

THE MEDIA BRAND FOR DENIM AND FASHION TRENDS

**SPORTSWEAR
INTERNATIONAL**



**THE BRAND
FOR BRANDS**

MEDIA KIT 2020

MAGAZINE | DAILY NEWS

INFORMATION, INSPIRATION & ORIENTATION SINCE 1975

OUR PORTFOLIO



MAGAZINE



DIGITAL



APP

CROSSMEDIA CONCEPT

Reach your target group with our international media portfolio – where ever they are.

MAGAZINE



print

International subscribers,
VIP subscription database,
international trade show distribution.

digital

Read and work with the digital
magazine version on your smartphone,
tablet or desktop.

app

Enjoy the app magazine after downloading
the app at iTunes while travelling, working
or relaxing. A push message informs you
when a new issue is available!



including:

trade show preview

The ultimate guide to all
major international
fashion events.

Available



DAILY NEWS



website

All relevant breaking news,
insider information, short stories,
videos, photo galleries as well as
our digital magazine archive.

newsletter

All facts on the most important
developments in the denim and
fashion world via e-mail.

exclusive newsletter

Reach your clients when
ever you want.

social media

Join our digital community
and stay tuned.



ANNUAL REACH OF OUR ON- AND OFFLINE CHANNELS

Average Newsletter Open Rate

39%

Website Visits

543,224
+ 26%

Qualified Newsletter Subscribers

34,700
+ 2%

Facebook Fans

13,99 k

489,120
+ 67%

Digital Magazine Clicks

340,000
+ 6%

Website Unique User

Instagram Follower

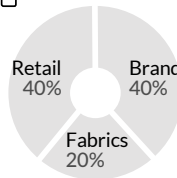
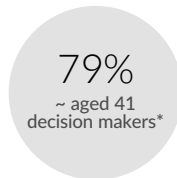
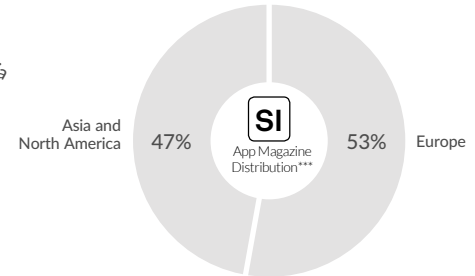
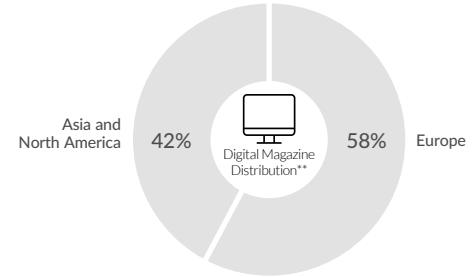
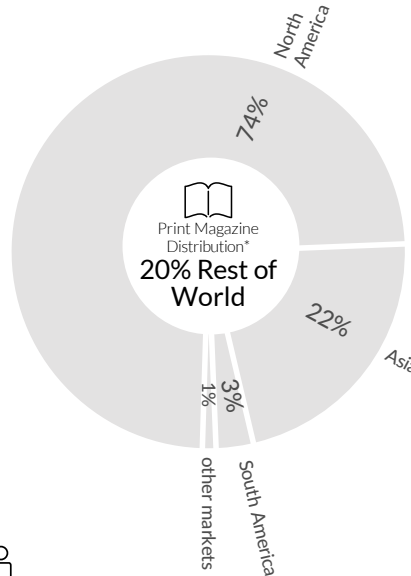
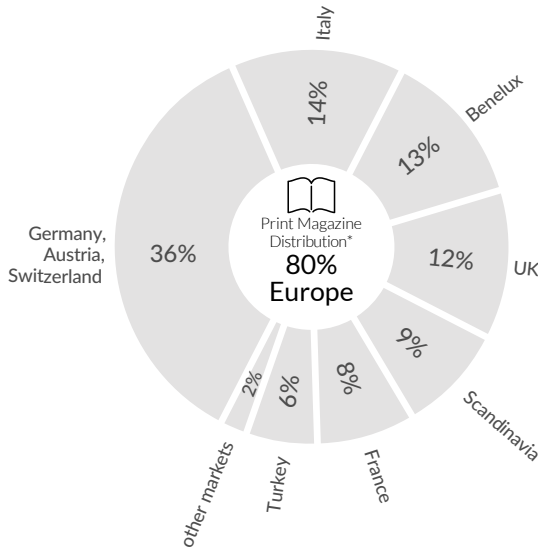
8005 + 49%

Website Page Impressions

1,496,880 + 8,2%

RELEVANT READERS WORLDWIDE

Our coverage is inspiring and serves as a compass for a highly involved readership.*



Sportswear International readers are international decision makers who cover the whole value chain from fabrics, brands, retail, agencies, international fashion trade shows, industry associations and B2B/ B2C media to highly fashion-minded consumers.

