

S O S

FASHION
IN LINGERIE

NETWORK
DESSAUS



RATE CARD
2021

THE
MAGAZINE FOR
THE SPECIALIZED
TRADE

Lingerie, Day- and Nightwear,
Swimwear, Legwear
and Fashion

Distribution via **lingerie and fashion specialized trade** (incl. department stores), **buyers**,
buyer associations, **international fashion shows**, **mail order trade**, **trend bureaux**, **textile**
and suppliers industry as well as selected **magazine stores**

sous-magazin.de • sterner-der-waesche.de • networkdessaus.com • List No. 25 • Valid from October 1st, 2020 • AVR Verlag

PUBLISHERS DATA

Publisher:

AVR Agentur für Werbung und Produktion GmbH
Arabellastraße 17, D-81925 München
Phone: +49 89 419694-0
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E-Mail: info@avr-werbeagentur.de
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www.sous-magazin.de
www.networkdessous.com

Editor-in-Chief:

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hschneider@avr-werbeagentur.de

Copyprice: € 12,50

Frequency:

4 × a year according to time table
+ special editions

Distribution:

Distribution via lingerie and fashion specialized trade (incl. department stores), buyers, buyer associations, international fashion shows, mail order trade, trend bureaus, textile and suppliers industry as well as selected magazine stores

Magazine format: 210 × 290 mm

Type area: 160 × 241 mm

Steady circulation:

9000 copies

Printing method: Offset printing

Processing: Adhesive binding

Paper: Cover: 250 g/m² illustration print,
Content pages: 115 g/m² illustration print

Distribution channel:

- Supply of specialized trade in CC procedure
- Digital: eMagazine
- VU Verlagsunion, Hamburg

PRINTING DATA AND CONDITIONS FOR PAYMENT

Artwork for printing

The following criteria must be considered with the creation of printing material:

- ▶ **File format:** PDF standard X3 or X4
- ▶ **Pictures:** Resolution must be at least 300 dpi
- ▶ **Colour Space:** CMYK (FOGRA39)
(Spot colours and special colours are not allowed!)
- ▶ **Letter presses** must be completely embedded or converted into paths.
- ▶ The booked **advertising format** must be satisfied exactly.
- ▶ The **name of the data** must contain the client's name and the advertising format.

Delivery of printing material

Via e-mail to: druckdaten@avr-verlag.de
If the volume of data is too big to send it via e-mail, please contact the responsible media consultant.

Multi-colour advertisement

Shades which can not be achieved by the colours of the Euroscale employed will require a special agreement. Details can be obtained on request. Slight deviations of the tonal values may occur due to the tolerance range of the offset procedure and do not justify reclamation.

Legal Advices

Advertisements must clearly differ in form and appearance from the editorial parts of the magazine (in typography, graphic elements, colour).

There must be a colour match proof* for every colour display, otherwise the publisher will not assume liability.

Misprints caused by the client's incorrect and incomplete data delivery will be charged. The client will be briefed on failures or foreseeable problems, provided that they are noticed prior to publication. Corrections will be arranged and will be invoiced additionally according to current hourly wage rate. Complaints due to incorrect data do not obtain acceptance.

The assurance of order quality will be derived from given information. Hence contact prints will be adjusted on trust.

*There must be an UGRA/FOGRA-media wedge according to ISO 12647 on the system test print.

Bank account

Stadtsparkasse München

IBAN: DE42 7015 0000 0083 1783 68
BIC: SSKMDEMMXXX

VR Bank München

IBAN: DE22 7016 6486 0007 3063 00
BIC: GENODEF1OHC

Terms of payment

Within 8 days net after receipt of invoice.

Interest on arrears in accordance to section 14 of the General Business Conditions: 4,5 % above the prevailing discount rate of the Deutsche Bundesbank.

The current value added tax will be added to the net price.

General Business Terms

For advertisement orders, please see the standard business conditions on:

http://www.avr-emags.de/Mediaunterlagen/AGB/General_Business_Terms.pdf.

