

Sportswear International The Magazine App for Denim and Fashion Trends

Exclusive Sponsoring-Package

(November 2011)



Sportswear International

The mediabrand for denim and fashion trends

Sportswear International – Depth instead of width

Focusing our attention on denim and fashion trends, combining it with our integral communication approach, with editorial competence on a high aesthetic level, we deliver relevant information about the international world of denim and fashion and provide orientation and inspiration via print, digital and event channels for all those who make their living in the denim and fashion business.

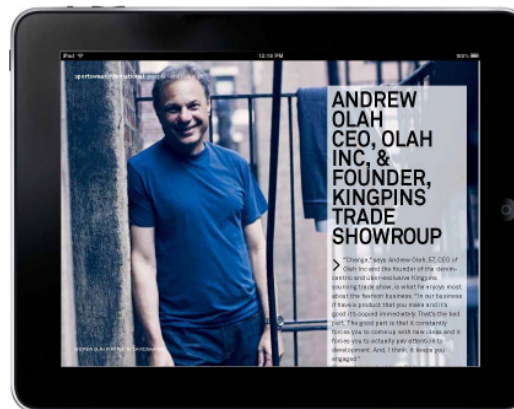
We orientate ourselves to the needs of our readers and serve as a trendoriented media platform for the international denim and fashion community.

As a market leader with more than 35 years of experience, we always focus on the success of our readers and our advertising clients.

Denim and fashion trends mark our DNA

Sportswear International The Magazine App for Denim and Fashion Trends

- The digital application – intuitive, clear and interactive
- Basing on each magazine with many additional contents – and thus creating a new, visual media event
- Exclusive interviews, newest campaign videos, brilliant photos, people, parties, shops, brand profiles and exclusive hot spots
- Use this innovative and trendsetting advertising medium for your communication

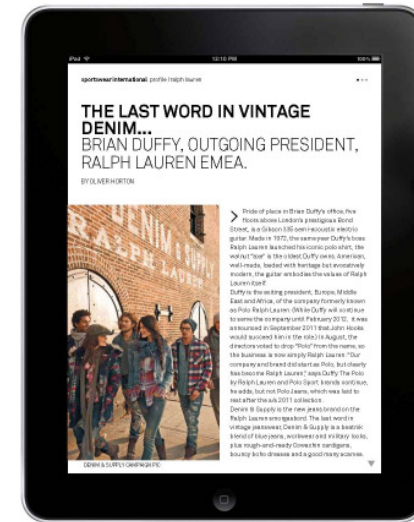


The denim and fashion app

Sportswear International

The Magazine App for Denim and Fashion Trends

- The Magazine App, with 8 issues a year
- The App is ready for downloading next to the publishing dates of the magazine
- Well-known and established categories remain part of our magazine, such as: Fashion, Focos, Shoots P.O.S., and so on
- In addition with the category „Brand Profiles“ with company information of all relevant brands about their collections – pictures and videos



The denim and fashion app

www.sportswearnet.com

THE MEDIA BRAND FOR DENIM AND FASHION TRENDS
SPORTSWEAR INTERNATIONAL

Sportswear International

The Magazine App for Denim and Fashion Trends

Our strong brand for your strong advertising presence

There are excellent reasons to sponsor the Sportswear International Magazine App.

1. Sportswear International is number one in the denim and fashion community

With the Magazine App Sportswear International confirms its position as the leading international special interest media brand for the denim and fashion community.

2. Sportswear International delivers orientation and inspiration

With the Magazine App Sportswear International informs about all the relevant international denim and fashion trends and delivers professionally researched contents and trendsetting fashion shoots

3. Sportswear International reaches the top decision makers

With crucial information Sportswear International reaches with its Magazine App decision makers such as directors, owners, buyers, managers and executive managers

4. Sportswear International is trendsetting

Sportswear International uses the multiple visual possibilities of the tablet PCs and offers its advertising clients with the Magazine App a new and exclusive platform for their brand presentation

5. Sportswear International is crossmedial

In combination with the magazine and the website, Sportswear International offers with the Magazine App a portfolio for a holistic communication

