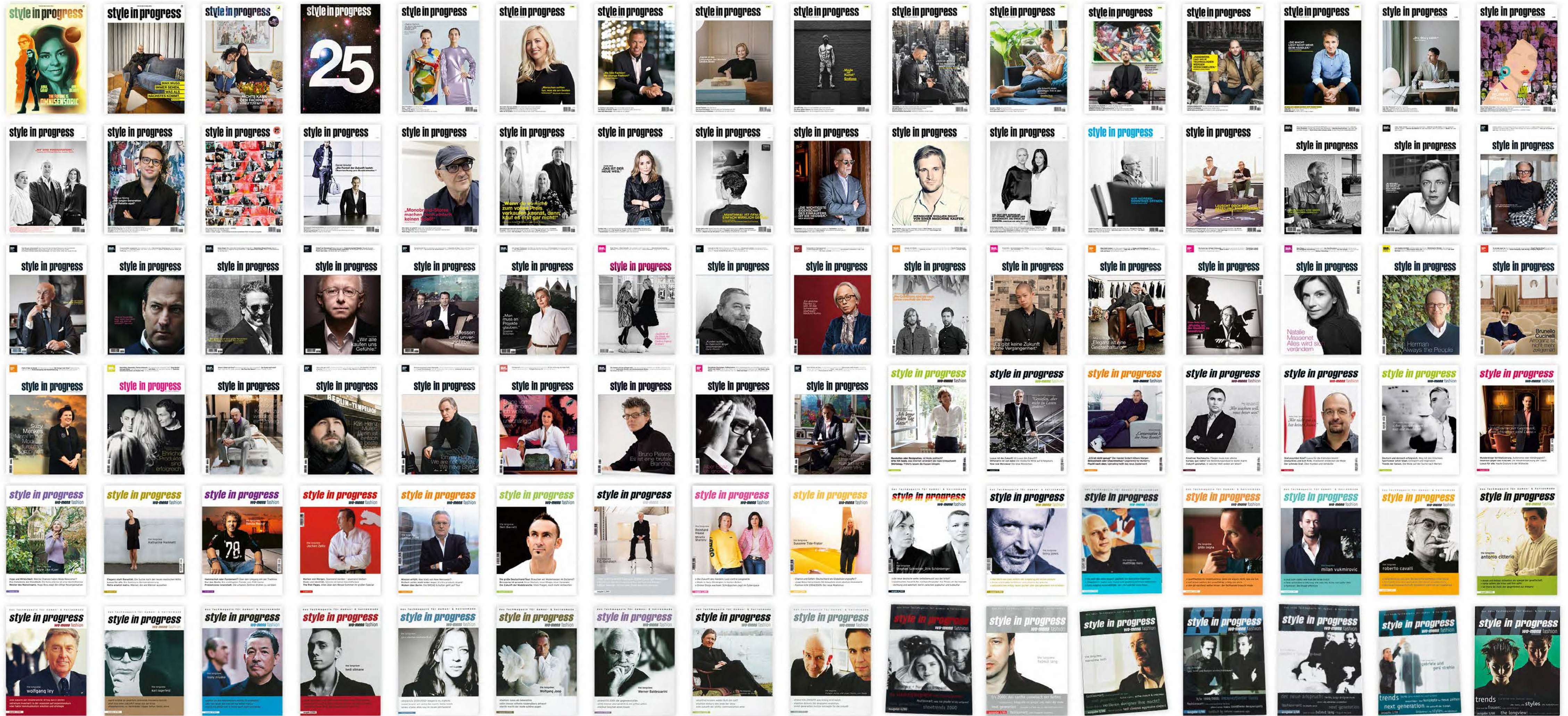


THE FUTURE IS WIDE OPEN!

