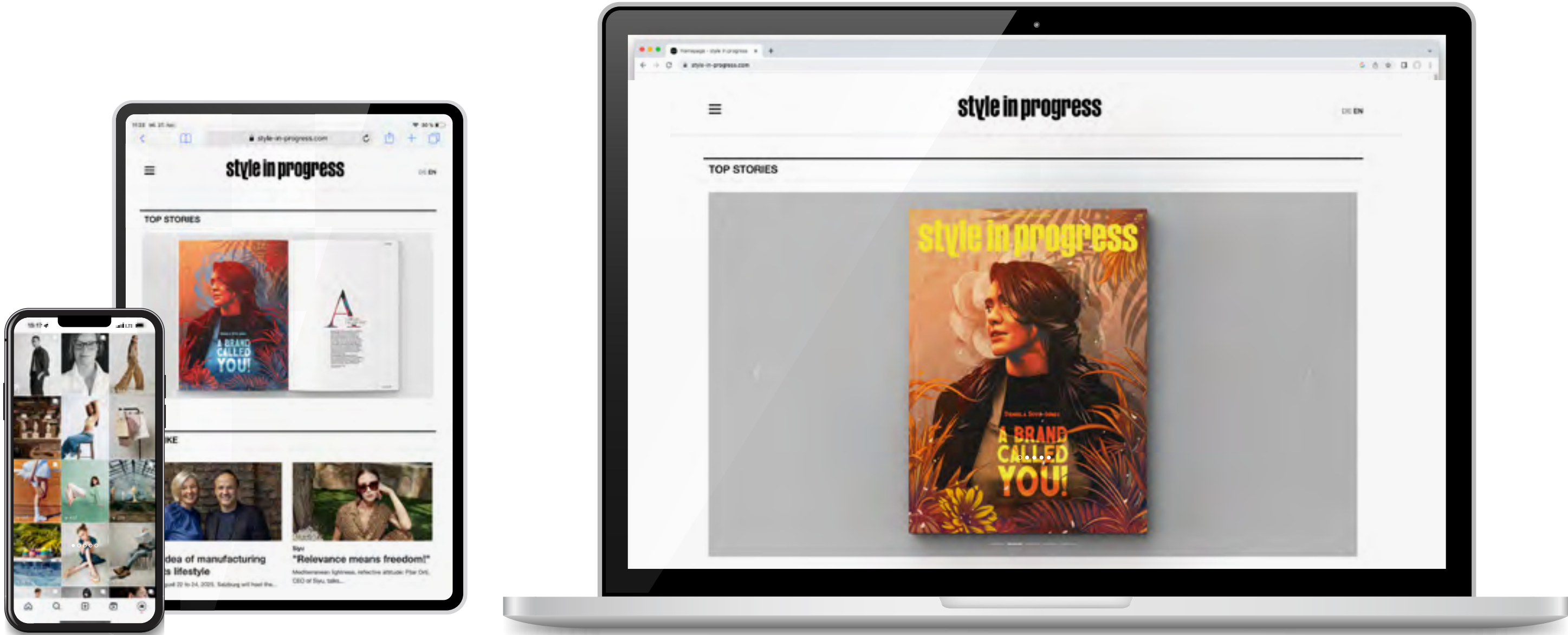


# Online & on Point

The conversation doesn't pause between issues. On style in progress' digital channels, our community meets daily — 137.000 page-views per year on our website, 780,000 views via Instagram, and 49.520 yearly impressions on LinkedIn. Every view is intentional, every click from someone deeply invested in where our industry is headed.

@ CONTACT

info@style-in-progress.com



# Online & on Point

## WEB RATES

NR	ADVERTISING FORMAT	RATE (€)	TECHNICAL SPECIFICATIONS
1	Page Header Banner	3,150.–	Dimensions (WxH): 1280 x 720 px File formats: png, jpg, gif Resolution: 72 to max. 150 dpi File size: max. 100 KB Delivery: At least three working days before publication incl. link Runtime: 1 month
1	Page Header Video	3,150.–	Dimensions (WxH): 1280 x 720 px File format: mp4 Resolution: 720p (1280x720) File size: less than 4 MB per minute Delivery: At least three working days before publication incl. link Runtime: 1 month
2	Billboard	2,150.–	Dimensions (WxH): 970 x 250 px File formats: png, jpg, gif Resolution: 72 to max. 150 dpi File size: max. 100 KB Delivery: At least three working days before publication incl. link Runtime: 1 month

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

## ➔ DATA DELIVERY

info@style-in-progress.com

SUPPORT BANNER DESIGN    Page 11



Prices plus VAT

# Support Graphic Design

## AD MAGAZINE

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**Ad incl. print pdf, two correction rounds**  
**€ 210.–** 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

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**Static banner, two correction rounds**  
**€ 120.–** 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 WEB

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**Static banner, two correction rounds**  
**€ 120.–** 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

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**€ 270.–** plus VAT  
(excl. image editing)

Prices plus VAT



# Let's Talk

## ADVERTISING DIRECTOR

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## ABOUT US

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### style in progress

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

style in progress  
B2B Media GmbH

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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.