

fashion

Il magazine di news, business e trend

MEDIAINFORMATION **2016**

Fashion, point of reference for fashion system

For 47 years Fashion has been the point of reference for professionals, entrepreneurs, managers and opinion leaders of fashion system.

Fashion is owned by the German company DFV-Deutscher Fachverlag, b2b publishing leader in Europe. Fashion is facing global market using printed paper (such as the magazine and other publishing products) and the website fashionmagazine.it

fashion_2016 highlights



No longer, or not only, a magazine providing information for decision makers throughout the fashion industry, from textiles to clothing and accessories. In 2016, Fashion goes one step further, focusing on innovation of form and content. A more incisive, clean layout is just one feature of our magazine's evolution into an indispensable overview of the major currents of change running through all levels of the sector. It provides reports and exclusive interviews, analysis of the markets, a focus on rising phenomena such as e-commerce and omnichannel retailing, surveys of top retailers, constantly updated news, and the added feature of in-depth research into every form of creativity. So more space is devoted to trends, brands to keep an eye on and lifestyle, for a magazine that affirms its brand identity, ranging from print to online, to discussion and debate on current topics. The magazine's attention to service and distribution strategies remain unchanged, with additional circulation during the leading trade fairs and fashion shows in Italy and abroad, as well as the bilingual editions, distributed in key markets for Italian products.

Tiratura media: 20.000 copies per week
Fashion International: around 28.000 copies per iss

Technical specifications

Magazine format: mm 225 x 285

Average circulation: 20,000 copies per week - Fashion International: 28.000 copies per issue

Printing: offset

E-mail your material to:
traffico@fashionmagazine.it

For advertising information
and quotations:
pubblicita@fashionmagazine.it
Tel. +39 02 806.20.1

ADVERTISING PAGES

	1 color or b/w page (mm 225 x 285, bleed)	€ 5.700,00
	2 color or b/w vis-à-vis pages (mm 450 x 285, bleed)	€ 10.660,00
	1/2 color or b/w page (mm 106 x 285 vertical, bleed) (mm 225 x 145 horizontal, bleed)	€ 3.500,00
	1/2 color or b/w vis-à-vis page (mm 106 x 285 vertical x 2, bleed) (mm 225 x 145 horizontal x 2, bleed)	€ 6.650,00
	1/3 color or b/w page (mm 225 x 95, bleed)	€ 2.500,00
	1/4 color or b/w page (mm 106 x 140, bleed)	€ 2.000,00
	Gatefold (2 pages, outside)	€ 12.320,00
	Gatefold (3 pages, inside)	€ 17.600,00
	Gatefold (4 pages, inside)	€ 22.600,00

COMPULSORY POSITIONING: inside cover +20% - 3rd cover 10% - back cover +30%
DISCOUNT RANGE: from 4 to 7 pages 10% - from 8 a 10 pages 15% - from 11 to 15 pages 20%

fashion advertorial



Fashion advertorials are the most influential tools to describe your business: narrowing an important successful history, highlighting a brand debut or a new initiative, showing an essential strategic improvement.

Projects follow every requirements, using different formats, from the “mini” ones (on page fraction) to the most developed ones (on one or more pages). Different options defined by innovation ad competence in every working step: from the draft to the layout choice.



ADVERTORIAL PAGES

1/3 page	€ 2.500,00
1/2 page	€ 3.500,00
1 page	€ 5.700,00
2 pages vis-à-vis	€ 9.500,00
4 pages	€ 15.000,00
8 pages	€ 25.500,00
12 pages - cover story	€ 34.400,00
16 pages - cover story	€ 40.700,00

The minimum purchase of 4 advertorial pages entitles you in getting 2000 free off-prints in 150 gr. paper

INSERTS OF FASHION

Inserts stapled at centre, furnished by customer:

4 pages (from 150 to 200 gr. paper)	€ 7.410,00
8 pages (from 120 to 150 gr. paper)	€ 9.245,00
12 pages (from 90 to 130 gr. paper)	€ 9.790,00

ATTACHMENTS OF FASHION

up to 25 gr.	€ 4.080,00
from 25 gr. to 50 gr.	€ 5.570,00
from 50 gr. to 75 gr.	€ 7.390,00
from 75 gr. to 100 gr.	€ 8.820,00

Technical characteristics:

Magazine format: mm 225 x 285

Insert format:

Minimum format: mm 113 x 143 (with 5-mm overfill, trimmed at foot and fore-edge and 1-cm projection on bottom side).

