

media kit 2010

 www.sportswearnet.com

SPORTSWEAR
INTERNATIONAL MAGAZINE

the sportswear international product family



Sportswear International Magazine

The "crown jewel" of our product line. The globally distributed premiere B2B fashion magazine is published six times per year. Each issue reaches more than 30.000 readers worldwide and provides members of the fashion community with in-depth information.

-> See pages 1 to 8



Sportswear International News for mature markets

With their special focus on national markets, these regionspecific editions complement *Sportswear International's* global fashion information by providing essential, in-depth seasonal views. For mature markets *Sportswear International* publishes the German and Italian News. For India, together with an Indian publisher, *Sportswear International* publishes *SI India*, a magazine dedicated to the fast-growing market of India.

-> See pages 9-14



Sportswear International Special for India

Published once a year, *Who's Who - The Fashion Yearbook* is the one and only fashion yearbook of its kind, that documents the year's hottest faces, facts, styles and stories.

-> See pages 15-16



Sportswear International Who's Who

Published once a year, *Who's Who - The Fashion Yearbook* is the one and only fashion yearbook of its kind, that documents the year's hottest faces, facts, styles and stories.

-> See pages 15-16



Sportswear International Books

Our unique, comprehensively detailed reference works and coffee table books include the yearly published hardcover book *OPEN - The StoreBook*, which focuses on interior design and shop fixtures and *The Sports Bible*, an encyclopedia of the activewear market.

-> See pages 17-18



Sportswear International sportswearnet.com

Our up-to-the-minute industry news and exclusive features are online 24/7. A bi-weekly newsletter is e-mailed to thousands of online subscribers to keep them abreast of the latest fashion developments.

-> info@sportswearnet.com

the magazine



Sportswear International stands apart from other fashion magazines as the only global industry publication that focuses on — and truly understands — casual, contemporary style. Providing inside information, stunning fashion shoots and invaluable insight into the workings and offerings of an ever-changing industry, *Sportswear International* is THE must-read style bible for anyone, anywhere who works in the casual fashion sector. From our permanent offices in Milan, Frankfurt, New York and Moscow, and with a team of global correspondents that spans from Hong Kong to London, Paris and Berlin, we bring international fashion and style news from the world's streets, catwalks, fairs and showrooms directly to our readers — giving them the knowledge to make informed, business-boosting decisions and creative choices. Bursting with trend reports, stories about the industry's top shops

and most influential players and labels, along with directional photo shoots, and in-depth coverage of specific markets and territories, *Sportswear International's* six annual issues — presented in a new format and high print quality — and yearly specialty supplements serve as must-have tools for thousands of fashion insiders worldwide. Why? Because no other magazine brings global fashion to them as well as we do. Founded in 1975 as a European trade publication for the emerging casual fashion market, *Sportswear International* launched a separate North American edition five years later. In 2002, the two titles merged into today's single global edition to better reflect fashion's global identity. Now distributed on all six developed continents, *Sportswear International* remains a truly powerful publication. With over 30 years of reporting experience, it's the only magazine of its kind.

sportswear international readers

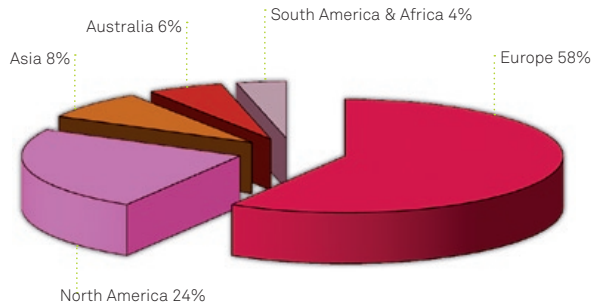
Circulation:

Print run
Regularly distributed copies

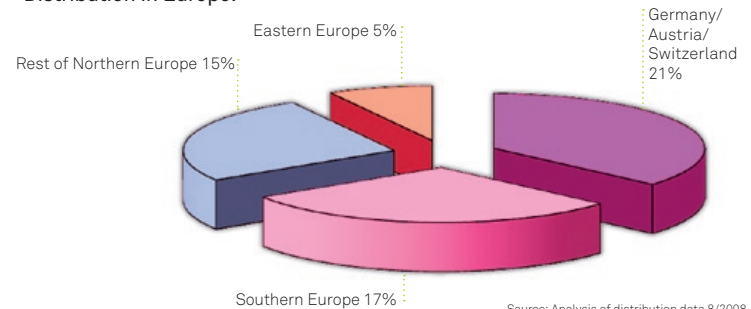
30.000 copies
28.700* copies

*up to 5.000 additional copies bonus distribution at major trade shows all around the world.
For more information see page "publishing dates" showing the trade show distribution list

Distribution worldwide:

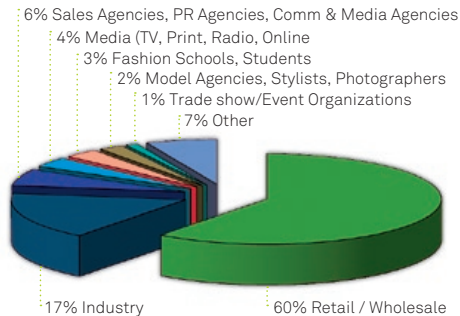


Distribution in Europe:



Source: Analysis of distribution data 8/2008

Sectors Sportswear International readers work in:



Categories SI readers work with:

Jeanswear	58%
Casualwear	47%
Streetwear	42%
Accessories	36%
Footwear	31%
Activewear	27%
New Luxury	24%
Sneakers	22%

SI readers are decision-makers:

75% of SI readers within the retail sector are shop owners / shop managers / buyers.
63% of SI readers within the industry sector are company owners / directors / executive managers.

