

ABC Salon

The magazine accompanying the **ABC Salon**

► MEDIUM

The B2B print magazine to all bridal and evening fashion shops in Austria, Germany and Switzerland

► PRINTED AND DISTRIBUTED CIRCULATION

October edition 2019: 1,500 copies for direct mailing

January edition 2020: 1,500 copies for direct mailing, additional 500 copies for the distribution at the ABC-Salon in February 2020

► DATES OF PUBLICATION

	October 2019	January 2020
Date of publication	October 28, 2019	January 27, 2020
Closing date	September 16, 2019	December 16, 2019

► ADVERTISEMENT FORMATS & PRICES

Formats	Ads with Bleeds*	Prices**
1/2 page horizontal	210 × 148 mm	500.00 EUR
1/2 page vertical	105 × 297 mm	500.00 EUR
1/1 page	210 × 297 mm	1,000.00 EUR
Cover	210 × 297 mm	3,520.00 EUR

► EDITORIAL CONTRIBUTION

Format	Characters	Price
1/3 page	min. 600 characters incl. spaces	250.00 EUR

*Bleed allowance of 3 mm on top, bottom, right and left must be added to these measurements. **Prices plus VAT

Supplement

Costs of supplement up to 20g single weight, Price: 2,000 EUR plus VAT