Maximum format: mm 225 x 285 (with 5-mm top and bottom fill and fore-edge).

The 8- and 12-page inserts must always be folded and pre-stapled.

Orders for inserts smaller than Fashion format are confirmed only after viewing of at least 3 samples.

Term of delivery of material:

At least two weeks prior to publication date



Fashion service-commercials on fashion and fashionmagazine.it
Fashion offers a special area for staff/search-offer commercials in the textile-apparel: Fashion, thanks to its stardom, is the best tool to establish relationships between companies and managers.

Moreover on the website fashionmagazin.it you can easily find the “Jobs” area, which is efficiently done. Who publics a paid commercial on the magazine can be present even on fashionmagazine.it . Don’t lose this chance!

Formats:

- Text announcements
- Module announcements

Magazine format: mm 225 x 285

Printing material: Pdf locked, colors spectrum CMYK
(including pictures minimum 300 dpi and fonts)

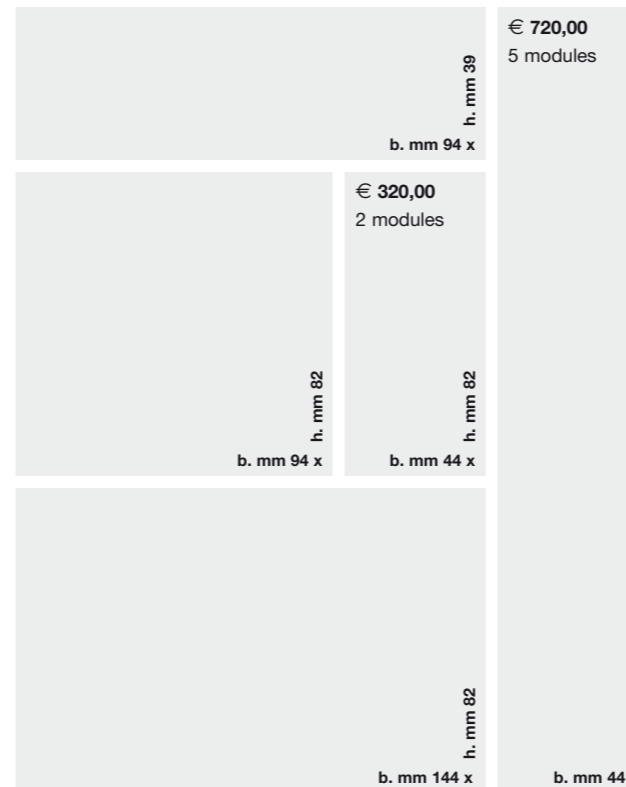
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MODULE ANNOUNCEMENTS



TEXT ANNOUNCEMENTS

	STANDARD TYPE	BOLD TYPE	FRAMED
	◆ Women's collection designer, specialized in cut and knitted garments, paper patterning, fabric sourcing and market product positioning, willing to travel, seeks consulting service. Telephone 02.806201	◆ Women's collection designer, specialized in cut and knitted garments, paper patterning, fabric sourcing and market product positioning, willing to travel, seeks consulting service. Telephone 02.806201	For daily or brief renting periods, central zone, air-conditioned space from 150 to 300 sqm, with an additional 150 sqm terrace for use as show room. Telephone, fax and covered parking on request. Telephone 02.806201 Fax 02.80620333 AU BC5Z
Standard type	(20 words minimum) € 2,60 per word Fashion subscribers are entitled to one free announcement a year with a maximum of 25 words		
Bold type	(20 words minimum) € 2,80 per word		
Upper case	(20 words minimum) € 3,00 per word		
Frame	with vertical bar both for text announcements as well as for modules, + 20%		
Full page	€ 5.700,00		
1/2 page	€ 3.500,00		

Payment for the announcement should be made in advance to:

• Bank account n° 44896, in favour of Edizioni Ecomarket S.p.A. - Milano
c/o BANCA POPOLARE DI MILANO Ag. 0500 - Milano
CIN S - ABI 05584 - CAB 01700 - IBAN IT22 S 05584 01700 000000044896 - BIC BPMIITM1500

• Bank account n° 3650118, in favour of Edizioni Ecomarket S.p.A. - Milano
c/o BANCA INTESA SANPAOLO Spa - Ag. 1863 - Milano
CIN A - ABI 03069 - CAB 01798 - IBAN IT12 A03069 01798 000003650118 - BIC BCITITMM

Publication of an announcement entitles you to:

- translations if requested
- a reply mailbox reserved c/o Fashion

Advertising rates for classified announcements can't be discounted



Instant and detailed information can be considered the adding value to our daily Fashion Tabloid, which is free and realtime, available in every Italian and foreign shows.