Of all Sportswear International readers...

... 80% leaf through one issue more than one time.
... 56% read all six issues that are published throughout the year.
... 38% spend more than 30 minutes reading a single issue.
... 32% read the entire magazine while 41% read selected sections.

Which statements apply to Sportswear International?

- SI is essential reading material	53%
- SI always informs readers about important fashion business and industry topics	69%
- SI is an important source for professional decisions / buying decisions	46%

contents and categories



correspondents

Emphasizing the “international” in *Sportswear International*, our team of style- and business-savvy reporters worldwide serve up detailed dispatches from fashion’s front lines. Whether they examine established style capitals or emerging and exotic places with unique and growing style scenes, our correspondents’ pieces inform readers on what’s hot and happening across the globe.

labels

Our Labels section provides a carefully selected rundown of the world’s most promising (and often undiscovered) fashion talents. Here, you’ll find tomorrow’s style stars in the making and all the fresh, young directional brands and designers who are driving fashion forward. .

feature

Offering a detailed overview of a particular market sector or important issue affecting the industry, our Feature stories zoom in on their given topics but also show the broader, global picture. From the burgeoning market for men’s accessories to fashion’s growing “green” movement, our Features cover a wide swath of subjects and analyze, inform and often predict exactly where things are headed.

talk show

Take a panel of industry experts and have them share their learned opinions about some of the day’s most controversial issues: that’s Talk Show. There’s no fluffy chit-chat here. Instead, this “show” offers pearls of wisdom from some of fashion’s most knowledgeable names.

p.o.s.

The section about all things retail. P.O.S. shows the world’s newest and most exciting multibrand and monobrand stores and features special retail-relevant reports.

NEW SHOPPING HABITS

BY MICHAEL W. CHANG

THE NEW YORK STORES OF THE FUTURE ARE BEING BUILT BY A GROUP OF DESIGNERS WHO ARE NOT EVENING THE PLAYING FIELD BY BUYING FROM THE SAME TYPE OF STORES. THE SO-CALLED REDEFINERS, SOME OF WHOM ARE AT THE FOS STORY # PEOPLE HAVE BEEN MONEY, WHAT ARE THEY BUYING?

WALKING THROUGH THE FUTURE

BY MICHAEL W. CHANG

THE NEW YORK STORES OF THE FUTURE ARE BEING BUILT BY A GROUP OF DESIGNERS WHO ARE NOT EVENING THE PLAYING FIELD BY BUYING FROM THE SAME TYPE OF STORES. THE SO-CALLED REDEFINERS, SOME OF WHOM ARE AT THE FOS STORY # PEOPLE HAVE BEEN MONEY, WHAT ARE THEY BUYING?

Cozy cuts

FOR A \$100 sportswear and fashion brand, it's not surprising that Piusi's professional items and simple leather styles for weekend girls. The girls get dressed in light-colored outfits made of soft materials. (Source: TheStreet.com)

DEAR THOM...

BY MICHAEL W. CHANG

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HOW SHE WON THE WAR

BY MICHAEL W. CHANG

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TRUE IDENTITY

BY MICHAEL W. CHANG

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DEAR THOM...

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trends
In words and pictures, the Trends pages offer a crystal-ball view of next season's most fashion-forward offerings and reveal what colors, cuts and styles will be making waves in the months ahead.

samples
Our collection of interesting, odd or amusing bits and bytes from fashion's forefront.

shoots
Stunning, cutting-edge photography captures the season's best clothes, styles and trends.

profile
Here, our editorial spotlight shines on the world's most fascinating companies and players.

last words
Famous fashion personalities share memories and secrets of their success in this personal, intimate interview.