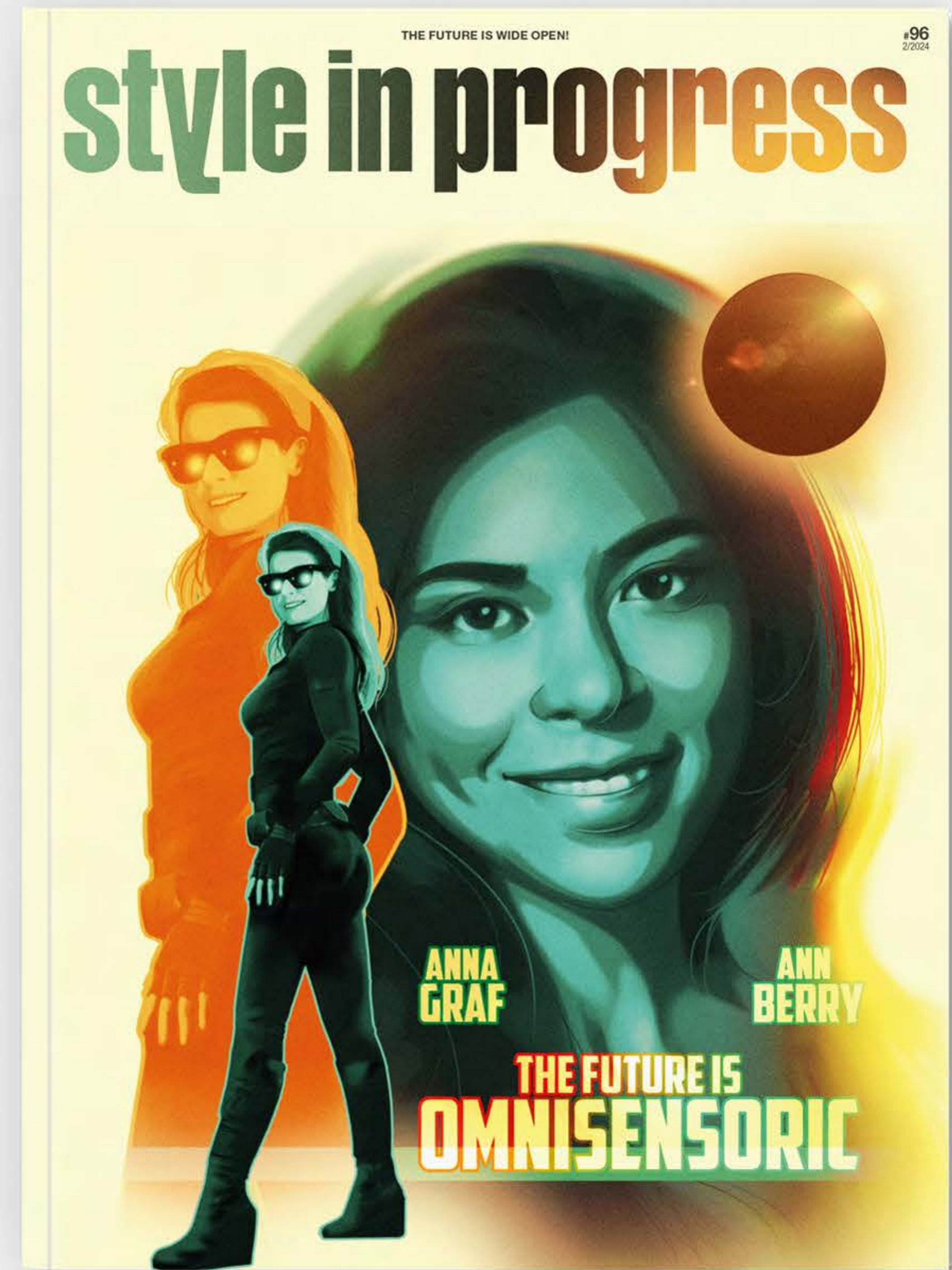
style in progress





Magazine

AVI



MAGAZINE

Request 

Since 1998, style in progress has stood for a new quality of thinking and writing about fashion and the fashion business. In the past 26 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!

Dates of Publication

Nr	Issuu	Closing Date	Ad Material Deadline	Publication Date
#97	1/2025	02.12.2024	06.12.2024	10.01.2025
#98	2/2025	26.05.2025	30.05.2025	02.07.2025

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



2/1 Double Page Spread

440 x 300 mm bleed

Standard price	€ 11,500.-
First third of magazine ¹⁾	€ 11,990.-
Opening Spread ¹⁾	€ 13,900.-



1/1 Single Page

220 x 300 mm bleed

Standard price	€ 7,500.-
First third of magazine ¹⁾	€ 7,900.-
Inside Back Cover (C3) ¹⁾	€ 8,500.-
Back Cover (C4) ¹⁾	€ 8,900.-