The tight connection with the latest news plays an important role in these numbers, which are bilingual. Page after page you can read the breaking news, the marvellous events, day-by-day calendars, exhibition pics and the rashly comments.

Attached to our magazine edition, in 2016 Fashion tabloids are available during Milano Moda Donna catwalks, textile fairs in Italy and abroad and Berlin Fashion Week.

And what else? The debut of the tabloid concerning the Paris Woman Week with the catwalk pics, buyers' opinions, showroom brands to watch, new initiatives and the city "trend".

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Technical specifications
Magazine format: mm 285 x 440
Printing: roto-offset

FORMAT

1 color or b/w page (mm 265 x 420 h + mm 10 of white border on all sides)	€ 6.000,00
2 color or b/w pages (mm 550 x 420 + mm 10 of white border on all sides)	€ 10.800,00
1/2 color or b/w page (orizzontale mm 265 x 200 h + mm 10 of white border on all sides) (verticale mm 125 x 420 h + mm 10 of white border on all sides)	€ 3.600,00
1/3 color or b/w pages (mm 265 x 125 h + mm 10 of white border on all sides)	€ 2.600,00
2 manchettes on the cover color or b/w - Top (mm 50 x 60 h) - Bottom (mm 50 x 60 h)	€ 3.000,00 € 2.500,00
4 manchettes on the cover color or b/w - Top (mm 50 x 60 h) - Bottom (mm 50 x 60 h)	€ 4.000,00



Aimed at domestic and international buyers, this guide is completely unique: successfully launched in 2015, it provides, among other things, detailed information on all monobrand and multibrand showrooms in Milan and throughout Italy. It also offers a roundup of Italian and foreign brands, updated every edition in the “What’s Hot”, “Best Brands” and “What’s New” sections, carefully selected by the editors with the support of the showrooms.

- New distribution to coincide with the presentations of the A/W 2016/17 men’s/women’s/accessories collections at Pitti Immagine Uomo, Milan Men’s and Women’s Fashion Week, White, Mipap and Super.
- Divided into three main sections: Milan monobrand, Milan multibrands and Italian multibrands
- Bilingual Italian/English
- Release dates 12/01/2016 - 14/06/2016
- Circulation: 35.000 copies

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Technical specifications
Magazine format: mm 145 x 210
Average circulation: 30.000 copies
Printing: roto-offset

FORMAT

1 advertising page/form (mm 145 x 210 h, bleed)	€ 1.500,00
2 advertising pages/forms (mm 118 x 200 h x 2, bleed)	€ 2.500,00

COMPULSORY POSITIONING

Gatefold cover (2 pages, outside)	€ 5.500,00
Inside cover/first inside page	€ 3.000,00
Back cover	€ 2.500,00

These rates are already net net.



An exclusive publication, in glossy paper and tabloid format, founded in September 2015 from director Marc Sondermann's idea and distinguished by a high attention to image and fashion content, edited by senior fashion editor Alberto Corrado in collaboration with the editorial team. It is not an overview of luxury, but an attentive, curious and selective observer of top-end products: established and emerging brands, must haves, interviews with stars and new influencers, assessing the meaning and significance of the term "icon" in today's fashion world.

