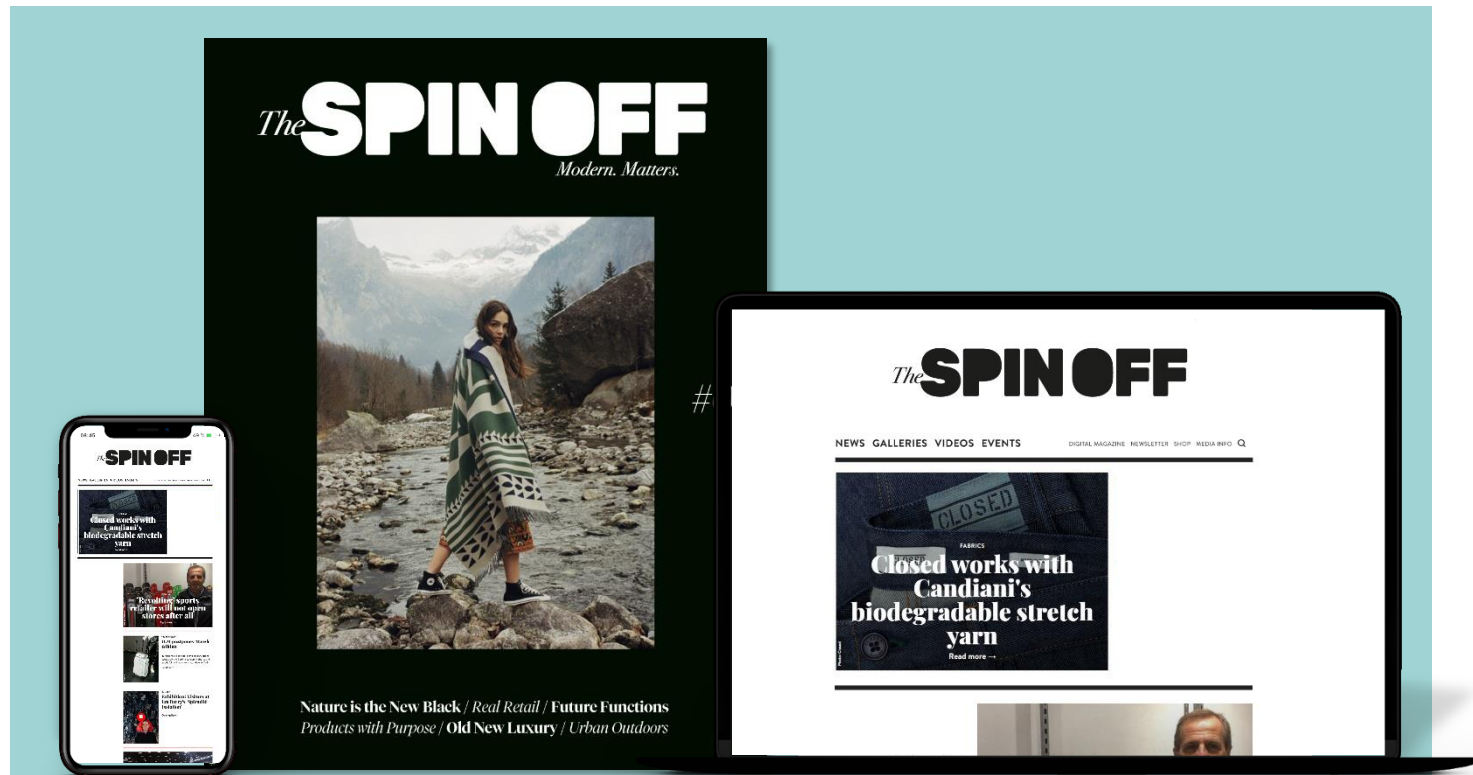


# MEDIA KIT

2021

*The* **SPIN OFF**  
*Modern. Matters.*

The SPIN OFF is dedicated to the European fashion trade & industry.