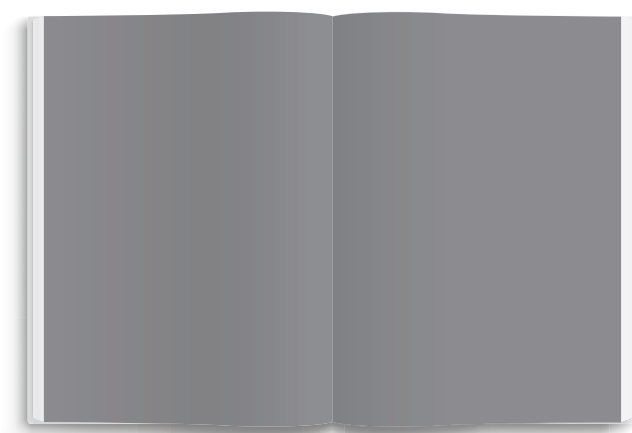
Prices plus VAT

SUPPORT Advertisement Design Page 12

¹⁾ If available

MAGAZINE

Data Delivery



2/1 double page
440 x 300 mm
Bleed: plus 3 mm trim per outer edge

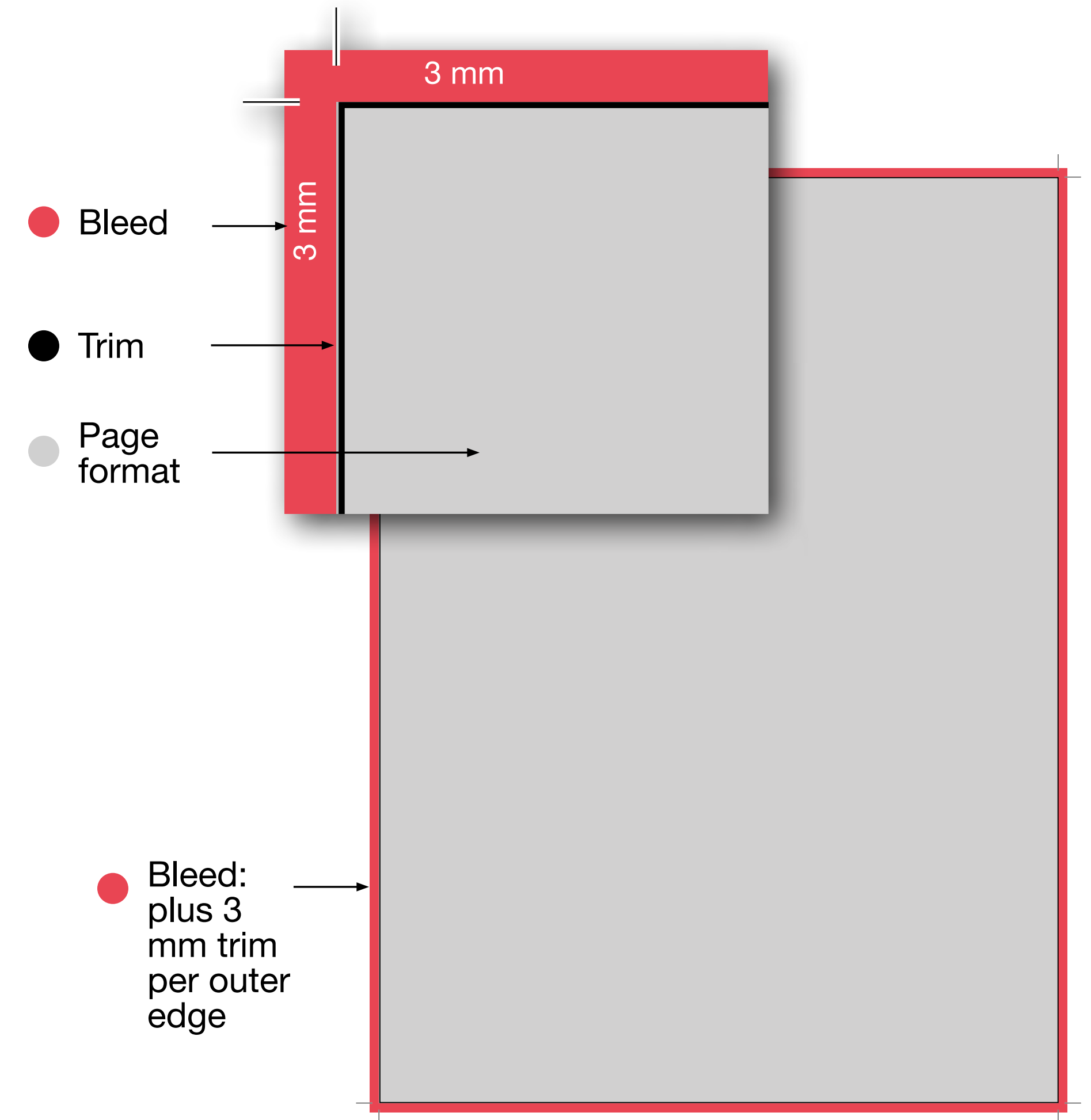


1/1 single page
220 x 300 mm
Bleed: plus 3 mm trim per outer edge

TECHNICAL REQUIREMENTS

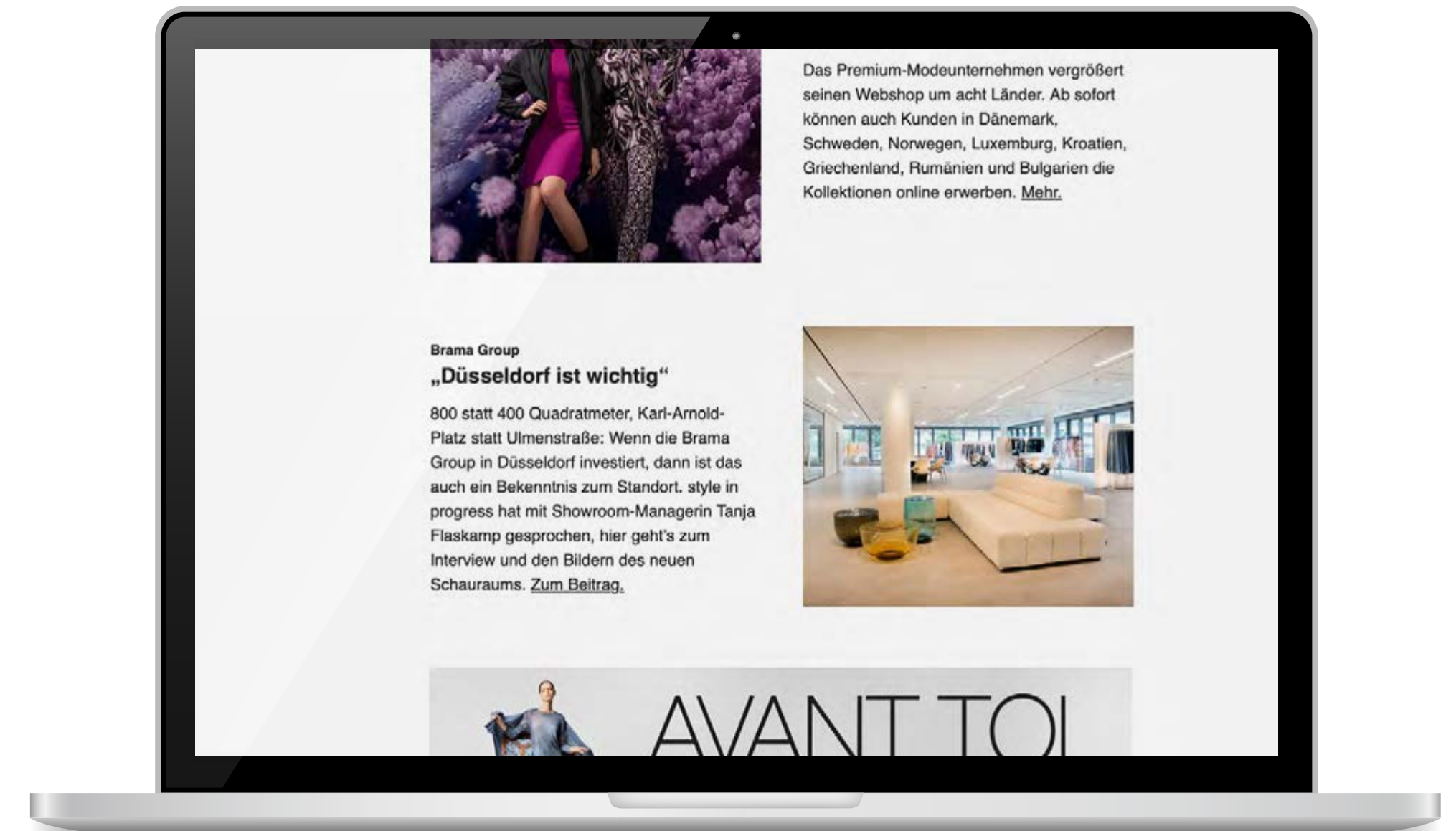
- 3mm bleed margin on all 4 sides
- High-res PDF with at least 300 dpi
- Fonts fully embedded or as paths
- Colour profile: ISO coated V2

