

Publication Schedule 2010

<i>Nr.</i>	<i>Ad closing dates:</i>	<i>Data delivery deadline</i>	<i>Publication date</i>
1-2/2010	20.01.2010	01.02.2010	11.02.2010
3/2010	24.03.2010	05.04.2010	15.04.2010
Fashionlexikon 2010	24.03.2010	05.04.2010	15.04.2010
4/2010	21.05.2010	01.06.2010	10.06.2010
5-6/2010	22.07.2010	02.08.2010	12.08.2010
7/2010	22.09.2010	04.10.2010	14.10.2010
8/2010	15.11.2010	26.11.2010	09.12.2010
Int. Trade Calender 2010.	15.11.2010	26.11.2010	09.12.2010

Publication Schedule 2011

<i>Nr.</i>	<i>Ad closing dates:</i>	<i>Data delivery deadline</i>	<i>Publication date</i>
1-2/2011	19.01.2011	31.01.2011	10.02.2011
3/2011	10.03.2011	22.03.2011	01.04.2011
Fashionlexikon 2011	10.03.2011	22.03.2011	01.04.2011
4/2011	06.05.2011	20.05.2011	02.06.2011
5-6/2011	21.07.2011	01.08.2011	11.08.2011
7/2011	07.09.2011	16.09.2011	29.09.2011
8/2011	07.11.2011	17.11.2011	01.12.2011
Int. Trade Calender 2012.	07.11.2011	17.11.2011	01.12.2011

For further information, please contact our advertising service: Phone +36/ 1 246 0786, e-mail: info@divatmarketing.com. We accept no liability for the accuracy of the dates

ISSUE	Publication date	Ad deadline	Data delivery deadline	Features and special themes Season
1-2/2011..	10.02.2011	31.01.2011	19.01.2011	TOPSELLER spring 2011 CATWALKS: FOOTWEAR AND BAGS - SS 2011. WOMENSWEAR - A/W 2011/2012 MENSWEAR - A/W 2011/2012 STREETSTYLE - A/W 2011/2012 BODYWEAR - A/W 2011/2012 HOSIERY, SOCKS - A/W 2011/2012 THE YEAR
3/2011..	01.04.2011	22.03.2011	10.03.2011	TOPSELLER - summer 2011 FOOTWEAR AND BAGS - A/W 2011/2012 PRODUCT NEWS - A/W 2011/2012 STORES/IT: EuroShop special TECHNICAL TEXTILES Special issue: FASHIONLEXIKON 2011
4/2011..	02.06.2011	20.05.2011	06.05.2011	TOPSELLER - summer 2011 ACCESSORIES - Winter 2011 KIDS - Winter 2011 BODYWEAR: Big Cups FABRICS - summer 2012 CATWALKS: Int. designershows A/W 2011/12.
5-6/2011..	11.08.2011	01.08.2011	21.07.2011	TOPSELLER - autumn 2011 WOMENSWEAR - S/S 2012 MENSWEAR - S/S 2012 STREETSTYLE - S/S 2012 BODYWEAR - S/S 2012 BEACA/W EAR - S/S 2012 HOSIERY, SOCKS - S/S 2012 FOOTWEAR – The young market S/S 2012
7/2011..	29.09.2011	16.09.2011	07.09.2011	TOPSELLER - winter 2011 FOOTWEAR AND BAGS - S/S 2012 ACCESSORIES - S/S 2012 PRODUCT NEWS - S/S 2012 STORES: Openings, Innovations, Trends TEXTILE LOGISTIC
8/2011..	01.12.2011	17.11.2011	07.11.2011	TOPSELLER - winter 2011 FABRICS - winter 2012 FIRST TRENDS - winter 2012 KIDS - S/S 2012 CATWALKS: Int. designershows S/S 2012 TW RANKING Special issue: TRADE SHOW CALENDAR 2012

For further information, please contact our advertising service: Phone +36/ 1 246 0786, e-mail: info@divatmarketing.com. We accept no liability for the accuracy of the dates

Formats	Width x Height		Price in EURO
			4 colours
1/1 Page	<i>Cutting format:</i>	210 x 297 mm + 5 mm cut 190 x 265 mm	1.400
1/2 Page	<i>horizontal:</i>	210 x 143 mm + 5 mm cut	880
	<i>horizontal area:</i>	190 x 126 mm	
	<i>vertical:</i>	103 x 297 mm + 5 mm cut	
	<i>vertical area:</i>	93 x 258 mm	
1/3 Page	<i>horizontal:</i>	210 x 95 mm + 5 mm cut	620
	<i>horizontal area:</i>	190 x 82 mm	
	<i>vertical:</i>	63 x 297 mm + 5 mm cut	
	<i>vertical area:</i>	58 x 258 mm	
1/4 Page	<i>horizontal area:</i>	190 x 62 mm	520
	<i>corner pos.:</i>	93 x 126 mm	
	<i>vertical area:</i>	45 x 258 mm	
1/8 Page	<i>horizontal area:</i>	93 x 62 mm	200
SPECIAL PLACING:			
Inside Front Cover, U2 –	<i>Cutting format:</i>	210 x 297 mm + 5 mm cut	1.550
Inside Back Cover, U3	<i>Cutting format:</i>	210 x 297 mm + 5 mm cut	1.480
Outside Back Cover U4	<i>Cutting format:</i>	210 x 297 mm + 5 mm cut	1.750
CLASSIFIED ADVERTISEMENTS (black/white)			
1/2 Page	<i>horizontal:</i> <i>vertical:</i>	190 x 126 mm, 93 x 258 mm	280
1/4 Page	<i>horizontal area:</i>	190 x 62 mm	160
	<i>corner pos.:</i>	93 x 126 mm	
	<i>vertical area:</i>	45 x 258 mm	
1/8 Page		93 x 60 mm	70
1/16 Page		45 x 60 mm	45

**Discount
Frequency:**

3 x 10 %
4 x 15 %
6 x 20 %
8 x 25 %

or

**Discount
Volume:**

3 pages – 3 %
6 pages – 10 %
10 pages – 15 %
16 pages – 25 %