*Source: Publisher data

**Source: Google Analytics

***Source: iTunes Connect

INTERNATIONAL TRADE SHOW COOPERATIONS

As media partner of the major trade shows Sportswear International is distributed worldwide.
You can find us where denim and fashion lovers meet – as an integral part of the community.

US

Las Vegas

Agenda | Liberty | Magic | Project

Los Angeles

LA Men's Market

New York City

Kingpins Show | Liberty | New York
Denim Days | Project | Texworld USA |
Performance Days

EUROPE

Berlin

Neonyt | Panorama | Premium | Seek |
Selvedge Run | Show & Order

Dusseldorf

Gallery | Gallery Shoes

Munich

Bluezone | ISPO | Munich Fabric Start |
Performance Days | Premium Order | View

Offenbach

I.L.M

Amsterdam

Amsterdam Denim Days |
Modefabriek | Kingpins Show

Copenhagen

CIFF | Revolver

Florence

Pitti Uomo

London

Fashion SVP | Jacket Required |
Scoop | Denim Première Vision

Milan

Milano Unica | White |
Denim Première Vision

Paris

Première Vision | Texworld |
Tranoï | Who's Next

ASIA

Dhaka

Bangladesh Denim Expo

Hong Kong

Kingpins Show

Moscow

CPM

Shanghai

Intertextile

MORE
THAN
40 TRADE
SHOWS
WORLDWIDE

STRONG DISTRIBUTION FOR GREAT VISIBILITY

Magazine



print

- Four times a year with a global cross media distribution
- International subscribers
- Over 500 selected stores and showrooms in Europe
- VIP subscription list – decision makers get a copy of every issue on our account
- Selected international trade shows
- Selected international points of sale (train stations, airports, newsstands)



digital

- Digital magazine archive on sportswear-international.com
- Daily via newsletter
- 85,000 digital magazine contacts



app

- Free download
- iPad (iTunes Store)
- 7,600 tablet magazine subscribers

Magazine Bonus



trade show preview

- gives an overview about the relevant trade shows for the fashion and fabric industry. Trade Show Preview is part of each Sportswear International Magazine.

Add on

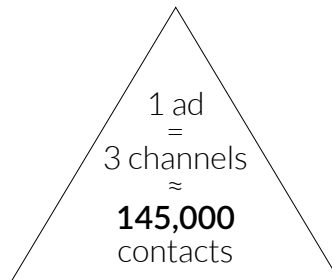


special distribution

- Store and showroom openings
- Anniversary events and parties
- Collection presentations and many more

plus

Ask for your individual offer!
sales@sportswear-international.com



OUR CROSSMEDIA PORTFOLIO 2020

Reach the community of Sportswear International – 24/7 – all around the world.

Winter

Magazine
#291

The
Responsibility
Issue

Jan 04, 2020

Spring

Magazine
#292

The
Denim Fabrics
Issue

Apr 17, 2020

Summer

Magazine
#293

The
REAL People
Issue

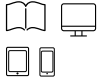
Jul 03, 2020

Fall

Magazine
#294

The
Bluer than Blue
Issue

Oct 16, 2020



TRADE
SHOW
PREVIEW
JAN - MAR

TRADE
SHOW
PREVIEW
APR - JUN

TRADE
SHOW
PREVIEW
JUL - SEP

TRADE
SHOW
PREVIEW
OCT - DEC

sportswear-international.com

Editorial Newsletter / Editorial Newsflash / Exclusive Newsletter

ISSUES AND TOPICS 2020

Spread your advertising message to the world.

