

Sportswear International



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

One-stop communication solutions

With the channels print, digital and events Sportswear International offers an ideal platform for communication and interaction with the international denim and fashion community and with each issue and publication delivers all the relevant information and trends.

- Reports on new trends and developments from the most important front lines of fashion throughout the world
- Detailed analyses of certain market segments and central questions of the fashion industry
- News, analysis and prognosis of what is happening in the denim and fashion world
- Exclusive reports and interviews with opinion makers of this market sector
- Detailed trend reports about the coming seasons
- High-quality photo shoots created by top photographers at international locations
- Presentation of the most innovative and most exciting multi- and monobrand stores worldwide
- Detailed trend reports on store design, assortments and store concepts

Relevant content and well-defined structures

The World of Sportswear International Print-Digital-Events



Our portfolio for your holistic communication

Sportswear International

Our readers for your advertising message

We reach the right target group.

- 82% of our readers within the retail sector are shop owners / shop managers / buyers
- 71% of our readers within the industry sector are company owners / directors / executive managers
- 74% of our readers read all the issues published within a year

Readers of Sportswear International work in the following sectors.

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

Source: publisher's imprint

Readers of Sportswear International are:

- **Successful in their job**
Determined and successful
- **Multipliers with a strong personality**
In demand and well-informed
- **Active**
Full of energy and often travelling
- **Trend-oriented**
Persons having a flair for innovation
- **Quality-conscious**
Demanding
- **Cosmopolitan and interested**
Always trying out new approaches

The advertising target group in the denim and fashion community

Sportswear International

Our distribution

Europe 88%

- Germany, Austria, Switzerland 36%
- Italy 20%
- UK 10,5%
- France 9%
- Benelux Countries 9%
- Scandinavia 8%
- Southern Europe 5%
- Eastern Europe 2,5%

Source: publisher's imprint

Rest of world 12%

- USA, Canada 63%
- Australia, New Zealand 16,5%
- Asia 8%
- South America 8%
- Other countries 4,5%

Distribution channels

- Worldwide to subscribers
- Qualified VIP addresses in Europe and the US
- Further selected distribution points and points of sale (kiosk, station, airport, airlines)
- Selected stores and showrooms in Europe
- The most important fashion fairs and events in Europe and the US

Our focus in on Europe

Sportswear International

Our strong brand for your strong advertising presence

There are excellent reasons to advertise with us

1. **Sportswear International is number one in the denim and fashion community**
For 71% of our readers Sportswear International is a must-read
2. **Sportswear International delivers orientation and inspiration**
87% of our readers leaf through one issue more than one time
3. **Sportswear International reaches the top decision makers**
74% of our readers are decision makers such as directors, owners, buyers, managers and executive managers
4. **Sportswear International is relevant**
For 68% of our readers Sportswear International delivers crucial information
5. **Sportswear International is trendsetting**
For 76% of our readers Sportswear International informs about all the relevant international denim and fashion trends

Source: publisher's imprint

Rely on the strength of our brand

Sportswear International

Our strong brand for your strong advertising presence

There are excellent reasons to advertise with us

6. Sportswear International is wide-reaching

According to our first-time readers each of our magazines is passed on to 2.8 further persons. So one issue reaches about 70,000 readers.

7. Sportswear International is crossmedial

Sportswear International delivers professionally researched contents and trendsetting feashion shoots via ist print, digital and event channels

8. Sportswear International is established

53% of our readers have read Sportswear International for more than 10 years

9. Sportswear International is based on partnership working

We keep our word. Partnership working represents the standard of our cooperation

10. Sportswear International is a publication of The Deutscher Fachverlag

With more than 90 titles, The Deutscher Fachverlag is among the largest independant professional information providers in Germany and in Europe

Source: publisher's imprint

Rely on the strength of our brand

The effect of Sportswear International There is a difference

With a clear focus on denim and fashion trends, an integral product portfolio and a high editorial and visual standard we continuously increase the attractiveness and relevance for our readers. Thus we are the leading international special interest media brand for the denim and fashion community.