It focuses on the future.

It reinterprets modern lifestyle for the industry.

It gives realistic answers on the task of making ones business sustainable.

# *The* SPIN OFF

*Modern. Matters.*

## **Editor-in-chief**

Michael Werner

## **Executive Editor**

Sabine Kühnl

## **Publishing Director**

Christian Heinrici

## **Volume**

01, 2021

## **Frequency**

Print: Four issues in 2021  
including the e-paper.

Digital: Daily editorial newsletter  
(mo-fr) and 24/7 news on  
the website.

**[www.the-SPIN-OFF.com](http://www.the-SPIN-OFF.com)**

## **Publishing House**

Deutscher Fachverlag GmbH  
Mainzer Landstraße 251  
60326 Frankfurt/Main  
Germany

## **Head Office Frankfurt/Main**

Mainzer Landstraße 251  
60326 Frankfurt/Main  
Germany

## **Milan Office**

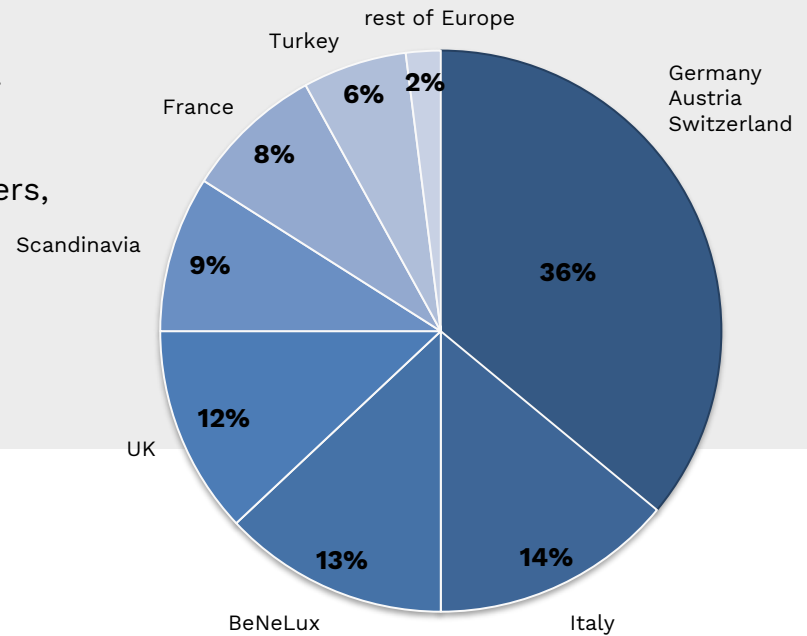
Piazzale Cadorna 15  
20123 Milano  
Italy

# Print: Target Audience & Reach

## Print

We are building on the distribution structure of all four fashion trade magazines of dfv media group.

12,000 copies will be printed and sent to subscribers, trade shows and other distributors. Based on an average of five readers per copy we reach out to **60,000 readers.\***



\* Publishers information

## Chapters & topics

# *The* **SPIN OFF**

6

Structured by 6 chapters:  
People, Retail, Brands, Shoots, Trends & Fabrics.

7

With a range of 7 topics in every issue.

# Chapters

## 6 | Chapters.

### **People**

People who drive the industry forward with innovative and creative concepts.

### **Retail**

Retailers which are pioneers in both stationary and digital business.

### **Brands**

Companies and brands that follow modern and sustainable approaches.

### **Shoots**

Various trend shoots per issue: from modern to heritage.

### **Trends**

Discovering and rating new trends in the fashion industry. Always up to the latest ones with The SPIN OFF.

### **Fabrics**

The latest technology and novelties in the fabrics sector.

# Topics

7 | Topics.