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



Newsletter

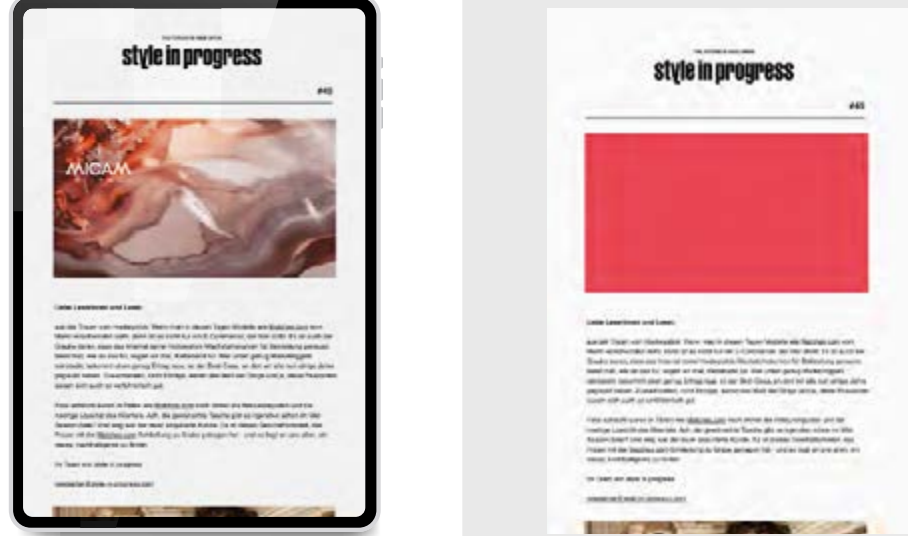
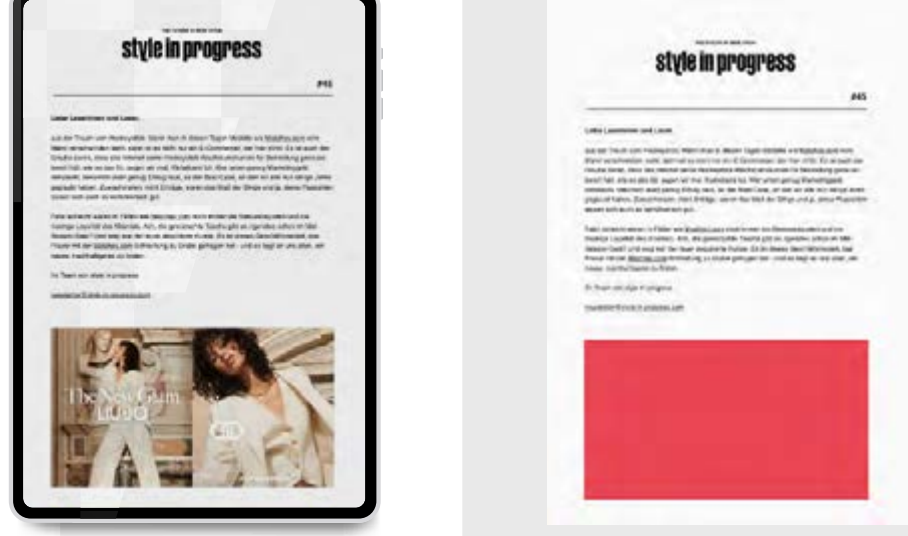
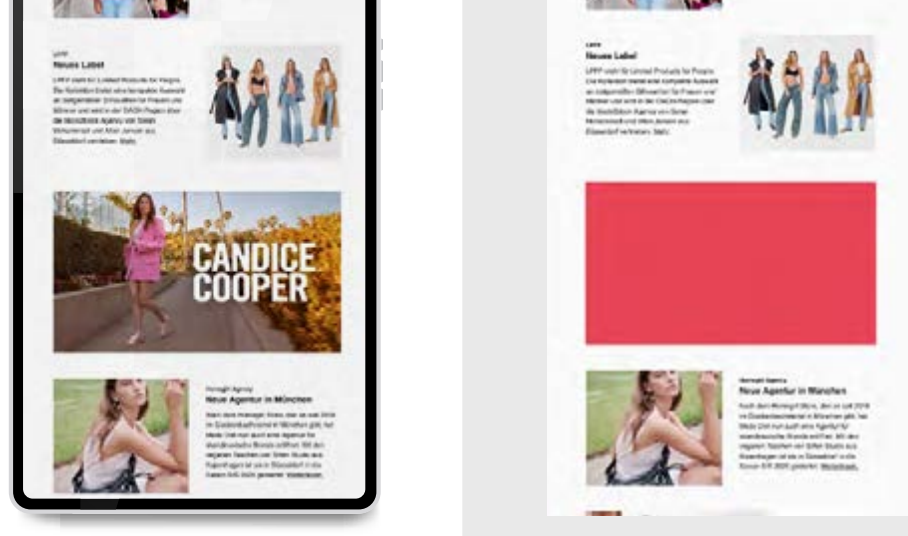
Substance instead of overload. Our content, ideas, discoveries and opinions, compactly presented every week. The style in progress newsletter is read by 6,500 subscribers in the GSA region, 80 percent of whom are decision makers in the premium segment of the retail trade.



