

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

Publishing House

Deutscher Fachverlag GmbH
Mainzer Landstraße 251
60326 Frankfurt/Main
Germany

Head Office Frankfurt/Main

Mainzer Landstraße 251
60326 Frankfurt/Main
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Milan Office

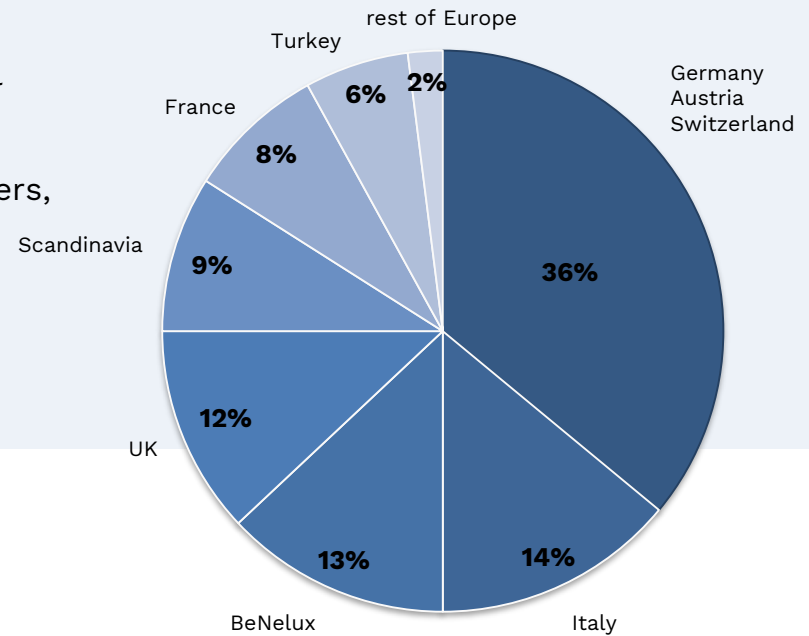
Piazzale Cadorna 15
20123 Milano

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 in average four readers per copy we reach out to **60,000 readers.***



* Publishers information

Issues

Publication Date

Ad due

Mar 18, 2021

Mar 03, 2021

Jun 10, 2021

May 26, 2021

Aug 26, 2021

Aug 11, 2021

Oct 21, 2021

Oct 06, 2021

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

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 51 – 75 gram	min 105 x 148 mm max 220 x 297 mm	13,700 €
Bound insert 8 pages	min 230 x 150 mm max 230 x 300 mm	18,200 €
Double bound insert 8 pages	min 230 x 150 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

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.

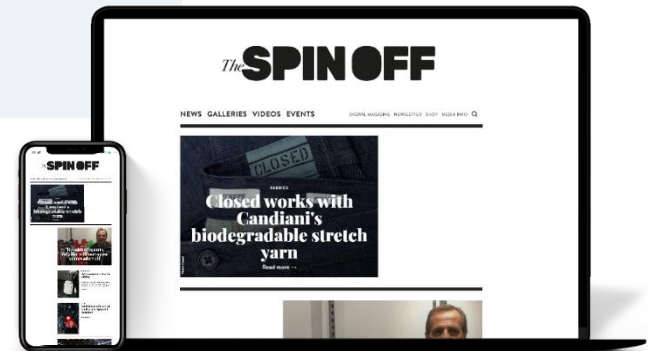
* Advertorials are created by a professional external editor. Briefing content for the editor: Texts, images, graphics, contact details etc. It is marked as an advertisement.

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 & Exclusive Newsletter

per month, 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	embedded code	3,700 €
Gallery Ad + mobile	300 x 250 px	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 €
Exclusive newsletter + mobile	The exclusive newsletter is an newsletter which is sent out to all recipients and is based on the usual screen design. It is marked as an advertisement.	4,100 €

scale of discount digital

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.

Technical Guidelines

Magazine & E-Paper

Magazine format

230 x 300 mm (+ 4 mm 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 (PSUncoated v3) plus adequate reference proof according to the guidelines of Deutscher Fachverlag GmbH.

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

Ad closing dates are listed on page 4. Please send the artwork to Tabea Şen (tabea.sen@dfv.de) till 12 am that day.

Digital

Format

Website banners: jpg, gif, flash

Maximum file size: 100 KB

Website video: embedded code

Delivery of data

Please send the artwork on Wednesday of the week preceding publication by e-mail to Tabea Şen (tabea.sen@dfv.de).

The SPIN OFF

We are happy to help and answer your questions!

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Bodywear

Womenswear: Premium

Coordinates, Premium Separates,

Contemporary Fashion, Denim &

Urban, Young Fashion, Outdoor

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Elisabeth Münch

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Menswear: Top Fashion,

Premium, Premium Sports,

Contemporary Fashion,

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Dorit Papenheim

International

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Constanze von Treuenfeld

IT, E-Commerce, Stores

Womenswear: Coordinates,

Sportive Coordinates, Modern

Mainstream, Trousers, Blouses,

Knitwear, Dresses, Plus Size

Menswear: Trousers, Knitwear,

Outdoor

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Franziska Welp

Womenswear: Luxury, Top

Fashion, Premium Coordinates,

Premium Separates, Premium

Sports, Modern Mainstream

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Ad Production

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