## **Future Functions**

intelligent apparel  
science & tech  
new materials  
new fibers

## **Heritage**

local | tradition  
quality | longevity  
craftmanship

## **New Luxury**

premium products  
finest fabrics | style  
timeless design

## **Vintage**

re- & upcycling  
close the loop  
circular fashion  
pre-loved fashion

## **Nature**

simplicity  
the great outdoors  
wanderlust | hiking

## **Health & Consciousness**

athleisure | fitness  
slow living | sports  
work-life balance

## **Green Core**

fashion activists  
eco pioneers

## Issues

Publication Date

Ad due

**Mar 18, 2021**

Mar 03, 2021

**Jun 15, 2021**

May 26, 2021

**Aug 26, 2021**

Aug 06, 2021

**Oct 21, 2021**

Oct 01, 2021



## Formats & Prices | Print

All formats plus 4 mm extra bleed on all sides

2/1 page	460 x 300 mm	16,000 €
2/1 page advertorial*		17,500 €
1/1 page	230 x 300 mm	8,500 €
1/1 page advertorial*		10,000 €
1/2 page	v 113 x 300 mm h 230 x 150 mm	4,800 €
1/2 page advertorial*		6,300 €
Inside back and front cover, outside back cover	230 x 300 mm	9,500 €
Loose insert Minimum weight: 2-page inserts, 100g/m <sup>2</sup>	min 105 x 148 mm max 220 x 290 mm	13,700 €
Bound insert 8 pages	min 105 x 148 mm max 230 x 300 mm	18,200 €
Double bound insert 8 pages	min 105 x 148 mm max 230 x 300 mm	19,400 €
Gatefold cover page	left page 168 x 300 mm right page 113 x 300 mm centre 228 x 300 mm	20,500 €

scale of discount print  
booked within a single contract year

1 page	3%
2 pages	5%
3 pages	10%
4 pages	15%
5 pages	20%
6 pages	22%
7 pages	25%

The SPIN OFF print discounts can be transferred to bookings on The SPIN OFF digital. The reverse is not possible. The most favourable discount will apply in each case. Agency commissions will be granted.

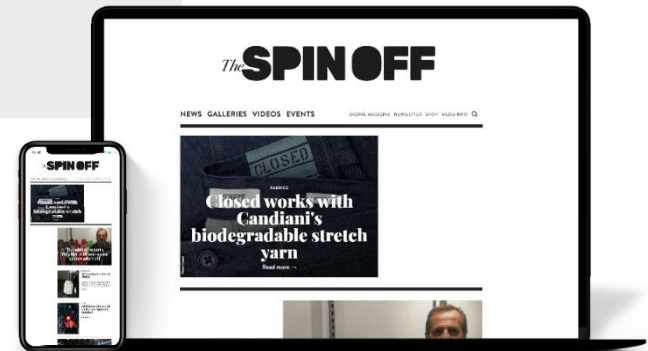
\* Advertorials are created by a professional external editor. Briefing content for the editor: Texts, images, graphics, contact details etc. It is marked as an advertisement.

# Digital: Target Audience & Reach

## Digital

The SPIN OFF is welcoming **680,262 unique user** at its website and reaches up to **1,548,111 page impressions**.\*

Our daily newsletter and the exclusive newsletter takes your message directly to **16,500 recipients**\*\* all over Europe: From Italy to BeNeLux, from Scandinavia to Turkey.



\* Publishers information based on Google Analytics data 10/2019-10/2020.

\*\* Publishers information 01/2021

## Formats & Prices | Website

per 4 weeks, full occupancy

Fireplace	2 x 160 x 600 px + 960 x 150 px	4,700 €
Wallpaper	160 x 600 px + 960 x 150 px	3,700 €
Superbanner + mobile	940 x 150 px	3,600 €
Skyscraper (left/right)	160 x 600 px	3,100 €
Billboard + mobile	940 x 250 px	3,200 €
Medium Rectangle Top + mobile	300 x 250 px	3,000 €
Medium Rectangle Pos. 1 + mobile	300 x 250 px	2,800 €
Medium Rectangle Pos. 2 + mobile	300 x 250 px	2,200 €
Video-Ad + mobile	Format: mp4 Maximum file size: 10 MB	3,700 €
Gallery Ad + mobile	300 x 250 px Part of the Picture Gallery.	2,100 €
Digital Advertorial* + mobile	The advertorial is a native advertisement based on the editorial screen design. It is marked as an advertisement.	4,500 €