NEWSLETTER – Please Make Your Choice

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Nr	Advertising Platforms	Costs	Technical Specifications
1		<p>Banner XXL Header¹⁾ Top position - before Editorial</p>	<p>€ 2,670.–</p> <p>Size: 1600 x 900 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 1 week before newsletter distribution date</p>
2		<p>Banner XXL Opening Spread¹⁾ Position directly after editorial</p>	<p>€ 2,380.–</p> <p>Size: 1600 x 900 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 1 week before newsletter distribution date</p>
3		<p>Banner XXL</p>	<p>€ 1,980.–</p> <p>Size: 1600 x 900 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 1 week before newsletter distribution date</p>

Prices plus VAT

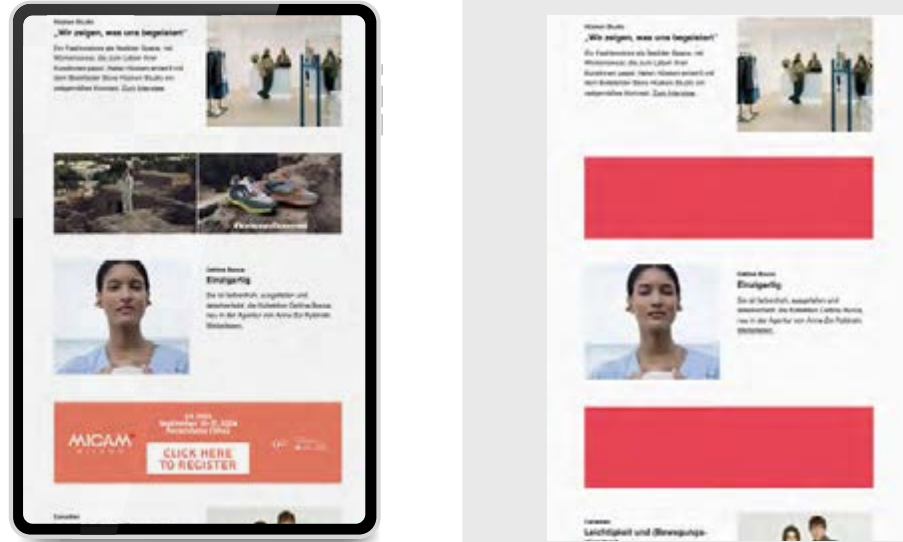
¹⁾ If available

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

NEWSLETTER – Please Make Your Choice

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SUPPORT Banner Design Page 12

Nr	Advertising Platforms	Costs	Technical Specifications
4		<p>Banner classic 1st Position¹ First position banner classic</p>	<p>1,190.–</p> <p>Size: 1600 x 450 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 1 week before newsletter distribution date</p>
5		<p>Banner classic from 2nd position</p>	<p>€ 980.–</p> <p>Size: 1600 x 450 px Format: JPG, PNG or GIF Delivery of banner and corresponding link: 1 week before newsletter distribution date</p>
6		<p>Magazine Article</p>	<p>€ 980.–</p> <p>Editorial teaser in newsletter with link to online article on the website, including contact details and link on request.</p>