Jurisdiction

Munich



DEADLINES 2021

Issue	Publication date	Advertising deadline	Delivery deadline
01/2021 Fair*	15-01-21	23-12-20	23-12-20
02/2021 Order*	08-02-21	20-01-21	22-01-21
03/2021 Fair*	05-07-21	16-06-21	18-06-21
04/2021 Order*	09-08-21	20-07-21	23-07-21

Cancellation time ends 4 weeks prior to publication date.

*Subject to change. Depends on dates of trade fairs

FORMATS & RATES

Formats	Ad size non-bleed width x height mm	Ad size with bleed ¹⁾ width x height mm	Rates in Euros ²⁾	
			b/w	4c (Euroscale)
2/1**	370 x 241	420 x 290	€ 5,780.–	€ 7,400.–
1/1	160 x 241	210 x 290	€ 3,020.–	€ 3,990.–
2/3 vertical	105 x 241	130 x 290	€ 2,130.–	€ 2,900.–
1/2 vertical	80 x 241	105 x 290	€ 1,700.–	€ 2,240.–
	horizontal	160 x 120	€ 1,700.–	€ 2,240.–
1/3 vertical	–	75 x 290	€ 1,090.–	€ 1,520.–

Litho costs

If desired, the litho costs will be calculated at the current daily price.

Special positionings

Preferential places	Rates in Euros ²⁾
Inside Front Cover	€ 4,500.–
Inside Front Cover as Gate-Fold (3 pages)	€ 7,950.–
Inside Front Cover + P1 (2 pages)	€ 7,650.–
Inside Back Cover	€ 4,350.–
Outside Back Cover	€ 5,000.–
Pages 2 + 3	€ 7,500.–
Page 5	€ 4,150.–
Early right hand	€ 4,050.–
Supplements (up to 20g)	€ 3,700.–
Inserts, glued inserts to carrier ad, production run etc.	on demand

Reservations shall end 2 weeks before advertising deadline at the very latest.

Distribution via trade fairs

Body Dreams – Wäsche & Bade Messe	Eschborn/ Frankfurt D
Dessous & Bademoden Salon (Brandboxx)	Salzburg-Bergheim A
EUROMODA First Dessous Days	Neuss D
EUROMODA Lingerie & Meer Ordertage	Neuss D
EUROMODA Second Dessous Days	Neuss D
ISPO Munich	Munich D
LingeriePRO	Antwerp B
MarediModa / IntimodiModa	Cannes F
MTC Supreme Body & Beach	Munich D
MunichFabricStart	Munich D
Performance Days	Munich D
Première Vision	Paris F
QUARTERdessous / MMC Dessous Paradies	Schkeuditz/Leipzig D
Salon International de la Lingerie / Interfilière	Paris F
TMC Dessous & TMC Beach & TMC Sport	Glattpark/Zurich CH
UNIQUE by Mode City/Interfilière	Paris F
Wäsche und mehr ...	Dortmund D

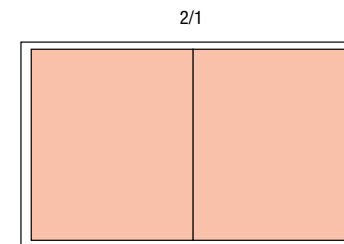
In addition to the above fairs, SOUS – Fashion in Lingerie is available around the world on all important lingerie trade fairs with NETWORK DESSOUS.