publishing dates first half

issues	publishing dates	advertising dates	trade show distribution (all relevant trade shows esp.)	main topics	
#229	January 13, 2010	Space due: November 27, 2009 Material due: December 11, 2009	Project / Capsule / Collective / Blue Designers & Agents Bright White Homme Bread & Butter / Premium / Jam Mercedes-Benz Fashion Week Who's Next ASR Munich Fabric Start / Bluezone The WSA Show CPD Ispo Premiere Vision CPH Vision / Terminal 2 / Gallery Pure / Margin / The Park Mercedes-Benz Fashion Week	New York Los Angeles Frankfurt/Main Milan Berlin Berlin Paris San Diego Munich Las Vegas Dusseldorf Munich Paris Copenhagen London New York	Fall / Winter 2010 / 2011 European Sportswear Collections Trends and Brands: Sportswear, Streetwear, Jeanswear and New Luxury. Retail Report
#230	February 12, 2010	Space due: January 04, 2010 Material due: January 15, 2010	Mercedes-Benz Fashion Week Project / Magic / Pool Enk Vegas / Capsule CPM Milano Unica Milano Moda Donna / White Designers & Agents / Coterie GDS / GLS Fashion Week Moscow Designers & Agents Premiere Vision Moscow Micam / Mipel	New York Las Vegas Las Vegas Moscow Milan Milan New York Dusseldorf Moscow Los Angeles Moscow Milan	Fall / Winter 2010 / 2011 American Sportswear Collections Trends and Brands: Sportswear, Streetwear, Jeanswear, New Luxury and Footwear. Global Branding Retail Report Focus on Fabrics Summer 2011 Accessories
#231	June 02, 2010	Space due: April 23, 2010 Material due: May 7, 2010	Denim by Première Vision Pitti Immagine Uomo Pitti W_Woman Precollection White Homme	Paris Florence Florence Milan	Winter 2011 Sportswear Collections Spotlight Catwalk Footwear Trends Winter 2011

publishing dates **second half**

issues	publishing dates	advertising dates	trade show distribution (all relevant trade shows esp.)		main topics
#232	June 18, 2010	Space due: May 07, 2010 Material due: May 21, 2010	Bread & Butter / Premium / Jam Mercedes-Benz Fashion Week Outdoor Trade Fair Bright Modefabriek CPD Project / Capsule / Collective / Blue CPH Vision / Terminal 2 / Gallery WSA Show Desiners & Agents	Berlin Berlin Friedrichshafen Frankfurt/Main Amsterdam Dusseldorf New York Copenhagen Las Vegas Los Angeles	Spring / Summer 2011 European Sportswear Collections Trends and Brands: Sportswear, Streetwear, Jeanswear and New Luxury. Retail Report
#233	August 20, 2010	Space due: July 09, 2010 Material due: July 23, 2010	Project / Pool / Magic Capsule / Enk Vegas Class Tradeshow ASR Munich Fabric Start / Bluezone CPM Milano Unica Mercedes-Benz Fashion Week GDS / GLS Premiere Vision Micam / Mipel Designers & Agents Milano Moda Donna / White Designers & Agents Premiere Vision Moscow	Las Vegas Las Vegas Santa Monica San Diego Munich Moscow Milan New York Dusseldorf Paris Milan New York Milan Los Angeles Moscow	Spring / Summer 2011 American Sportswear Collections Trends and Brands: Sportswear, Streetwear, Jeanswear, New Luxury and Footwear. Global Branding Retail Report Focus on Fabrics Winter 2011 / 2012 Accessories
#234	December 10, 2010	Space due: October 29, 2010 Material due: November 12, 2010	Pitti Immagine Uomo Pitti W_Woman Precollection Hip Hop São Paulo Fashion Week	Florence Florence Tokyo São Paulo	Summer 2011 Sportswear Collections Spotlight Catwalk Footwear Trends 2011

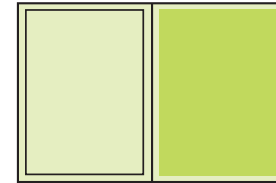
publishing info

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publishing house	Sportswear International is a division of DFV Publishing Group	Mainzer Landstraße 251 60326 Frankfurt/M, Germany	+49 69 7595 2672	+49 69 7595 2670	info@sportswearnet.com
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	Southern Europe Laura Pianazza	Piazza Pio XI 1, 20123 Milan, Italy	+39 02 80620 504	+39 02 80620 333	pianazza@sportswearnet.com
	USA Constantine Floris	580 Broadway, Suite 701 New York, NY 10012, USA	+1 212 925 1240	+1 212 925 4795	floris@sportswearnet.com
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subscription services	Anna Prokein	Mainzer Landstraße 251, 60326 Frankfurt/Main	+49 69 7595 2663	+49 69 7595 2660	subscribe@sportswearnet.com

basic	1/1 page, 4-color 2/1 pages, 4-color	€ 14.300 € 28.500
covers	Inside Frontcover Inside Backcover Outside Backcover	€ 17.900 € 16.300 € 18.300
promotions	On request	
premium positions	Additional charges for fixed positions +15%	
	No right of withdrawal for cover pages, fixed positions and promotions. No discounts will be given for promotions	
inserts, supplements, special advertising	On request	
color	Colors include only basic colors of the European chart DIN 16 539 for offset litho. Color sequence: CMYK. Fifth color on request.	
printing material	Macintosh or PC format files, on cd or by ISDN transfer, plus adequate proofs.	
agency commission	15%	
discounts	4 pages 10% 8 pages 20% 12 pages 30%	
combination news + specials	On request	
change of plates	Change of plate german/english version € 1.900	
printing process	Sheet fed	
screen	Density: 265%, 300 dpi	
payment terms	3% advance payment, 30 days net	
cancellation policy	For all regular ads eight weeks before publishing date. Agreements concluded for the full year must be honored to their full extent. With confirmed page position, cancellation not possible.	
advertising services	Kristine Pfütznern, p +49 69 7595 2662, f +49 69 7595 2660, services@sportswearnet.com	

send printing material to: Sportswear International, Mainzer Landstraße 251, 60326 Frankfurt/Main, Germany

All rates shown are exclusive of value added tax. All space orders are subject to our General Terms and Conditions.
Valid as of October 2009. Contents are subject to change.