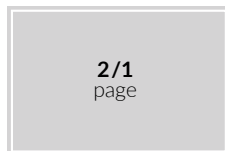
Issues	Editorial Topics	Ad Due	Publication Date
MAGAZINE #291	The Responsibility Issue How green can fashion ever be? A look at the bright and dark sides of the industry. Plus: Euroshop Green Store Design Fabrics Non-wovens and their sustainable approach	Dec 13, 2019	Jan 04, 2020
MAGAZINE #292	The Denim Fabrics Issue An overview of the latest innovations in denim Plus: Shoot	Mar 27, 2020	Apr 17, 2020
MAGAZINE #293	The REAL People Issue Spot on the best employees! From shop assistants to pattern makers, from sales reps to product managers. Who are the ones behind the fashion scenes that really rock—and how to find them.	Jun 12, 2020	Jul 03, 2020
MAGAZINE #294	The Bluer than Blue Issue Jeans take over again: Check out the market movers, the innovators and the newcomers in the denim world.	Sep 25, 2020	Oct 16, 2020

THE MAGAZINE FORMATS

Three times the visibility of your advertisement: print, digital and app.



150,000 cross media contacts*



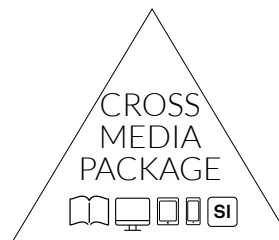
2/1 page
Full bleed
460 x 300 mm**



1/1 page
Full bleed
230 x 300 mm**



1/2 page
Full bleed
v: 113 x 300 mm**
h: 230 x 150 mm**



special positions available:

- Inside front cover
- Inside back cover
- Outside back cover
- Opening spread
- Covergate 4 pages
- Covergate 2 pages
- Banderole

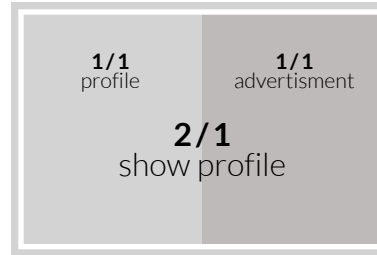
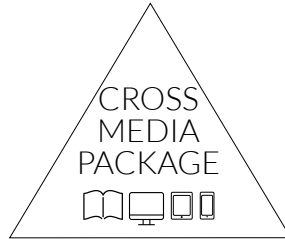
**PRICES AND
SPECIAL ADVERTISING
UPON REQUEST.**

*Source: Publisher data **All formats +5 mm extra bleed on all sides

All space orders are subject to the general terms and conditions of Deutscher Fachverlag GmbH. All contents are subject to change.

TRADE SHOW PREVIEW FORMATS

For trade shows only: The ultimate guide to all major international fashion events of Sportswear International Magazine.



additional special positions available:

Inside front cover

Inside back cover

Magazine format
230 x 300 mm

MAGAZINE #291
covering trade shows january - march

MAGAZINE #292
covering trade shows april - june

MAGAZINE #293
covering trade shows july - september

MAGAZINE #294
covering trade shows october - december

1/1 page profiles are edited advertorials, individually created for our clients. Words and pictures are provided by the client. The contributions will be carefully edited by our staff.

+

1/1 page advertisements are completely provided by the client. Formats and specs see page 14 (Magazine)

**PRICES AND
SPECIAL ADVERTISING
UPON REQUEST.**

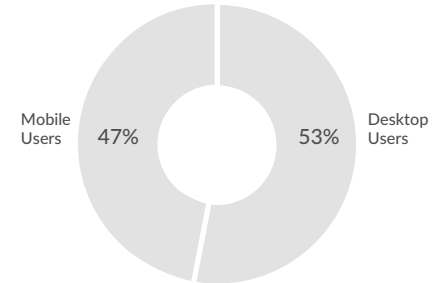
DAILY NEWS

sportswear-international.com is the daily digital information platform for international decision makers from the denim and fashion community.

page impressions*
1,496,880
(from Aug 18 to Aug 19)

visits*
543,224
(from Aug 18 to Aug 19)

unique user*
489,120
(from Aug 18 to Aug 19)



*Source: Google Analytics

THE WEBSITE FORMATS

Superbanner 1
940 x 150 pixels

Skyscraper left
(desktop only)
160 x 600 pixels

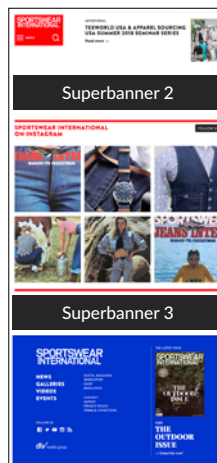
Skyscraper right
(desktop only)
160 x 600 pixels

