

MEDIA OFFER 2015

DivatMarketing is the leading press organ for all professionals in the Hungarian fashion business that provides a comprehensive overview of the industry, from the retail and wholesale trade to the textile and clothing industry. The fashion content focuses on the raw materials, household textiles, footwear, menswear, womenswear, underwear, streetstyle, kids' fashion, and accessories.

The articles, interviews and studies in DivatMarketing cover topical issues and provide exclusive news and information, informing readers about pretrends and the latest fashions. The magazine has a circulation of 4,000 copies and thanks to an agreement with the German TextilWirtschaft, the articles with a Hungarian theme are complemented with articles and selected reading from international correspondents. In the rapidly changing world of the fashion industry DivatMarketing is the most important and reliable source of information. Fashion thrives on being up-to-date and whoever does not keep up the pace will be left behind in an instant. That is exactly why reading DivatMarketing on a regular basis is essential for the decision-makers of big and small companies alike.

It is DivatMarketing's mission to help make the life of professionals in the fashion industry easier with information and articles on Hungarian and international issues.

COLUMNS: NEWS – BUSINESS – FASHION – TRADE FAIRS

SUPPLEMENTS: FASHION ENCYCLOPAEDIA, INTERNATIONAL TRADE FAIR CALENDAR

TECHNICAL PARAMETERS

Format: brochure (210x299 mm) Printing: sheet offset

Raster width: 150 lpi (60 lpcm)

Accepted file formats: *.doc, *.rtf, *.xls, *.jpg, *.ai, *.eps, *.tif

We do not process logos and images embedded in Word and Excel formats.

Please attach the Excel table for graphs made in Excel. Images must have a resolution of 300 dpi. Please send vector logos.

GENERAL INFORMATION:

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4TH DIVATMARKETING CONFERENCE: OCTOBER 2015

<http://youtu.be/MTBtxRXTMGs>



EDITORIAL SCHEDULE 2014

NR.	PUBLICATION DATE	DATA DELIVERY DEADLINE	ISSUE AD CLOSING DATE
1-2/2015	02 February 2015	20. Jan. 2015	16. Jan. 2015
3/2015	06. März 2015	24. Feb. 2015	19. Feb. 2015
4/2015	05. Juni 2015	25. Mai 2015	21. Mai 2015
5-6/2015	03. August 2015	22. Juli. 2015	17. Juli. 2015
7/2015	07. September 2015	25. Aug. 2015	21. Aug. 2015
8/2015	03. December 2015	24. Nov. 2015	19. Nov. 2015

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ISSUE	PUBLICATION DATE	DATA DELIVERY DEADLINE	ISSUE AD CLOSING DATE	FASHION AND SPECIAL BUSINESS THEMES
1-2/2015	02. 02. 2015	20.01.2015	16.01.2015	TOPSELLER SPRING 2015 WOMENSWEAR AW 2015 MENSWEAR AW 2015 STREETSTYLE AW 2015 BODYWEAR, NIGHTWEAR, HOSIERY AW 2015 FOOTWEAR AW 2015 TOP ORDERS
3/2015	06. 03. 2015	24.02.2015	19.02.2015	TOPSELLER SPRING 2015 FOOTWEAR and BAGS AW 2015 TOP ORDERS AW 2015 HOME AND HOUSEHOLD TEXTILES STORES
4/2015	05. 06. 2015	25.05.2015	21.05.2015	TOPSELLER SUMMER 2015 ACCESSORIES W 2015 KIDS FASHION W 2015 FABRICS S 2015 CATWALK: International Fashion Shows TECHNICAL TEXTILES, TEXTILE INDUSTRY MACHINES: Focus on Techtexsil, Texporcess Supplement: FASHIONLEXIKON 2015
5-6/2015	03. 08. 2015	25.08.2015	17.07.2015	TOPSELLERS AUTUMN 2015 WOMENSWEAR SS 2016 MENSWEAR SS 2016 STREETSTYLE SS 2016 BODYWEAR, NIGHTWEAR SS 2016 BEACHWEAR SS 2016 HOSIERY SS 2016 TOP ORDERS FOOTWEAR
7/2015	07. 09. 2015	25.08.2015	21.08.2015	TOPSELLER FOOTWEAR SS 2016 ACCESSOIRES SS 2016 TOP ORDERS SS 2016 HOME AND HOUSEHOLD TEXTILES SHOP/ IT
8/2015	03. 12. 2015	24.11.2015	19.11.2015	TOPSELLER FABRICS AW 2016 PRETRENDS - HW 2016 KIDS - S 2016 CATWALK: International Fashion Shows HOME AND HOUSEHOLD TEXTILES RANKING





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Formats	Widht x height in mm	price in €
 2/1	420 x 297 mm + 5 mm bleed	2814
 1/1	trimmed 210 x 297 mm + 5 mm bleed Satzspiegel: 190 x 265 mm	1470
 1/2	Landscape, trimmed: 210 x 143 mm + 5 mm bleed Portrait, trimmed: 103 x 297 mm + 5 mm bleed Landscape, trimmed: 190 x 126 mm Portrait, print space 93 x 258 mm	924
 1/3	Landscape, trimmed: 210 x 95 mm + 5 mm bleed Portrait, trimmed: 63 x 297 mm + 5 mm bleed Landscape, trimmed: 190 x 82 mm Portrait, print space 58 x 258 mm	651

Formats	Widht x height in mm	price in €
 1/4	Landscape, print space 190 x 62 mm Portrait, trimmed: 93 x 126 mm Corner 45 x 258 mm	546
 1/6	Landscape, print space 82 mm 85 x	305
 1/8	Landscape, print space 62 mm 93 x	210
 Covers:	C 2	1628
C2, C3, C4:	C 3 210 x 297 mm + 5 mm Besch. n.	1554
1/1	C 4	1838
New formats:	PR 1/1	1300
Sponsored photograph, 1/1 or 1/2 page PR article	PR 1/2	850

FASHION ENCYCLOPAEDIA, INTERNATIONAL TRADE FAIR CALENDAR





Formats	Widht x height in mm	price in €
 2/1	210 x 150 mm + 5 mm bleed	1680
 1/1	105 x 150 mm + 5 mm bleed	924

Frequency discount or Volume discount

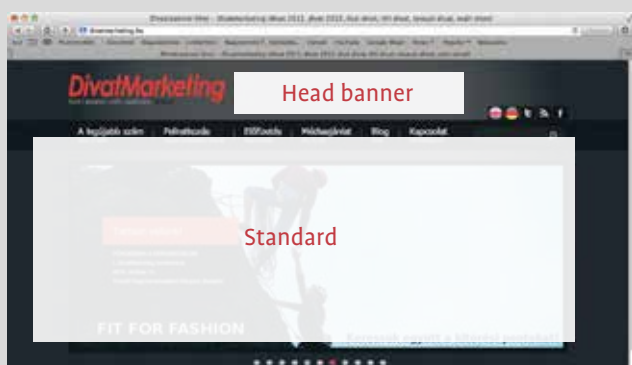
3 x 10%	3 Seiten – 3%
4 x 15%	6 Seiten – 10%
6 x 20%	10 Seiten – 25%

CLASSIFIED ADVERTISEMENTS

(property, employment, sell and buy, b&w, at the end of the magazine)

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 1/2	Landscape, print space 190 x 126 mm	294
 1/4	Portrait, print space 93 x 126 mm	168
 1/8	93 x 60 mm	74
 1/16	45 x 60 mm	47

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	4 weeks	1 week
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Head banner 970x360 pixel	550	150