„The effect of Sportswear International“ signifies for our readers and advertising clients:

- That we communicate the right and important information
- That we offer our advertising clients the target group and the portfolio that meet their requirements
- That we help our readers and advertising clients to make their company even more successful

Use the individual communication solutions of Sportswear International and put your advertising message on the global stage with us. Profit from a positive image transfer for your communication.

Sportswear International, the best choice for print, digital and events

Sportswear International

The magazine for denim and fashion trends

- The leading international special interest magazine for denim and fashion trends
- Trend reports, industry news, background reports, brand and company profiles, information about newcomers, PoS reports and trendsetting photo shoots
- International with offices in Frankfurt, Milan and New York as well as a worldwide network of correspondents
- The top advertising medium that offers you the ideal environment to present you to the international denim and fashion community
- Frequency:
eight times a year to the most important seasons
- Print run: 25.000 copies
- Language: english/german



The source of orientation and inspiration

Sportswear International

The magazine 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 local news for denim and fashion trends

- The national news issue for the leading fairs in Berlin and Florence
- Appearing two times a year as News Germany in german and two times a year as News Italy in italian/english
- Country-specific analyses and information around the branch and the trends of the current buying season
- The basic medium for your product message to the german- and italian-speaking fashion market
- Frequency:
 - two times a year to coincide with the Berlin Fashion Week
 - two times a year to coincide with Pitti Uomo in Florence
- Print run: 15.000 copies
- Language: german/italian/english



The national completion of the international magazine

Sportswear International

The local news for denim and fashion trends

Time schedule and topics in focus 2012

Issues	Main focus	Main topics	Publication date	Space due
January #1 Italy	Local News Italy	The national news issue for Pitti Uomo in Florence	January 04, 2012	December 15, 2011
January #1 Germany	Local News Germany	The national news issue for the fairs in Berlin	January 12, 2012	December 22, 2011
June #2 Italy	Local News Italy	The national news issue for Pitti Uomo in Florence	June 13, 2012	May 26, 2012
July #2 Germany	Local News Germany	The national news issue for the fairs in Berlin	June 26, 2012	June 08, 2012

Contents are subject to change

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

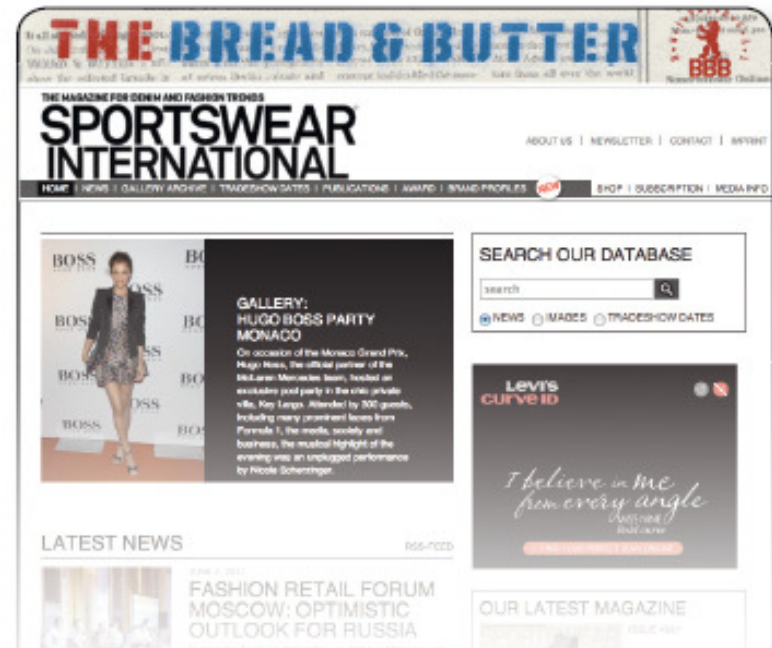


The app for denim and fashion trends

Sportswear International

The website for denim and fashion trends

- The decision-makers from retail, industry and the international denim and fashion community online, 24 hours a day, 365 days a year
- Relevant background information and news about the fashion industry, insider information about important brands, videos, photo galleries and much more
- Digital company profiles of important brands with information about their latest collections - photos and videos
- Combined with the relevant social networks
- Complete your brand campaign with advertising measures in the digital world of Sportswear International