Single Page
non-bleed

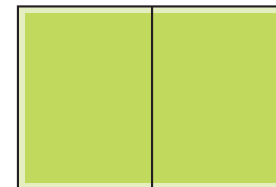
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(9.44" x 12")



Single Page
full bleed

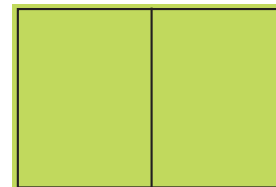
250 x 315 mm
(9.84" x 12.4")

+5 mm (0.2") bleed
extra on all sides



Double Page
non-bleed

490 x 305 mm
(19.29" x 12")



Double Page
full bleed

500 x 315 mm
(19.68" x 12.4")

+5 mm (0.2") bleed
extra on all sides

Trim size: 250 x 315 mm (9.84" x 12.4")

1/2 Page horizontal non-bleed: 240 x 152,5 mm (9.44" x 6")
bleed: 250 x 157,5 mm (9.84" x 6.2")
+5 mm bleed (0.2") extra on all sides
1/2 Page vertical non-bleed: 120 x 305 mm (4.72" x 12")
bleed: 125 x 315 mm (4.92" x 12.4")
+5 mm (0.2") bleed extra on all sides

sportswear international news germany



Sportswear International News editions boast a new look. Larger in format. Up-to-date in graphics. Sustainable in production. Focused in content. The new *Sportswear International News* editions reflect the new *Sportswear International Magazine* but focuses on one's own backyard. With six editions focusing on the German market preceding the trade fairs in Berlin, Dusseldorf, Frankfurt, Friedrichshafen and Munich, *Sportswear International News Germany* is a prime informational tool and an ideal media platform in Germany's thriving fashion market.

Circulation:

15,000 copies

Distribution:

- German-speaking readers of Sportswear International
- major German trade shows (see below)
- prominent and trendsetting shops and showrooms in Germany

issues	publishing dates	advertising dates	trade show distribution	main topics	
#1/2010 Denim & Street	January 15, 2010	Space due: Dec 18, 2009 Material due: Dec 30, 2009	Bread & Butter / Premium / Jam Mercedes-Benz Fashion Week Bright CPD	Berlin Berlin Frankfurt/Main Dusseldorf	Trends Autumn / Winter 2010: Jeans / Streetwear / Upper Sportswear / New Luxury Preview Trade shows
#2/2010 Sport & Street	January 29, 2010	Space due: Jan 08, 2010 Material due: Jan 15, 2010	Ispo Bright CPD	Munich Frankfurt/Main Dusseldorf	Key Looks Winter 2010 Focus: Trends Sportsfashion Winter 2010 Trade show reports
#3/2010 Season's Best	March 05, 2010	Space due: Feb 12, 2010 Material due: Feb 19, 2010	GDS Micam / Mipel	Dusseldorf Milan	Focus: Shoe Trends Winter 2010 Focus: Store Design Season's Best (Order Report Winter 2010)
#4/2010 Denim & Street	June 25, 2010	Space due: June 04, 2010 Material due: June 11, 2010	Bread & Butter / Premium / Jam Mercedes-Benz Fashion Week Bright CPD	Berlin Berlin Frankfurt/Main Dusseldorf	Trends Summer 2011: Jeans / Streetwear / Upper Sportswear / New Luxury Preview Trade shows
#5/2010 Sport & Street	July 07, 2010	Space due: June 18, 2010 Material due: June 25, 2010	Outdoor Bright CPD	Friedrichshafen Frankfurt/Main Dusseldorf	Key Looks Summer 2011 Focus: Outdoor Summer 2011 Trade show reports
#6/2010 Season's Best	September 03, 2010	Space due: Aug 13, 2010 Material due: Aug 20, 2010	GDS Micam / Mipel	Dusseldorf Milan	Focus: Shoe Trends Summer 2011 Focus: Store Design Season's Best (Order Report Summer 2011)

basic	1/1 page, 4 colors Junior page, 4 colors 1/2 page, 4 colors	€ 5.900 € 5.000 € 4.200
covers	Inside Frontcover Inside Backcover Outside Backcover	€ 7.400 € 7.100 € 8.000
promotions	Rates including design, layout, setting copy and print	2/1 pages € 8.500 4/1 pages € 15.600
premium positions	Additional charges for fixed positions + 15%.	
	No right of withdrawal for cover pages, fixed positions and promotions. No discounts will be given for promotions.	
inserts, supplements, special advertising	On request	
color	Colors include only basic colors of the European chart DIN 16 539 for offset litho. Color sequence: CMYK. Fifth color on request.	
printing material	Digital data material on CD or by FTP / ISDN-Transfer, ISOwebcoated plus adequate proofs.	
agency commission	15%	
discounts	4 pages: 10%	8 pages: 20% 12 pages: 30%
combination news + specials	On request	
printing / screen	Web-fed Offset, 70er grid, Density max 300%	
payment terms	3% advance payment, 30 days net	
cancellation policy	For all regular ads four weeks before publishing date. Agreements concluded for the full year must be honored to their full extent. With confirmed page position, cancellation not possible.	
advertising director	Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com	
advertising sales	Northern Europe Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com Southern Europe Laura Pianazza, p +39 02 80620 504, f +39 02 80620 333, pianazza@sportswearnet.com	
advertising services	Kristine Pfützner, p +49 69 7595 2662, f +49 69 7595 2660, services@sportswearnet.com	

