

INSTYLE SHOPPING DEALS



CO-BRANDED PROMOTION FROM ISSUE 02/17 ONWARDS

INSTYLE SHOPPING DEALS

IDEA



From issue 02/17 onwards we will be running a new section: InStyle Shopping Deals.

In this **co-branded promotional spread**, you have the opportunity to join together with InStyle to make special offers to our readers – be it a special discount or some rather special gifts. Offers can be redeemed online with a code or with a coupon for over-the-counter trade.

We take responsibility for the design of the promotion page in collaboration with the editorial team. This ensures that there is the greatest possible affinity with the magazine, and that our combined content is displayed to best advantage.

INSTYLE SHOPPING DEALS BENEFITS



Impression of layout (not final)

Benefits for you:

- High level of exclusivity as the number of partners per issue is limited to 5
- High visibility for a suitable and shopping-savvy target group
- Sales in both online shops and over-the-counter trade promoted
- Co-branding and layout give impression of editorial content
- Collaboration with the editorial team ensures your products are presented in the ideal way

INSTYLE SHOPPING DEALS DETAILS



Impression of layout (not final)

Discounts and agency commission are available for advertising prices, which are also discountable within the scope of an annual arrangement.

Rates

1/1 page: € 33,700 gross (Ø-price)

Design costs: € 2,200 net/net

Branding (optional)

In addition, each partner can request a deco bundle from InStyle so that they can draw maximum attention to the campaign at their POS too.

Contents: 1 counter display card; 3 posters in A0, A1, A3; 1 shop window display card, 1 door sticker, 1 shop window sticker

Per store: € 30 net/net

Smaller bundles / different contents by arrangement