Features of the issue:

- Supplement to Fashion magazine
- Bilingual Italian/English
- Original graphic concept
- Made with glossy paper
- Interviews with major fashion stars from "LUXURY international brands"
- Circulation 25.000 copies, divided into: 15.000 copies in Milan (fashion shows and luxury presentations, White Milano, multibrand showrooms, top boutiques and concept stores)
10.000 copies in Paris (fashion shows and fashion house presentations, Tranoï, Première Classe, multibrand showrooms, top boutiques and concept stores)
- Wrap Around possibility, sponsorships and special projects

Technical specifications

Magazine format: mm 250 x 340

Average circulation: 35.000 copies (20.000 copies attached to Fashion + 15.000 copies for the distribution during the show of interest)

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FORMAT

1 color or b/w page (mm 250 x 340 h)	€ 6.000,00
2 color or b/w pages (mm 500 x 340 h)	€ 10.800,00
1/2 color or b/w page (orizzontal mm 250 x 170 h) (vertical mm 125 x 340 h)	€ 3.600,00
2 manchettes on the cover color or b/w - Top (mm 50 x 50 h) - Bottom (mm 50 x 50 h)	€ 3.000,00 € 2.500,00
4 manchettes on the cover color or b/w - Top (mm 50 x 50 h) - Bottom (mm 50 x 50 h)	€ 4.000,00



Guida Saloni is a pocket guide of textile and apparel fairs. It's bilingual and available even online on fashionmagazine.it.

This guide is for visitors and exhibitors of the most important Italian and foreign fashion events, subscribers, who receive it attached to Fashion magazine, pr agencies and showrooms.

Technical specifications
Magazine format: mm 145 x 210
Printing: offset

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FORMAT

1 advertising or advertorial page
(mm 145 x 210 h, bleed) € **3.000,00**

2 advertising or advertorial pages
(mm 290 x 210 h, bleed) € **4.800,00**

Single sponsorship composed of:
- logo on front cover and on all editorial inside pages
- 2/3 advertising/advertorial pages for the sponsor

Quotations on request



Fashionmagazine.it is an international website with the latest fashion news: It's daily, from Monday to Friday and It's updated every hour with fashion news about economy, finance, retail, insiders, new brands, events, sent by email every evening at 6 p.m. in this super followed newsletter.

Fashionmagazine.it includes several subsections to discover further information and photo galleries about new shops, brands to watch, high society and catwalks.

And also complete information for fashion insiders, from events timing to fairs calendars, until job offers and e-paper format of our magazine.

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Formats for the website:

Gif also animated (max. 15/20 Kb), no Flash
 Always indicate the destination URL

HOMEPAGE



WALLPAPER
 XXL banner pixels 991 x 88 - skyscraper pixels 120 x 600 (x 2)



XXL BANNER
 pixels 991 x 88



DOUBLE SKYSCRAPER
 pixels 120 x 600 (x 2)



RIGHT XXL BUTTON
 pixels 300 x 250

LEFT BUTTON
 pixels 180 x 150



CENTRAL BANNER - HEADER
 pixels 468 x 100

CENTRAL BANNER - STANDARD
 pixels 468 x 60

	rate 4 weeks	rate 1 week
Homepage	€ 4.500,00	€ 1.200,00
Section News	€ 4.500,00	
Other sections	€ 2.500,00	

XXL BANNER	€ 3.500,00	€ 1.050,00
DOUBLE SKYSCRAPER	€ 3.500,00	€ 1.050,00

RIGHT XXL BUTTON	€ 2.500,00	€ 750,00
LEFT BUTTON	€ 2.000,00	€ 600,00

CENTRAL BANNER - HEADER	€ 3.000,00	€ 900,00
CENTRAL BANNER - STANDARD	€ 2.500,00	€ 750,00

the *fashion* magazine.it daily newsletter

Our readers, who receive by email our newsletter every evening at 6 p.m., are over 20 thousands.

More than news about fashion system daily events, the newsletter includes the agenda of the day after appointments, the latest fair dates and locations, the e-papers and useful buttons to contact our staff, such as "Email to the director".

The graphic layout provides an important chance to advertisers: more visible banners and impressive commercials.






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Formats for the html newsletter:

Jpg or Gif also animated (max. 15/20 Kb), no Flash
Always indicate the destination URL

DAILY NEWSLETTER

	rate 4 weeks	rate 1 week
 <p>XXL BANNER pixels 623 x 88</p>	€ 3.500,00	€ 1.050,00
 <p>BANNER AFTER 2ND AND 6TH NEWS pixels 468 x 100</p>	€ 3.000,00	€ 900,00
 <p>BUTTON OUTSIDE pixels 120 x 240</p>	€ 2.000,00	€ 600,00
<p>TEXT AD max. 500 characters</p>	€ 3.000,00	€ 900,00

Discount:

up to € 5.000,00 **discount 10%**

up to € 10.000,00 **discount 15%**

starting € 15.000,00 **discount 20%**