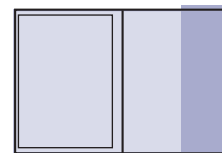
send printing material to: Sportswear International, Mainzer Landstraße 251, 60326 Frankfurt/Main, Germany



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full bleed

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(10.2"x13.4")

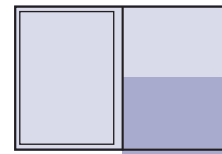
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1/2 page vertical
full bleed

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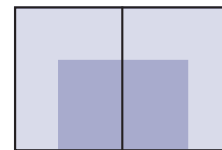
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on all sides



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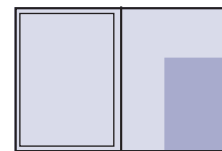
+5 mm (0.2") bleed extra
on all sides



2/1 Junior page
full bleed

328 x 216 mm
(12.91"x8.5")

+5 mm (0.2") bleed extra
on all sides



1/1 Junior page
full bleed

164 x 216 mm
(6.49"x8.5")

+5 mm (0.2") bleed extra
on all sides

Trim size: 260 x 340mm (10.2"x13.4")

Our printer uses customer-friendly frequency-modulated halftone printing procedure (FM-half-tone).

All rates shown are exclusive of value added tax. All space orders are subject to our General Terms and Conditions. Valid as of October 2009. Contents are subject to change.

sportswear international news italy



Sportswear International News editions boast a new look: Larger in format. Up-to-date in graphics. Sustainable in production. Focused in content. The new *Sportswear International News* editions reflect the new *Sportswear International Magazine* but focuses on one's own backyard. Published twice a year to coincide with the all-important Pitti Immagine Uomo trade show in Florence, the bilingual (Italian/English) *Sportswear International News Italy* covers Italy's sportswear market in depth. Like its German counterpart, it is a prime informational tool and an ideal media platform in Italy's fashion scene.

Circulation:

15.000 copies

Distribution:

- strictly Italian readership
- major Italian trade shows (see below)

issues	publishing dates	advertising dates	trade show distribution	main topics	
#1/2010 Pitti Special	Jan 04, 2010	Space due: November 27, 2009 Material due: December 10, 2009	Pitti Immagine Uomo Pitti W_Woman Precollection White Homme Bread & Butter Milano Unica White / Touch / Neozone / Cloud9 Milano Moda Donna	Florence Florence Milan Berlin Milan Milan	Season's Opener Fall / Winter 2010 Menswear, Womenswear, Denim, Sportswear, Upper Sportswear, New Luxury, Footwear
#2/2010 Pitti Special	June 09, 2010	Space due: May 14, 2010 Material due: May 21, 2010	Pitti Immagine Uomo/Woman Pitti W_Woman Precollection White Homme Bread & Butter Milano Moda Donna Milano Unica White / Touch / Neozone / Cloud9	Florence Florence Milan Berlin Milan Milan	Season's Opener Summer 2011 Menswear, Womenswear, Denim, Sportswear, Upper Sportswear, New Luxury, Footwear

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promotions	Rates including design, layout, setting copy and print	2/1 pages € 8.500 4/1 pages € 15.600
premium positions	Additional charges for fixed positions + 15%. No right of withdrawal for cover pages, fixed positions and promotions. No discounts will be given for promotions.	
inserts, supplements, special advertising	On request	
color	Colors include only basic colors of the European chart DIN 16 539 for offset litho. Color sequence: CMYK. Fifth color on request.	
printing material	Digital data material on CD or by FTP / ISDN-Transfer, ISOwebcoated plus adequate proofs.	
agency commission	15%	
discounts	4 pages: 10%	8 pages: 20% 12 pages: 30%
combination news + specials	On request	
printing / screen	Web-fed Offset, 70er grid, Density max 300%	
payment terms	3% advance payment, 30 days net	
cancellation policy	For all regular ads four weeks before publishing date. Agreements concluded for the full year must be honored to their full extent. With confirmed page position, cancellation not possible.	
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advertising services	Kristine Pfützner, p +49 69 7595 2662, f +49 69 7595 2660, services@sportswearnet.com	

send printing material to: Sportswear International, Mainzer Landstraße 251, 60326 Frankfurt/Main, Germany



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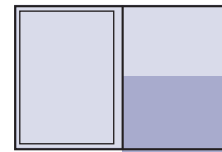
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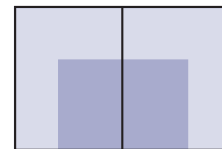
+5 mm (0.2") bleed extra
on all sides



1/2 page horizontal
full bleed

260 x 170 mm
(10.2"x6.69")

+5 mm (0.2") bleed extra
on all sides



2/1 Junior page
full bleed

328 x 216 mm
(12.91"x8.5")

+5 mm (0.2") bleed extra
on all sides



1/1 Junior page
full bleed

164 x 216 mm
(6.49"x8.5")

+5 mm (0.2") bleed extra
on all sides

Trim size: 260 x 340mm (10.2"x13.4")

Our printer uses customer-friendly frequency-modulated halftone printing procedure (FM-half-tone).

