

ACHTUNG

ZEITSCHRIFT FÜR MODE

SEPP

Football Fashion Magazine



Combined Media Kit 2012

Two of Europe's most directional magazines are now available for a group advertising buy offering four consecutive issues in a calendar year.

ACHTUNG – Zeitschrift für Mode / SEPP Football Fashion Magazine

Philosophy

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

SEPP is a premiere magazine that unites the worlds of football and fashion. By using the world's most popular sport as its vehicle, SEPP represents a huge trend in fashion and publishing – the merging of sports and style. SEPP is published every two years for the World Cup and the Euro.

Readership

ACHTUNG: 20–45 year olds, 65 percent of which are women and 35 percent of which are men, living in metropolitan areas, style and brand conscious opinion leaders, frequent travellers, highly interested in sophisticated printed magazines.

SEPP: 20–60 year old men, living in metropolitan areas, style and brand conscious opinion leaders, frequent travellers, highly interested in sophisticated printed magazines, avid football fans.

Distribution

National and international newsstand distribution with focus on New York, Paris, London and Tokyo; airport and train station newsagents in Germany, Switzerland and Austria; selected magazine and museum bookstores; special partner network of better fashion stores like Colette in Paris or Andreas Murkudis in Berlin.

Frequency: Four Times

ACHTUNG Nr. 21 – On Sale Date 11.02.2012

Spring/Summer Fashion and the Berlin International Film Festival (Berlinale) Special

SEPP Football Fashion Nr. 6 – On Sale Date 26.04.2012

Euro 2012 Poland/Ukraine

ACHTUNG Nr. 22 – On Sale Date 04.09.2012

Fall/Winter Fashion

ACHTUNG Nr. 23 – On Sale Date 13.11.2012

Fall/Winter Fashion

Focus: Accessories and Cruise/Resort

Circulation

25,000 (Printed on high quality uncoated, recycled paper.)

Combined Advertising Rate Card 2012

Rates

Single Pages:

• Back cover.....	€ 13.000
• Facing:	
“Letter From The Editors” (ACHTUNG).....	€ 6.200
“Editorial Page” (SEPP).....	€ 6.200
• Facing table of contents.....	€ 5.800
• Facing popular columns:	
“Stoffsammlung” (ACHTUNG).....	€ 5.800
“The Beautiful Game” (SEPP).....	€ 5.800
• Inside back cover.....	€ 5.000
• Facing masthead.....	€ 5.500
• Specified (i.e. facing a specific editorial story).....	€ 4.500

Double pages:

• Opening spread (pages 2–3).....	€ 11.500
• Specified (i.e. before a specific editorial story).....	€ 9.500

Special Campaign Insertions:

• Cover gatefold (4 pages).....	€ 25.000
• Multipage campaigns.....	on request

Discounts (for pages booked in 2012):

• One Page.....	3%
• Two Pages.....	5%
• Three Pages.....	8%
• Four–Five Pages.....	10%
• Six–Seven Pages.....	14%
• Eight–Ten Pages.....	18%
• Ten–Twelve Pages.....	20%
• Thirteen–Fifteen Pages.....	25%
• More than Fifteen Pages.....	30%
• Agency commission.....	15%

Online Rates:

• Opening screens and section banner (per three calendar months).....	€ 3.000
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