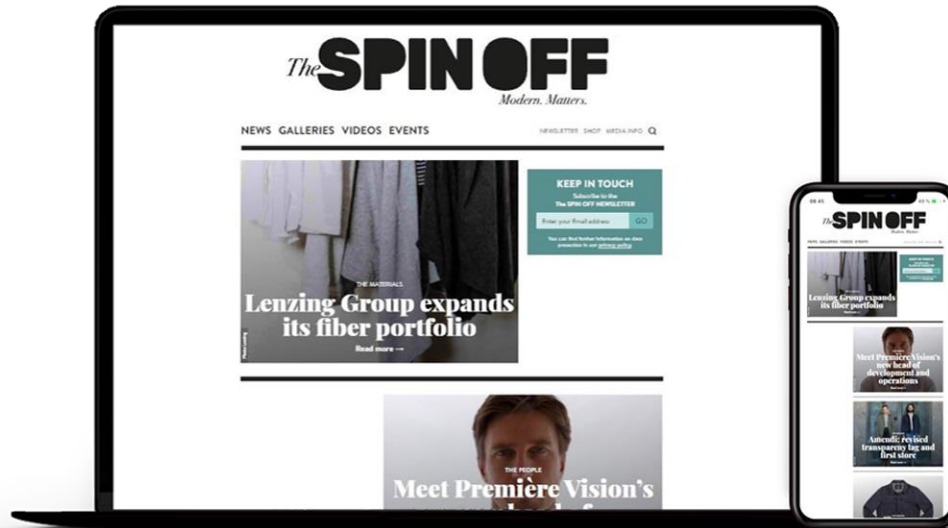


MEDIA KIT

2022



The **SPIN OFF**
Modern. Matters.

We are happy to help and answer your questions!

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The media brand

The SPIN OFF. Modern. Matters.

The SPIN OFF focuses on the future of fashion. It looks deep into progressive approaches, sustainable and responsible developments throughout the whole supply chain: from sheep to shop.

The true progress lies in small steps towards the right direction and therefore The SPIN OFF gives inspiration for forward thinking people working in the fashion business. There are 6 main chapters: The People, The Materials, The Brands, The Trends, The Shoots and The Stores. This ensures readers to get the whole picture and a look beyond the horizon at the same time.

Editor-in-chief
Michael Werner

Executive Editor
Sabine Sommer

Publishing Director
Christian Heinrici

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

www.the-SPIN-OFF.com

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The **SPIN OFF**
Modern. Matters.

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

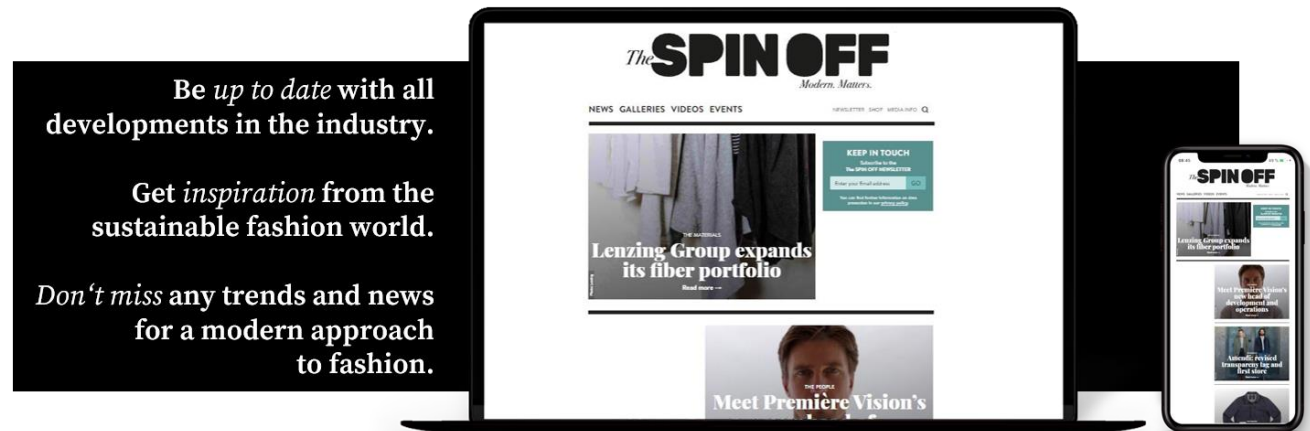
Green Core

fashion activists
eco pioneers

Digital: Target Audience & Reach

The SPIN OFF is welcoming 540,685 unique user at its website and reaches up to 1,225,189 page impressions.* The website of The SPIN OFF publishes news, insights and exciting stories on a daily basis.

Our daily newsletter and the exclusive newsletter takes your message directly to 16,600 recipients** all over Europe: From Italy to BeNeLux, from Scandinavia to Turkey.



Be up to date with all developments in the industry.

Get inspiration from the sustainable fashion world.

Don't miss any trends and news for a modern approach to fashion.

* Publishers information based on Google Analytics data 10/2020-09/2021.

** Publishers information 09/2021

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%

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

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

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%

per newsletter

<p>Exclusive newsletter</p> <p>+ mobile</p>	<p>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.</p>	<p>4,100 €</p>
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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 – 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 banner@the-spin-off.com.

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"scr="https://track.adform.net/adfscript/?bn=[tag_id]">
```

After: `<script`

```
language="javascript"scr="https://track.adform.net/adfscript/?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.