All rates shown are exclusive of value added tax. All space orders are subject to our General Terms and Conditions. Valid as of October 2009. Contents are subject to change.

sportswear international india



Sportswear International India presents the most exciting trends and events from this steadily growing global fashion market, making it a sound source of news and inspiration for both fashion producers and retailers. Cutting-edge photography is mixed with the hottest fashion, while stimulating articles keep readers up to speed with fairs and markets, brands and designers. With its large format and high production values, it also provides an unparalleled environment for your marketing needs.

Circulation:

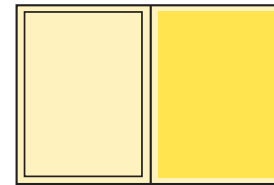
20.000 copies

Distribution:

- retailers in major Indian cities
- selected newsstands in major Indian cities
- major fashion trade shows and events in India

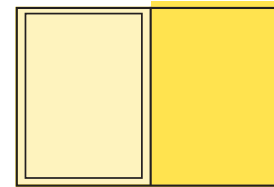
issues	publishing dates	advertising dates	trade show distribution	
India #1/2010	January 15, 2010	Space due: Dec 30, 2009 Material due: Jan 05, 2010	India Fashion Forum 2010	Mumbai
India #2/2010	May 15, 2010	Space due: April 30, 2010 Material due: May 05, 2010	Business of Fashion Fair National Garment Fair Images EGMIF Fashion Fair	Delhi Mumbai Kolkata
India #3/2010	July 15, 2010	Space due: June 30, 2010 Material due: July 05, 2010	India Retail Forum 2010	Mumbai
India #4/2010	October 15, 2010	Space due: Sep 30, 2010 Material due: Oct 05, 2010		

basic	Full page, 4-color Double spread, 4-color	€ 2.500 € 4.000
covers	Inside front cover Inside back cover Outside back cover	€ 3.000 € 3.000 € 5.000
promotions	On request	
premium positions	Additional charges for fixed positions: +15%	
	No right of withdrawal for cover pages, fixed positions and promotions. No discounts will be given for promotions.	
insert, supplements special advertising	On request	
color	Color sequence: CMYK, Fifth color on request	
printing material	Macintosh or PC format files, on CD.	
agency commission	15%	
discounts	4 pages: 10% 8 pages: 20% 12 pages: 30%	
printing process/screen	Sheet fed, Density 175%, 300 dpi	
cancellation policy	For all regular ads eight weeks before publishing date. Agreements concluded for the full year must be honored to their full extent. With confirmed page position, cancellation not possible.	
advertising director advertising sales	<p>Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com</p> <p>Northern Europe Mainzer Landstraße 251, 60326 Frankfurt/M, Germany Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com</p> <p>Southern Europe Piazza Pio XI 1, 20123 Milan, Italy Laura Pianazza, p +39 02 80620 504, +39 02 80620 333, pianazza@sportswearnet.com</p> <p>USA 580 Broadway, Suite 701, New York, NY 10012, USA Constantine Floris, p +1 212 925 1240, f +1 212 925 4795, floris@sportswearnet.com</p> <p>India: Images Multimedia Pvt. Ltd., S-21, Okhla Industrial Area, Phase-II, New Delhi – 110 020, India Sandipan Singh, p +91 9313290693, f +91 11 40525000, sandipan@imagesfashion.com</p>	



Single Page
non-bleed

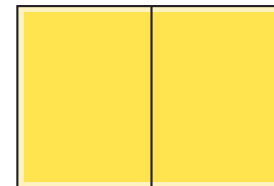
240 x 305 mm
(9.44" x 12")



Single Page
full bleed

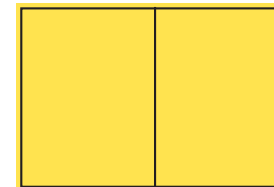
250 x 315 mm
(9.84" x 12.4")

+5 mm (0.2") bleed
extra on all sides



Double Page
non-bleed

490 x 305 mm
(19.29" x 12")



Double Page
full bleed

500 x 315 mm
(19.68" x 12.4")

+5 mm (0.2") bleed
extra on all sides

Trim size: 250 x 315 mm (9.84" x 12.4")

1/2 Page horizontal	non-bleed: 240 x 152,5 mm (9.44" x 6") bleed: 250 x 157,5 mm (9.84" x 6.2") +5 mm (0.2") bleed extra on all sides
1/2 Page vertical	non-bleed: 120 x 305 mm (4.72" x 12") bleed: 125 x 315 mm (4.92" x 12.4") +5 mm (0.2") bleed extra on all sides

send printing material to: Sportswear International, Mainzer Landstraße 251, 60326 Frankfurt/Main, Germany

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who's who 2010



Who or what were the most important faces, the most talked-about events, the hottest stories, the best brands and the world's most spectacular new stores? What were the hot topics affecting the fashion community? What impressed us most in 2010? *Who's Who 2010*, the high quality hardcover yearbook, provides the answers on more than 200 pages with a flood of breathtaking pictures. We present the year 2010 with all its trends, key news stories and emotions, completed with numerous best-of rankings.

