

ACHTUNG

ZEITSCHRIFT FÜR MODE

Rate Card 2010 - ACHTUNG Zeitschrift für Mode

Philosophy

Achtung is Germany's directional fashion magazine. It focuses on what is happening creatively in Germany, Switzerland and Austria and covers fashion movements from around the world. Founded 2003 in Berlin, the editorial spotlight is on designers, photographers, stylists, models, cities and landscapes, both here and abroad.

Readership

20-50 year old women and men; 60 percent women's and 40 percent men's breakdown; living in metropolitan areas; fashion and brand conscious; frequent travellers; highly interested in sophisticated printed magazines

Distribution

National and international newsstand distribution; airport- and trainstation newsagents; selected magazine- and museum bookstores; special partner network of better fashion stores; special cooperations, i.e. during fashion weeks with extra distribution in show tents

Frequency/Details

Four times a year

Classic issues:

Achtung appears twice a year in German and English, in line with the major international fashion seasons: Spring/Summer (March) and Fall/Winter (September) - International focus.

Size: 225 mm x 300 mm

Printed circulation: 20.000

Berlin newsstand prize: € 5.

Special issues (Sonderheft):

Achtung also publishes two special issues in German and English in January and July, timed around Berlin Fashion Week and the Bread & Butter/Premium fairs, when more than 100,000 fashionistas visit the German capital - National focus.

Size: 225 mm x 300 mm

Printed circulation: 20.000

Berlin newsstand prize: € 4.

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Advertising Rates Classic Issue

Single pages

| | |
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| Back cover | € 12.000 |
| Facing editorial | € 6.000 |
| Facing table of contents | € 5.500 |
| Facing column "Stoffsammlung"/"Fashion Insider Dish" | € 5.500 |
| Inside back cover (facing masthead) | € 5.000 |
| Specified | € 4.500 |

Double pages

| | |
|---------------------------|----------|
| Opening spread (page 2-3) | € 10.000 |
| Specified | € 8.000 |

Advertising Rates Special Issue

Single pages

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|-------------------------------------|---------|
| Back cover | € 8.000 |
| Facing editorial | € 4.000 |
| Facing table of contents | € 3.500 |
| Inside back cover (facing masthead) | € 3.000 |
| Specified | € 2.500 |

Double pages

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|---------------------------|---------|
| Opening spread (page 2-3) | € 7.000 |
| Specified | € 5.500 |

Online Rates www.achtung-mode.com

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| Opening screen and all sections banner, monthly | € 2.500 |
| Zeitgeist column banner, monthly | € 1.500 |

Discounts/Commission

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|---------------------------------|------|
| Two consecutive insertions | 5 % |
| Three consecutive insertions | 10 % |
| Four consecutive insertions | 15 % |
| International agency commission | 15 % |