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The Magazine App for Denim and Fashion Trends

Time schedule and topics in focus 2012

Issues	Main focus	Main topics	Publication date	Space due
January/ February #241	Season Opener Autumn/Winter	The Winter Issue – start of the new season	January 05, 2012	December 07, 2011
March/April #242	Retail; Footwear & Accessories	The Different Issue – selling at the point of sale – different but right Footwear & Accessories – the season autumn/winter 2012-13	March 01, 2012	February 03, 2012
May/June #243	Fabrics	The Eco-Issue – fabric trends for autumn/winter 2013-14	May 16, 2012	April 20, 2012
July/August #244	Season Opener Summer	The Summer Issue – season's opener summer 2013	June 21, 2012	May 24, 2012
September #245	Digital Marketing; Footwear & Accessories	The Digital Issue – how much digital is needed? Footwear & Accessories – the season summer 2013	August 30, 2012	August 01, 2012
October #246	Store Design	The Store Issue – top trends of store design, design and architecture	October 04, 2012	September 06, 2012
November #247	Fabrics	The Intelligent Issue – textile innovation and function	November 08, 2012	October 10, 2012
December #248	Best of	The Who's Who Issue – the fashionyear 2012	December 06, 2012	November 08, 2012

Contents are subject to change

Sportswear International

The Magazine App for Denim and Fashion Trends

Sponsoring-Package

Exclusive Partner of the Magazine App.

Our offer for you as the exclusive Partner of the Sportswear International Magazine App contains the following components

- **Magazine App**
- Sponsoring of the App
 - Banderole
 - 1/1 Advertisement
- **Print**
- substantial co-branded cross media placements with your logo
 - Co-branded* advertisement in the Sportswear International Magazine and the News
- **Digital**
- Online reach extension
 - Co-branded* Super Banner on the Website and the Newsletter

* Integration of your Logo in Sportswear International Magazine App advertisements

Sportswear International

The Magazine App for Denim and Fashion Trends

Media value exclusive sponsoring 2012

Medium	Components / Benefits	Gross-media value	Number	Gross-media value total	Sponsoring gross-media value (20% of the gross-media value on co-branded measures)
Magazine App	Banderole start screen and 1/1 advertisement	2.500,- €	8 issues	20.000,- €	20.000,- €
Magazine (print)	1/1 Co-branded Magazine App advertisement *	15.700,- €	8 issues	125.600,- €	25.120,- €
News (print)	1/1 Co-branded Magazine App advertisement *	6.500,- €	4 issues	26.000,- €	5.200,- €
Website	Co-branded Magazine App Super Banner*	5.250,- €	8 x 4 weeks	42.000,- €	8.400,- €
Newsletter	Co-branded Magazine App Super Banner*	1.600,- €	16 issues	25.600,- €	5.120,- €
Total gross-media value				239.200,- €	63.840,- €
Sponsoring-Package offer (net/net): Magazine App Sponsoring only					15.000,- €
Co-branded Sponsoring-Package offer (net/net): Magazine App Sponsoring + co-branded measures in print (Magazine & News) and digital (Website & Newsletter)					37.500,- €

* Integration of your Logo in Sportswear International Magazine App advertisements + Super Banner (Website & Newsletter)

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The Magazine App for Denim and Fashion Trends

Target group

- Buyers/shop owners/shop managers
- Company owners/directors/executive managers
- Fashion-enthusiastic consumers
- Suppliers of the fashion industry
- The digital lifestyle community

Sectors

- Industry (manufacturer, brands)
- Retail
- Agencies (fashion, pr, media, advertising)
- Fairs and events
- Associations
- Photography, styling, fashion agencies
- Media (TV, print, radio, online)

Source: publisher's imprint

www.sportswearnet.com

Circulation

Downloads by country

- Germany 39%
- USA 21%
- UK 9,5%
- Benelux 7%
- Italy 4%
- France 3%
- Rest of World 20%
 - Hong Kong
 - Austria/Switzerland
 - Canada
 - Denmark
 - India/Russia
 - other

Source: publisher's imprint

Sportswear International Your Contact Partners

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