This look back at the year will be supplemented by the official annual announcement of the SIFA (Sportswear International Fashion Award) winners. This yearly prize is selected by *SI* together with a international retail jury to the best of the best in the categories fashion, denim, sport/street, sneakers, footwear and newcomer.

Circulation:

20.000 copies

Distribution:

- subscribers of *Sportswear International* worldwide
- selected VIP recipients in the fashion community
- selected shops and showrooms in the denim, sportswear and new luxury segment
- book stores specialized in fashion, art and design
- major trade shows worldwide (see below)

issue	publishing date	advertising dates	trade show distribution (all relevant trade shows esp.)
Who's Who 2010	November 19, 2010	Space due: October 15, 2010 Material due: October 22, 2010	Bread & Butter / Premium / Jam Mercedes-Benz Fashion Week Bright Modfabriek Who's Next Project / Capsule / Collective / Blue CPH Vision / Terminal 2 / Gallery Ispo CPM Outdoor Trade Fair Pitti Immagine Uomo Berlin Berlin Frankfurt/Main Amsterdam Paris New York Copenhagen Munich Moscow Friedrichshafen Florence

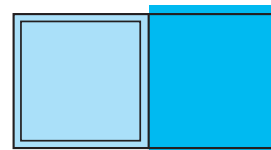
basic rate	1/1 page, 4-color 2/1 pages, 4-color	€ 14.300 € 28.500
promotions	On request	
premium positions	1st third of magazine, plus 10% surcharge on basic price. Others on request.	
inserts, supplements, special advertising	On request	
color	Colors include only basic colors of the European chart DIN 16 539 for offset litho. Color sequence: cyan, black, magenta, yellow. Fifth color on request.	
printing material	Macintosh or PC format files, on CD or by ISDN transfer, plus adequate proofs.	
agency commission	15%	
discounts	4 pages: 10%	8 pages: 20% 12 pages: 30%
combination news + specials	On request	
printing process	Sheet fed, Offset	
screen	Density: 300%, 300dpi	
payment terms	3% advance payment discount, 30 days net.	
cancellation policy	For all regular ads eight weeks before publishing date. Agreements concluded for the full year must be honored to their full extent. With confirmed page position, cancellation not possible.	
advertising director	Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com	
advertising sales	Northern Europe Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com Southern Europe Laura Pianazza, p +39 02 80620 504, f +39 02 80620 333, pianazza@sportswearnet.com USA Constantine Floris, p +1 212 925 1240, f +1 212 925 4795, floris@sportswearnet.com	
advertising services	Kristine Pfützner, p +49 69 7595 2662, f +49 69 7595 2660, services@sportswearnet.com	

send printing material to: Sportswear International, Mainzer Landstraße 251, 60326 Frankfurt/Main, Germany



Single Page
non-bleed

260 x 260 mm
(10.2" x 10.2")



Single Page
full bleed

270 x 270 mm
(10.6" x 10.6")

+5 mm (0.2") bleed extra
on all sides



Double Page
non-bleed

530 x 260 mm
(20.86" x 10.2")



Double Page
full bleed

540 x 270 mm
(21.3" x 10.6")

+5 mm (0.2") bleed extra
on all sides

Trim size: 270 x 270mm (10.6" x 10.6")

All rates shown are exclusive of value added tax. All space orders are subject to our General Terms and Conditions. Valid as of October 2009. Contents are subject to change.

OPEN - The StoreBook



OPEN – this oversized coffee table-style book focuses on the crème de la crème of contemporary retail store design in the last year and features visually driven portraits of outstanding new multi- and monobrand stores across the globe. *OPEN - The StoreBook* contains over 250 full-color and high-quality photographs of store interiors and provides on more than 200 pages valuable information about their locations, brand assortments, size, opening dates, architects and interior designers. *OPEN* is THE must-have publication and it's also a perfect medium for you to present your ideas about professional store design to Sportswear International's global audience.