The digital pull communication tool
of the denim and fashion community

Sportswear International

The newsletter for denim and fashion trends

- The digital news of the denim and fashion world directly delivered to the screens of the decision-makers from retail, industry and the international denim and fashion community
- The most important news and the current market events concerning retail, industry, brands, fairs, fashion centers and people
- With our newsletter you continuously reach more than 22,000 fashion enthusiasts worldwide
- Your advertising message reaches your target group precisely

**The digital push communication tool
in the denim and fashion community**

THE MAGAZINE FOR DENIM AND FASHION TRENDS

SPORTSWEAR INTERNATIONAL


SPORTSWEAR FASHION AWARDS 2011 WINNER AND WINNER

News and Views August 24, 2011

Want to show your dark side? Have a look at our PUNK gallery and find out about the latest styling trends. Moreover, check out Gerard Maione & Seth Weisser of What Goes Around Comes Around, L.A., in our retailer of the week section, plus read a fair preview of GOS Düsseldorf and this week's business and fashion news.

REMINDER: Don't forget to vote for the SIFA 2011... voting ends on August 31! Amongst all registered participants, Sportswear International will raffie off five copies of our legendary Denim Bible Jeans Encyclopedia III...


Like us on Facebook and become part of the Sportswear International social media community... watch videos, view picture galleries, stay up-to-date, and share your thoughts and ideas with us.




**GALLERY:
BE A PUNK**

For all those people out there who don't want to look like happy hippies or colorful candles; no problem! Next summer's collections also have a dark side. Black leather jackets, lace boots, slim pants and wide brims build the punk style 2012. Have a look...

LATEST FASHION NEWS



AUGUST 24, 2011
RETAILER OF THE WEEK: GERARD MAIONE & SETH WEISSER, WHAT GOES AROUND COMES AROUND, L.A.



AUGUST 24, 2011
PUMA X SHELLFLIFE

Sportswear International

The summits for denim and fashion trends

- Congresses, conferences and workshops around denim and fashion trends with current topics, competent speakers and international participants
 - New impulses and fresh inspirations
 - The ideal platforms for being networked worldwide with the denim and fashion community of Sportswear International
 - In cooperation with the Conference Group Frankfurt/Main
-
- 2nd The Denim Day by Sportswear International
January 17, 2012 in Berlin
 - 1st Sportswear International Think Tank
Spring 2012
 - 3rd Sportswear International E-Fashion Summit
Autumn 2012 in Frankfurt/Main



The meeting point of the denim and fashion community

Sportswear International Significant advertising environment for high-quality clients

Pepe Jeans®
LONDON

Blauer®
USA

Levi's®

airberlin
Your Airline.

TOMMY HILFIGER

DIESEL
FOR SUCCESSFUL LIVING

ENERGIE

Ben Sherman
www.bensherman.com

CONVERSE

BOSS
HUGO BOSS

Lee®

Wrangler

LA MARTINA
SADDLERY

WOOLRICH®
EST. 1830

TRUE RELIGION
BRAND JEANS®


G-STAR RAW

Deaigual®

MISS SIXTY

Reebok

adidas®

Sportswear International Contact addresses

Editor-in-Chief

Sabine Kühnl
kuehnl@sportswearnet.com

Publishing Director

Peter Gerich
gerich@sportswearnet.com

Sales Director

Dirk Lehmann
lehmann@sportswearnet.com

Marketing Director

Urs Göppert
goeppert@sportswearnet.com

Offices

Frankfurt

Deutscher Fachverlag GmbH
Sportswear International
Mainzer Landstraße 251
60326 Frankfurt am Main, Germany
Phone: +49 (0)69 7595 2672
Fax: +49 (0)69 7595 2670
info@sportswearnet.com

Milan

Sportswear International
Piazza Pio XI, 1
20123 Milan, Italy

New York

Sportswear International
148 w 23rd st. #7c
New York, NY 10011, USA



**Many thanks
for your attention!**