scale of discount digital  
booked within a single contract year

6,000 €	3%
12,000 €	5%
18,000 €	10%
25,000 €	15%
33,000 €	20%

The SPIN OFF print discounts can be transferred to bookings on The SPIN OFF digital. The reverse is not possible. The most favourable discount will apply in each case. Agency commissions will be granted.

\*Digital advertorials are created by a professional external editor. Briefing content for the editor: Texts, images, graphics, links, contact details, download PDFs, etc. It is marked as an advertisement.

# Formats & Prices | Editorial Newsletter & Exclusive Newsletter

per week, full occupancy

Editorial newsletter banner Ear space XXL* + mobile	556 x 250 px  The editorial newsletter is published daily from mo-fr.	4,300 €
Editorial newsletter banner Ear space* + mobile	556 x 90 px  The editorial newsletter is published daily from mo-fr.	4,300 €

per newsletter

Exclusive newsletter + mobile	The exclusive newsletter is a newsletter which is sent out to all recipients and is based on the usual screen design. It is marked as an advertisement and is sent exclusively on one day of the week.	4,100 €
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scale of discount digital  
booked within a single contract year

6,000 €	3%
12,000 €	5%
18,000 €	10%
25,000 €	15%
33,000 €	20%

The SPIN OFF print discounts can be transferred to bookings on The SPIN OFF digital. The reverse is not possible. The most favourable discount will apply in each case. Agency commissions will be granted.

\*In the editorial newsletter there is only one exclusive banner placement (ear space or ear space XXL). The placement can be booked weekly (mo-fr).

# Technical Guidelines – Print

## Magazine & E-Paper

### Magazine format

230 x 300 mm (+ 4 mm bleed)

**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).

### Delivery of data

Digital data according to PDF/X-3 in ISO Coated v2 300 profile is required. Open data should be avoided. All fonts used are to be embedded, halftone images require a resolution of 250dpi plus adequate reference proof according to the guidelines of Deutscher Fachverlag GmbH. The exact instructions for delivery and processing of the special advertising formats (loose insert, bound insert, double bound insert and gatefold cover page) will be coordinated with the internal production department.

### Data transfer

Via FTP, e-mail, WeTransfer, etc.

Ad [closing dates are listed on page 8](#). Please send the artwork to Dirk Bornhütter ([dirk.bornhuetter@dfv.de](mailto:dirk.bornhuetter@dfv.de)) until 12 am that day.

### Printing and binding

Sheetfed offset with adhesive binding

### Colors

Basic colors of European chart (CMYK)

### Color sequence

Black, cyan, magenta, yellow

### Tonal value gains

Within the scope of sheetfed offset according to the profile

### Paper quality

Cover: 250g/m<sup>2</sup>, woodfree, matte, bulk.

Content: 100g/m<sup>2</sup>, natural offset

### Loose insert

- min 105 x 148 mm  
max 220 x 290 mm
- Minimum weight: for 2-page inserts, 100g/m<sup>2</sup>, for multi-page inserts, please provide insert sample in advance.
- Inserts are usually processed by machine.
- Other formats or fabric samples only on request and prior verification.

### Bound insert/ double bound insert

- 8 pages
- min 105 x 148 mm  
max 230 x 300 mm (booklet format).
- Paper weight 2-page bound inserts: minimum 100g/m<sup>2</sup>, maximum 300g/m<sup>2</sup>; multi-page bound inserts (paper weight depends on the page count and must be decided individually).
- Delivery format gross: 240 mm x 320 mm including trim allowances: Head 5mm, Foot 15mm, Front/Side 7mm, Margin/Back 3mm.