Prices plus VAT

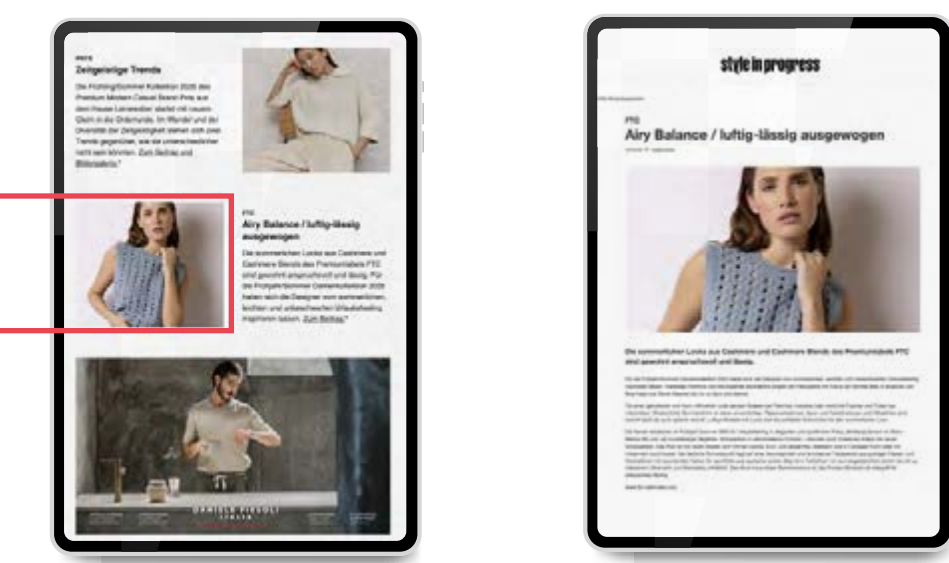
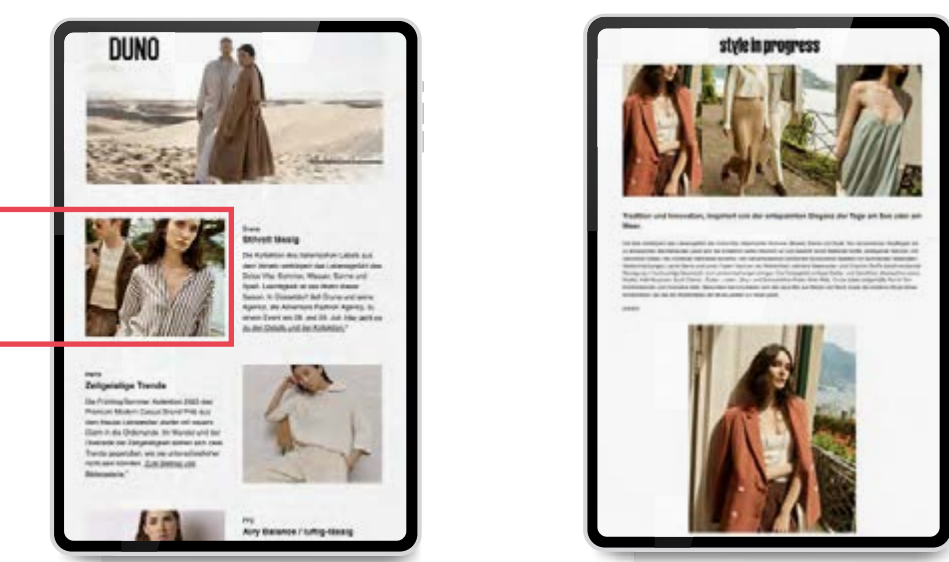
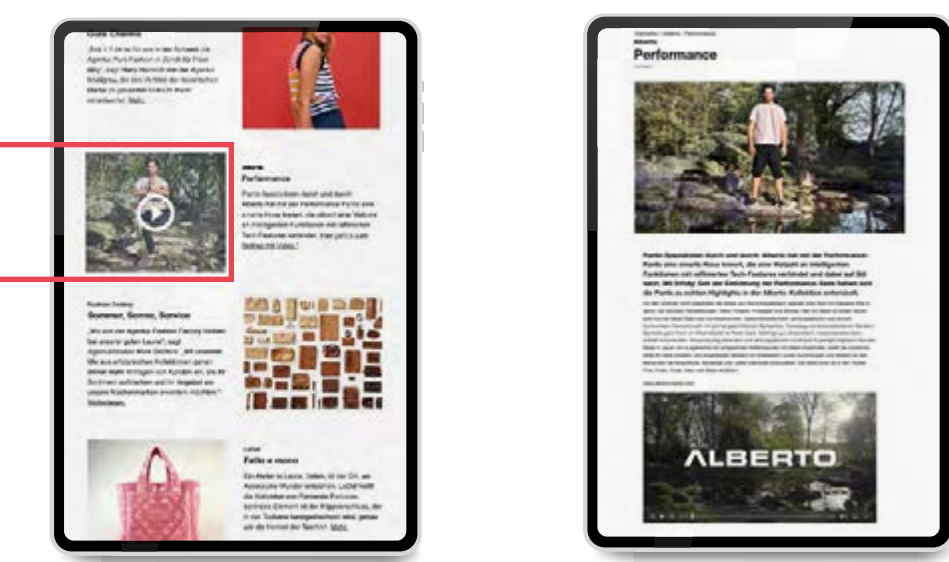
¹⁾ If available

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

NEWSLETTER – Please Make Your Choice

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Nr	Advertising Platforms	Costs	Technical Specifications
7		<p>Advertorial with One Image</p> <p>€ 1,500.–</p>	<p>Editorial teaser in newsletter with link to specially created online 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 article. Link and/or contact line in article.</p> <p>Delivery and coordination of material: 2 weeks before newsletter distribution date</p>
8		<p>Advertorial including Image Gallery</p> <p>€ 2,585.–</p>	<p>Editorial teaser in newsletter with link to specially created online 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 article. Link and/or contact line in article.</p> <p>Delivery and coordination of material: 2 weeks before newsletter distribution date</p>
9		<p>Advertorial with Online Video</p> <p>€ 2,365.–</p>	<p>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, max. length 3 minutes, 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))</p> <p>Delivery and coordination of material: 2 weeks before newsletter distribution date</p>

