

INSTYLE CHRISTMAS- SPECIAL



SUPPLEMENT WITH ISSUE 12/2017

INSTYLE CHRISTMAS-SPECIAL

IDEA



In our supplement to InStyle 12/2017, we spirit our InStyle readers away into a magical world of gifts. We reveal the best tips for gifts to make you and other people happy.

Possible topics¹:

- Gifts with freak-out-guarantee under € 100
- Creative & Cool: Extraordinary ideas to render your loved ones speechless
- What men want: We've asked the stars
- Quickly now: The 20 best last-minute shops that even deliver on Christmas Eve

We're also giving away 33 top gifts!

¹editorial authority reserved

INSTYLE CHRISTMAS-SPECIAL

DETAILS

Details

Volume:	approx. 32 + 4 pages
Format:	supplement 19.5 cm x 29.7 cm
Paper:	70g contents, 150g cover pages, stapled
Print run:	320,717 copies (newsstand + subscriptions national; IVW II/2016)
First day of sale:	11.11.2017
Closing, cancellation date/ material deadline for print:	29.09.2017

Rates (gross)

1/2 page: € 13,000	1/1 page: € 20,000		
2/1 page: € 40,000	OS: € 50,000	Outside back cover:	€ 26,000

Preferential placements in consultation with InStyle brand management.
Discounts and agency commission are available on all prices, and they are discountable within the scope of an annual arrangement.



INSTYLE.DE CHRISTMAS-SPECIAL

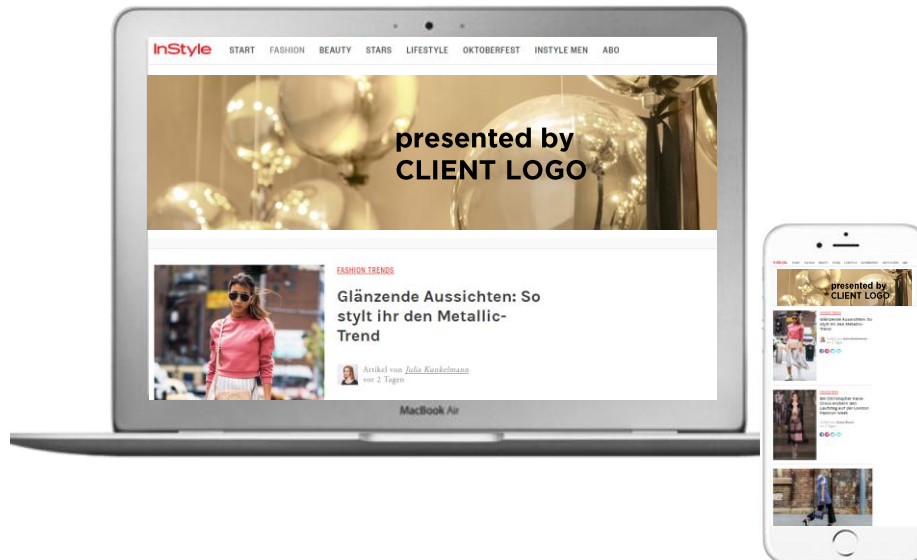
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CHRISTMAS-SPECIAL INSTYLE.DE

OUR OFFER FOR YOU

Our Christmas-Special offers you an exclusive stage for high-quality product and brand presentation.

You will always be clearly visible as our sponsoring partner with a presenter header and permanently placed media in this special issue. The special will be pushed with editorial teasers on the website and in the newsletter and played on social media channels. We will also generate additional traffic for your website or online shop.



OUR DEAL:

Running time:	6 weeks
Media:	300,000 AIs ¹
Fixed price:	€ 11,700 net/net
Booking by:	09.10.2017

¹ Billboard, mobile content ad 2:1. We'll also be happy to do the design for the advertising media.

CHRISTMAS-SPECIAL ON INSTYLE.DE

GUIDELINES

Content supplied by client goes directly to InStyle.de:

- Client logo for presenter header and promotion teaser
- Contact InStyle.de: Kreation.BurdaStyle@burda.com

Media outside the special

- Medium rectangle as promotional teaser (multiscreen)

Media inside the special

- Exclusive advertising in accordance with available ad slots
- Recommended advertising: half-page ad und mobile content ad 2:1

Conditions

- Information must be supplied about planned advertising when booking
- Advertisements must be supplied 5 working days before we go live
- Format basics: Technical specifications with Re-direct