**Please submit a binding specimen for inspection well in advance of publication.**

### Gatefold cover page

- left page 168 x 300 mm
- right page 113 x 300 mm
- centre 228 x 300 mm

# Technical Guidelines – Digital

## Digital

### **Delivery of data**

#### **Website and newsletter banner**

Please send all digital advertising materials regarding banners for the website and for the editorial newsletter 4 business days prior to publication. All material should be send in time by e-mail to Dirk Bornhütter (dirk.bornhuetter@dfv.de).

The newsletter banner must be a jpg oder a gif file (animated). For the newsletter banner use only static gif or jpeg files, (without animation). For both, website and newsletter, the banner should have a data volume of max. 100 KB.

#### **Exclusive newsletter**

The materials for the exclusive newsletter should be submitted 7 business days prior to publication date.

All material should be send in time by e-mail to Kristin Ludwig (kristin.ludwig@dfv.de).

### **Website banners**

Format: jpg or gif

Maximum file size: 100 KB

Fireplace, Wallpaper and Skyscraper (left/right) are not displayed on mobile.

### **Website video**

Format: mp4

Maximum file size: 10 MB

### **Digital advertorial**

The digital advertorial will be created by a professional external editor.

Briefing content for the editor: Texts, images, graphics, links, contact details, download PDFs, etc.

The exact instructions for delivery and processing of the digital advertorial will be coordinated after booking.

### **Editorial Newsletter Banner**

Format: Ear space, 556 x 90 px, jpg

Ear space XXL, 556 x 250 px, jpg

Maximum file size: 100 KB

Only one exclusive banner placement. The placement can be booked weekly (mo-fr).

### **Exclusive newsletter**

HTML5 or as an open word document including all information about formatting and links.

The exact instructions for delivery and processing of the exclusive newsletter will be coordinated after booking.

The exclusive newsletter will be sent exclusively on one day of the week.

# Tracking Guidelines

## Tracking

### Information on tracking in general

Up to five tracking pixels can be used per advertising medium according to the specifications of the IAB (Interactive Advertising Bureau).

This usually includes:

- two tracking pixels for impression tracking
- one click command
- one viewability measurement (e.g. metrics)
- one market research pixel (e.g. GfK)

The use of the collected tracking data is exclusively limited to the booked campaign and to the booked period on our websites. Any further use or sale of the data to third parties is prohibited.

### Information on tracking under TCF

As soon as a tracking/pixel/tag is used in a campaign that processes personal data, the following points must be taken into account. All URL-based components of an ad (e.g. redirect, pixel tracker) must contain the IAB macro `gdpr_consent=${GDPR_CONSENT_XXX}` to process the TC string, where XXX represents the numeric vendor ID according to the IAB's global vendor list.

#### Example:

Before: `<script`

```
language="javascript"src="https://track.adform.net/adfscrip/?bn=[tag_id]">
```

After: `<script`

```
language="javascript"src="https://track.adform.net/adfscrip/?bn=[tag_id];gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_XXXX}">
```

In order for us to be able to identify this GDPR macro, we need to know 5 working days before the start of the campaign how and where this GDPR macro is delivered in the redirect, in scripts, iframes and/or other tracking. All advertising tags/tracking must contain these GDPR macros.

### Information on technical service providers (vendors)

Please also tell us before the start of the campaign which technical service providers will be used as part of the tracking. A service provider/vendor may only be used if it is already implemented in the consent management platform of our websites and only tracks if user consent is given.

# The SPIN OFF

We are happy to help and answer your questions!

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Contemporary Fashion, Denim &

Urban, Young Fashion, Outdoor

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**Constanze von Treuenfeld**

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Sportive Coordinates, Modern

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Knitwear, Dresses, Plus Size

Menswear: Trousers, Knitwear,

Outdoor

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Premium Separates, Premium

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