Ad formats

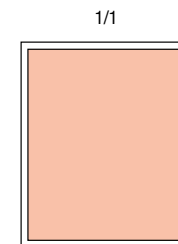
Magazine size: 210 x 290 mm

n = non-bleed

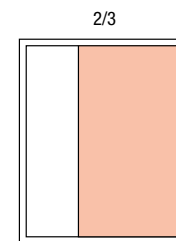
b = bleed



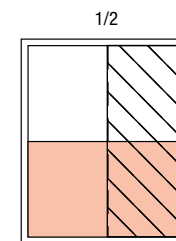
n = 370 x 241 mm
b = 420 x 290 mm



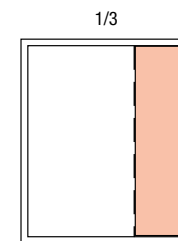
n = 160 x 241 mm
b = 210 x 290 mm



n = 105 x 241 mm
b = 130 x 290 mm



n = 80 x 241 mm
b = 105 x 290 mm
n = 160 x 120 mm
b = 210 x 145 mm



b = 75 x 290 mm

Volume Discount

	Number Scale
1 x	–
2 x	5 %
3 x	10 %
4 x	15 %

Pages	Quantity scale
1	5 %
2	7.5 %
3	15 %
4	20 %

Pages	Quantity scale
6	25 %
8	30 %
12	40 %
16	50 %

Agency comission: 15% AD
(by invoicing through the agency)

¹⁾ A bleed difference of 3 mm on each side part from the back margin must be added. Important parts of text and image have to be placed at least 5 mm from the bleed.

²⁾ For the link within the eMagazine, **45 Euros** must be added to the **basic rate**. Your advertisement will be published additionally within SOUS eMagazine including a direct link to your homepage (not discountable or commissionable).

**Text running over the gutter needs additional 2 mm space per page. There is no extra charge for bleed pages.

With this rate card all other price lists lose their validity.



SOUS ONLINE

www.sous-magazin.de




Brief profile

www.sous-magazin.de is a platform for the bodywear industry.

Apart from the current issue of SOUS – Fashion in Lingerie, the user can inform himself about the following topics:

- ▶ News of the branch in the **SOUS Blog**
- ▶ **eMag archive** (issues of SOUS, SOUS special editions and consumer inserts as eMagazine)
- ▶ **Job applications & vacancies**
- ▶ **Subscription** (link to the subscription manager)
- ▶ **STERNE der WÄSCHE** (SOUS awards show for the best lingerie shops and department stores of Germany)
- ▶ **Network Dessous** (group of international trade magazines for the bodywear market)

Advertising formats on sous-magazin.de

Banner advertisement	File size width × height	Price in Euros	Booking period
Slider*	 1160 × 425 px	€ 820.–	from booking to end of season (max. 2 magazine issues)
Medium Rectangle	 300 x 300 px	€ 200.–	in the blog until end of season
Content Ad* “New Collections”	 minimum width of 1000 px	€ 400.–	1 logo with linking to max. 20 images and text with max. 1000 characters (until end of season)

*bookable for cover page
All prices plus legal VAT.

File formats

- ▶ statically (jpg or gif)
- ▶ animated (gif or swf)

File delivery

At the latest 4 days before beginning of campaign

Delivery address

hschneider@avr-werbeagentur.de

SOUS NEWSLETTER

Interval: once or twice per month (seasonal dependence).

Approx. 1800 subscribers (shops and department stores), opening rate 36%.



Stand alone

- ▶ No additional messages in this newsletter
- ▶ € 1,500.–
- ▶ 2000 characters (incl. spaces)
- ▶ 1 big image

Fair invitation

- ▶ Stand alone
- ▶ Limited availability
- ▶ Samples & prices on request

Header message

- ▶ Big message on top of the newsletter
- ▶ € 750.–
- ▶ 350 characters (incl. spaces) teaser text in the newsletter (“read on” linking to the blog)
- ▶ 1 big image
- ▶ Blog: 1000 characters (incl. spaces) message + 1 big image or 4 small images

Integrated reporting

- ▶ One of four little messages of the newsletter
- ▶ € 500.–
- ▶ 200 characters (incl. spaces) teaser text in the newsletter (“read on” linking to the blog)
- ▶ 1 small picture
- ▶ Blog: 500 characters (incl. spaces) message + 2 small images

All prices plus legal VAT.