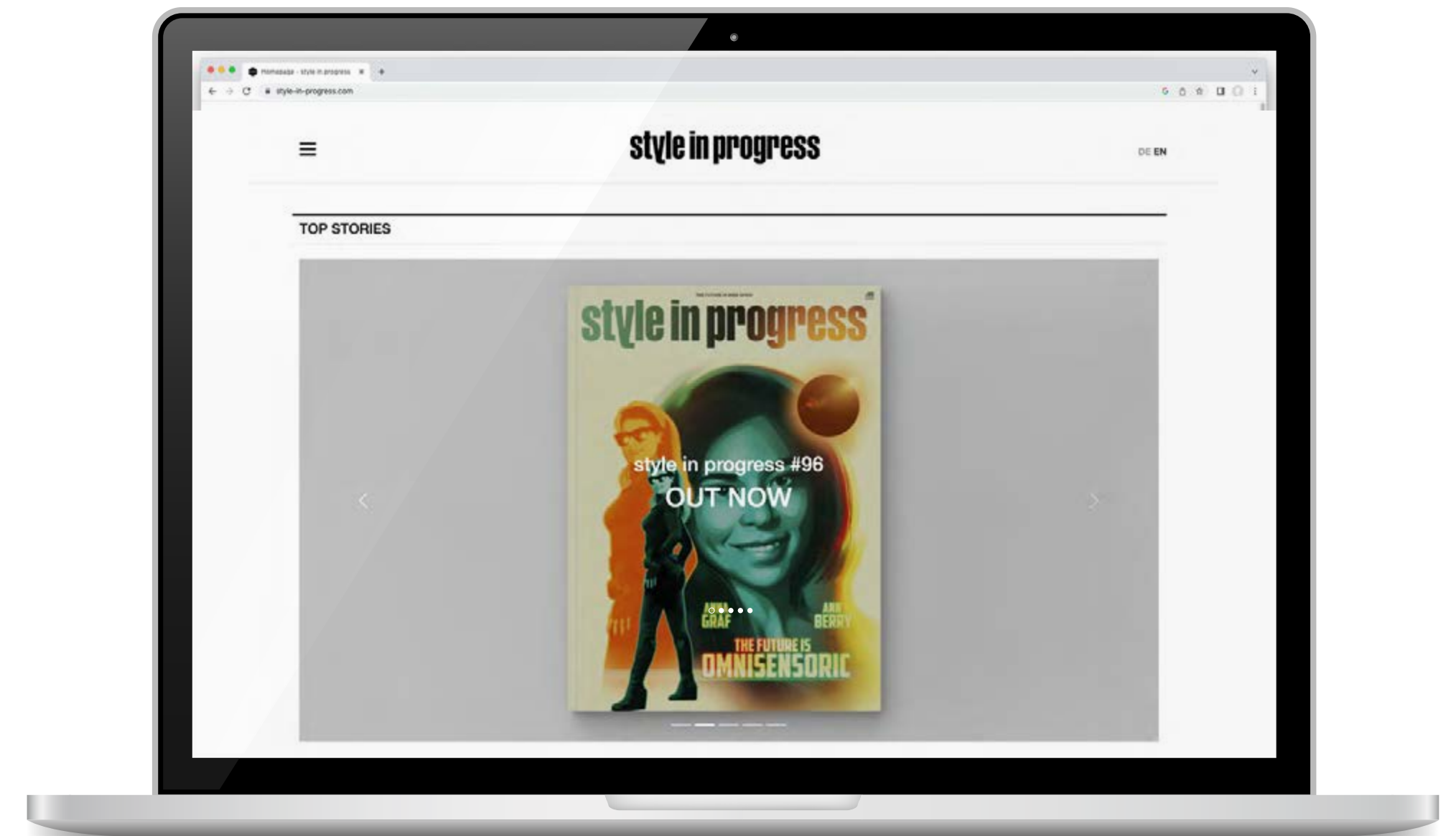
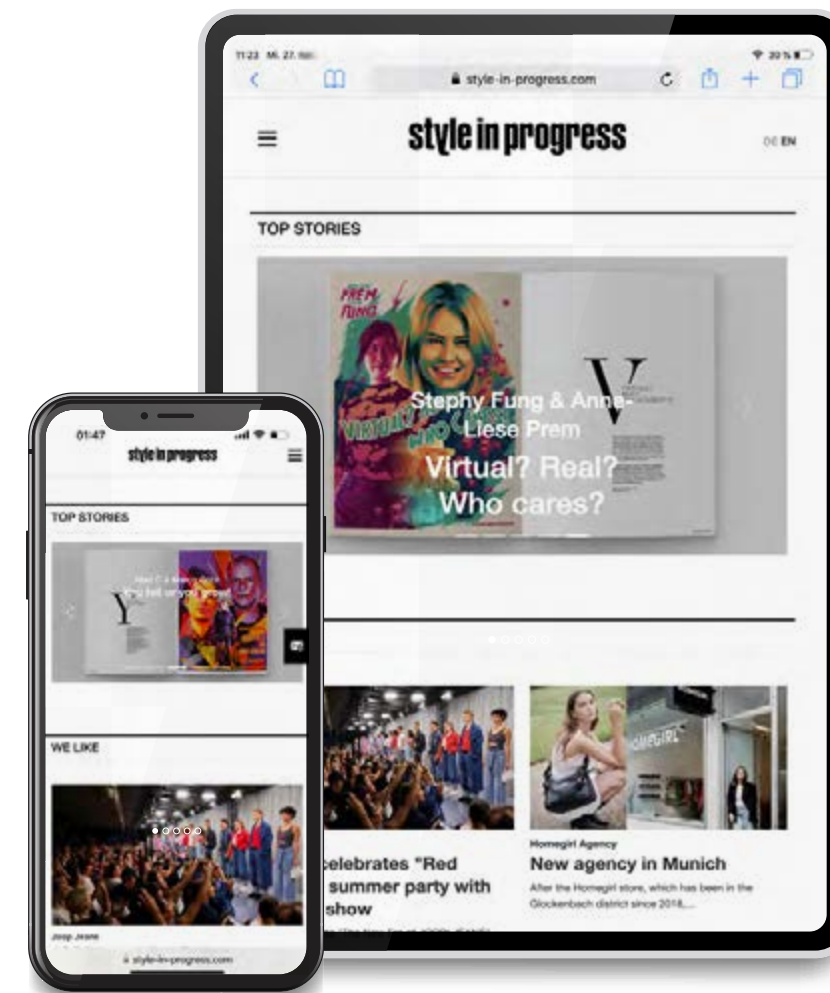
Prices plus VAT