Billboard
940 x 250 pixels

Rectangle Home
300 x 250 pixels

Rectangle 1
300 x 250 pixels

Rectangle 2
300 x 250 pixels

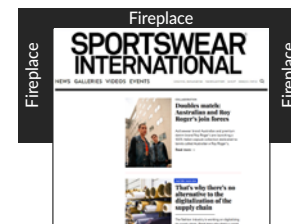


Superbanner 2
940 x 150 pixels

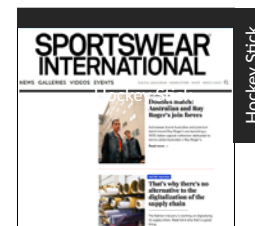
Superbanner 3
940 x 150 pixels



Gallery Ad
(part of Picture Gallery)
300 x 250 pixels



Fireplace
2x 160 x 600 + 960 x 150 pixels



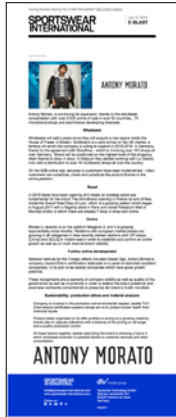
Hockey Stick
(= Skyscraper + Superbanner)
160 x 600 + 960 x 150 pixels

PRICES AND
SPECIAL ADVERTISING
UPON REQUEST.

THE NEWSLETTER FORMATS

Broadcast your advertising message in our Editorial Newsletter or our Exclusive Newsletter.

Exclusive Newsletter



Send your unique message to over **34,700*** subscribers of the denim and fashion community

**PRICES
UPON REQUEST.**

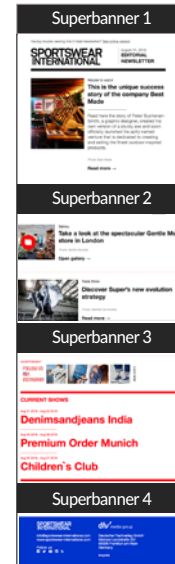


Qualified contacts*
(active within the last two months)
34,700
(as of Aug 19)

Average open rate*
39%



Editorial Newsletter



Superbanner 1
556 x 90 pixels

Superbanner 2
556 x 90 pixels

Superbanner 3
556 x 90 pixels

Superbanner 4
556 x 90 pixels

*Source: Publisher data

TECHNICAL GUIDELINES

Magazine

Magazine format

230 x 300 mm (+ 4mm bleed)

Printing and binding

Sheetfed offset with adhesive binding

Colors

Basic colors of European chart (CMYK)

Color sequence

Black, cyan, magenta, yellow

Delivery of data

We require digital data PDF/X-3 (PSOuncoated v3)
plus adequate reference proof according to the guidelines of
Deutscher Fachverlag GmbH.

Advertisement digital magazine and tablet magazine

The advertisement from the print magazine will be used.

Digital

Format

Editorial Newsletter banners: jpg

Website banners: jpg, gif, flash

Exclusive Newsletter: HTML5

Maximum file size: 60 KB

Video ad: FLV

Frequency

Superbanner, Skyscraper and Hockey Stick
appear with no more than three rotations.

Delivery of data

Seven working days before run by e-mail to:

sales@sportswear-international.com

Please always observe: For trimmed advertisements, we recommend that all texts and logos have at least 5 mm of margin from the outer edges and from the inner margin (gutter).

To request the separate data sheet for data transfers
send an e-mail to sales@sportswear-international.com

GENERAL TERMS AND CONDITIONS

Discounts, commissions, payment terms & cancellation policy.

Magazine & Special

5% 2 pages or more

10% 4 pages or more

20% 8 pages or more

30% 12 pages or more

Website & Newsletter

5% €5,000 or more

10% €10,000 or more

20% €20,000 or more

30% €30,000 or more

Agency commission

15%

Terms of payment

3% discount for advance payment

2% discount for payment within 14 days of invoice date

Payment net within 30 days of invoice date

Cancellation policy

Withdrawal is possible until the closing date for all regular ads. Agreements concluded for a full year must be honored to their full extent; a cancellation is not possible for cover pages and confirmed page positions.

All rates shown exclude statutory value added tax. All space orders are subject to the general terms and conditions of the publishing house. All further general terms and conditions can be found at www.sportswear-international.com/service/conditions. All contents are subject to change.

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**SPORTSWEAR
INTERNATIONAL**

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