Circulation:

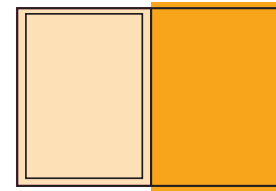
20,000 copies

Distribution:

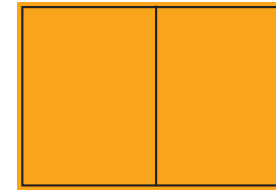
- VIP mail out to famous architects, fashion designers, interior designers, shop fitters, booth builders, retail merchandisers and selected recipients of global fashion brands
- key retailers and selected showrooms worldwide
- specialized book stores worldwide
- special distribution at major shop and interior design trade shows as well as at selected fashion trade shows

edition	publishing date	advertising dates	trade show distribution (all relevant trade shows esp.:)
OPEN - The StoreBook Volume IV	December 22, 2010	Space due: November 05, 2010 Material due: November 19, 2010	Bread & Butter / Premium / Jam Mercedes-Benz Fashion Week Bright Modfabriek Who's Next Project / Capsule / Collective / Blue CPH Vision / Terminal 2 / Gallery Ispo CPM Outdoor Trade Fair Pitti Imagine Uomo Euroshop Berlin Berlin Frankfurt/Main Amsterdam Paris New York Copenhagen Munich Moscow Friedrichshafen Florence Dusseldorf

OPEN - The Store Book	1/1 page, 4-color 2/1 pages, 4-color	€ 8.200 € 16.300
premium positions	Additional charges for fixed positions +15%	
	No right of withdrawal for cover pages, fixed positions and promotions. No discounts will be given for promotions	
inserts, supplements, special advertising	On request	
color	Colors include only basic colors of the European chart DIN 16 539 for offset litho. Color sequence: CMYK. Fifth color on request.	
printing material	Macintosh or PC format files, on cd or by ISDN transfer, plus adequate proofs.	
agency commission	15%	
discounts	4 pages: 10% 8 pages: 20% 12 pages: 30%	
printing process	Sheet fed	
screen	Density: 300%, 300 dpi	
payment terms	3% advance payment, 30 days net	
cancellation policy	For all regular ads eight weeks before publishing date. Agreements concluded for the full year must be honored to their full extent. With confirmed page position, cancellation not possible.	
advertising director	Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com	
advertising sales	Northern Europe Pierre D'Aveta, p +49 69 7595 2664, f +49 69 7595 2660, daveta@sportswearnet.com	
	Southern Europe Laura Pianazza, p +39 02 80620 504, f +39 02 80620 333, pianazza@sportswearnet.com	
	USA Constantine Floris, p +1 212 925 1240, f +1 212 925 4795, floris@sportswearnet.com	
advertising services	Kristine Pfütznner, p +49 69 7595 2662, f +49 69 7595 2660, services@sportswearnet.com	
send printing material to:	Sportswear International, Mainzer Landstraße 251, 60326 Frankfurt/Main, Germany	



Single Page
full bleed
250 x 360 mm
(9.8"x14.2")
+5 mm (0.2") bleed extra
on all sides



Double Page
full bleed
500 x 360 mm
(19.7"x14.2")
+5 mm (0.2") bleed extra
on all sides

Trim size: 250 x 360mm (9.8"x14.2")

All rates shown are exclusive of value added tax. All space orders are subject to our General Terms and Conditions. Valid as of October 2009. Contents are subject to change.

general terms and conditions

1. "Advertising order", in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement of an advertiser or other space buyer in a printed publication for purposes of circulation.

2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. If the right to requisition individual advertisements is granted under the terms of a transaction, then the order must be carried out within a period of one year from the publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the time period designated in Clause 1.

3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price in effect according to the price list valid at the time of publication; this does not apply to business transactions with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication.

Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.

4. If an order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. No claims on the part of the Advertiser shall ensue if, owing to force majeure (e.g., war, mobilization, labour dispute or other unforeseeable events), the publication of the magazine should be diminished or delayed, or should cease altogether.

5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.

6. Orders for advertisements and advertising supplements which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.

7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements.

The Publisher is entitled to mark with the word "Advertisement" those advertisements whose editorial design is such that they are not readily recognizable as advertisements.

8. The Publisher reserves the right to refuse advertising orders - including individual requisitions under the terms of a transaction - and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives.

Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising supplements which in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine, or which contain outside advertising, shall not be accepted. The Advertiser will be informed immediately if an order is refused.

9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher guarantees the quality of printing customary for the assigned publication within the limits set by the printing data.

10. If the print of the advertisement is completely or partially illegible or false or is incompletely printed, the Advertiser may claim a correct substitute advertisement, or a price reduction to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order.

Indemnity claims from positive breach of obligation, negligence in contracting and tort are excluded - especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected.

Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question.

Complaints must be put forward within 4 weeks of receiving the invoice and receipt - unless the defects are not obvious.

11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.

12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for invoicing.

13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement.

The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list.

14. In the event of default, the Publisher shall charge, with the reservation of further rights, interest for default in the amount of 5 % above the respective basic Bank Rate of the German Bundesbank. In the event of default, the Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements.

If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues.

If a specimen can no longer be procured, a legally binding certification from the Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

16. The Advertiser shall bear the costs for the production of ordered printing data and drawings, and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.

17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or - if no circulation amount is stated - is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to

20 % for a circulation of up to 50,000
15 % for a circulation of up to 100,000
10 % for a circulation of up to 500,000
5 % for a circulation of more than 500,000.

Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.

18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post.

The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so.

The publisher can be granted the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages, will be excluded from onward transmission and will not be accepted.

Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.

19. Printing data shall be returned to the Advertiser only if expressly requested. The obligation to save them shall end three months after the order has expired.

20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.

21. Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.

22. The place of fulfillment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence.

It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.