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

W Website

style-in-progress.com

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. 8,000 users per month read articles on the website, our Instagram account reaches 56.000 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.



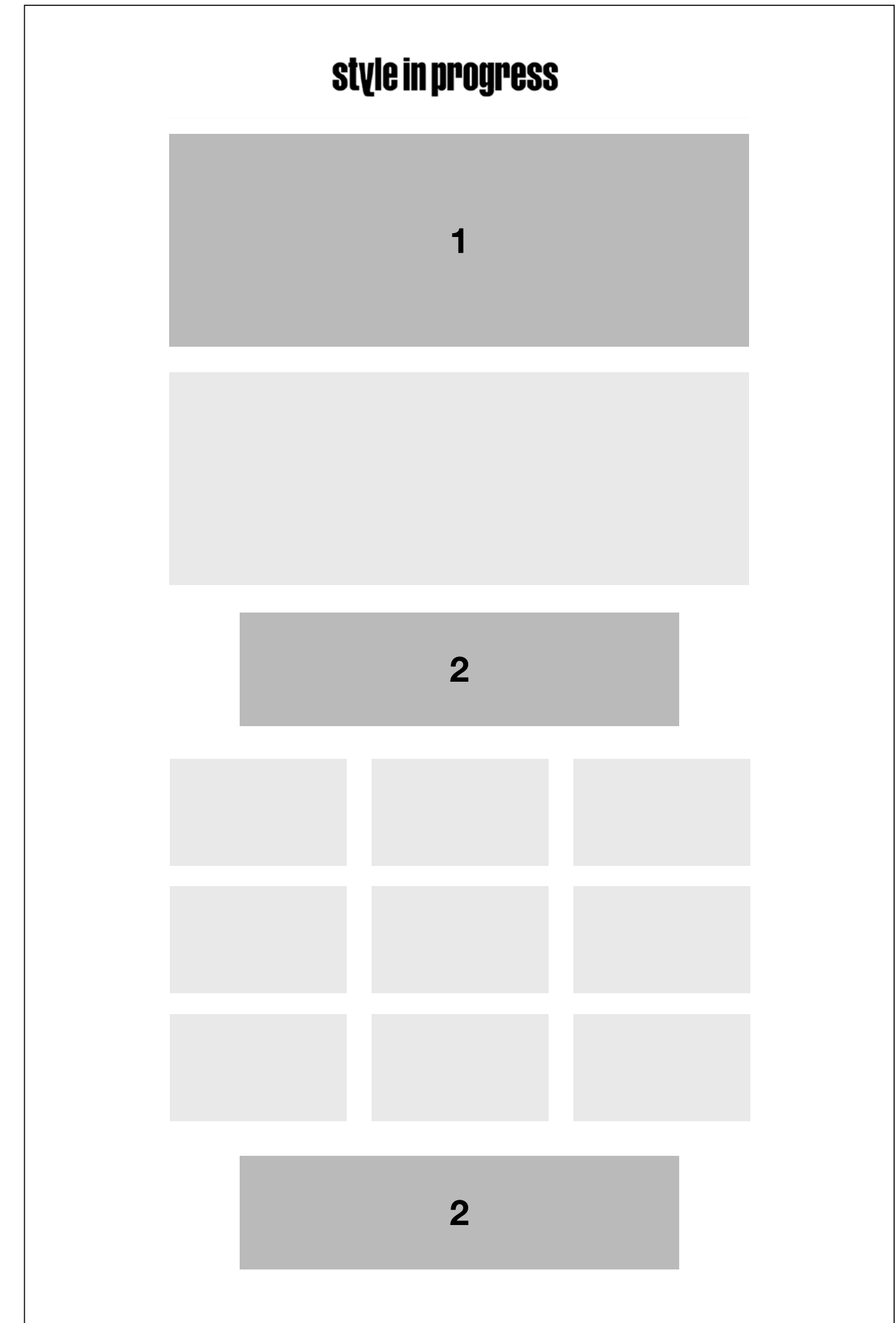
WEBSITE

Request 

SUPPORT Banner Design Page 12

ONLINE ADS

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

Prices plus VAT

SUPPORT GRAPHIC DESIGN

● Magazine Advertisement

Ad incl. print pdf, two correction rounds

€ 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)

Prices plus VAT



Let's talk

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style in progress

ABOUT US

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

style in progress

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Postal address

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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.