



S O U S

FASHION
IN LINGERIE

The magazine for the specialized trade
Lingerie, Day- and Nightwear, Swimwear, Legwear and Fashion

www.sous-magazin.de
www.networkdessous.com

Rate Card 2010 • List No. 14 • Valid from October 10th, 2009

AVR Verlag



GENERAL BUSINESS TERMS

1. An "advertising order" in the sense of the following general terms and conditions is a contract for the publishing of one or more ads of an advertiser on printed material for the purpose of distribution.
2. Advertisements may be called up for publishing within one year after signing the respective contract.
3. If a contract cannot be refilled due to reasons not being the responsibility of the publisher, the client must reimburse the publisher for the difference between the rebate granted and the rebate, which would have been granted, regardless of possible legal obligations. Such reimbursement is not applicable if non-fulfillment of the contract is due to force major within the risk area of the publishing house.
4. The acceptance of advertisements and inserts for particular editions, issues or for special placements within the publication cannot be guaranteed, unless the advertisement or insert has been explicitly placed by arrangement for publishing in particular editions, issues or for special placements within the publication.
5. The publisher reserves the right to refuse individual advertisements - as well as legal confirmed orders and separate advertisements within the scope of an advertising or insert order - if their contents, their origin or their technical condition violate existing laws, official regulations or offends common decency after dutiful estimation of the publisher, or if their publishing is unreasonable to the publisher. Insert orders are only bound after presentation of a sample and its acceptance by the publisher. Inserts which will give the reader the impression to be an integral part of the newspaper or magazine due to their format or design or those containing outside ads will not be accepted. The refusal of an order will be immediately announced to the client..
6. The client is responsible for on-time delivery of flawless printing image carriers or of the inserts. The publishing house will immediately request replacement delivery if the printing image carrier was noticeably damaged or appears to be unsuitable. The publisher guarantees the usual printing quality for the medium under contract within the scope of existing possibilities and depending on the quality of the printing image carriers.
7. The client is entitled to a replacement advertisement in case of totally or in part illegible, incorrect or incomplete printing of the advertisement. If the publisher does not react within the time period stipulated by the client, the client is entitled to cancellation of the order. Claim for compensation due to definite non-fulfillment, default on contract signing and no permissible actions are excluded, unless this does apply for intent and gross negligence on the part of the publisher, his legal representative or his agents. Further liabilities for the publisher are excluded. Complaints must be submitted within four weeks after publication.
8. Sample proofs of newly designed advertisements will only be delivered if explicitly requested. The client is responsible for the correctness of sample proofs returned. The publisher will consider all corrections made as long as these corrections are made known to him within 2 days before the printing deadline.
9. In case of late payment the publisher is entitled to postpone further executions of the contract until payment has been made. He is further entitled to request pre-payment for the remaining advertisements. In case of reasonable doubt of the solvency of the client, the publisher is entitled to make the publishing of additional advertisements a contingent on payment of unpaid invoices and on pre-payment for further advertisements regardless of the initially agreed payment deadline within the duration of the contract.
10. On request the publisher will attach a sample copy to the invoice. Depending on type and scope of the advertising order, clipped advertisements, whole pages or total issues will be delivered. If a sample copy is no longer available, the publisher will replace it by legally binding declaration confirming the publishing and distribution of the advertisement.
11. Expenses for the production of ordered image carrier films and drawings as well as exten sive charges of originally agreed execution requested by the client must be borne by the client.
12. Offset films will only be returned upon special request. The duty of storage ends three month after the publication of the last advertisement.
13. Place of performance is Munich. Place of jurisdiction in the event of lawsuits is Munich. If the permanent residence or regular place of stay of the client is unknown at the time of filing a suit or if the client has moved his permanent residence or regular place of stay outside the purview of law, place of jurisdiction is considered to be Munich.



The ideal platform for
your advertising

Publisher:	AVR Agentur für Werbung und Produktion GmbH Weltenburger Straße 4, D-81677 München Phone: +49 (0) 89 - 41 96 94 - 0 Fax: +49 (0) 89 - 470 53 64 ISDN: +49 (0) 89 - 47 07 89 00 E-Mail: info@avr-werbeagentur.de Internet: www.avr-werbeagentur.de www.sous-magazin.de www.networkdesso.com
Editor-in-Chief:	Bettina Klocke, phone: +49 (0) 89 - 41 96 94 - 24
Advertising Manager:	Heike Schneider, phone: +49 (0) 89 - 41 96 94 - 17
Copyprice:	€ 11,-
Frequency:	4 x a year
Distribution:	Distribution via lingerie and fashion specialized trade (incl. department stores), buyers, buyer associations, international fashion shows, mail order trade, trend bureaus, textile and suppliers industry and selected magazine stores
Magazine format:	210 x 290 mm
Type area:	160 x 241 mm
Steady circulation:	9.000 copies
Printing method:	Offset printing
Processing:	Adhesive binding
Paper:	Cover: 250 g/m ² , Content pages: 115 g/m ²
Distribution channel:	• Supply of Specialized trade in the CC procedure • mode...information Heinz Kramer, Overath

printing materials:	Digital Files only on CD-ROM or by ISDN. See delivery of digital printer's copy. In the case of finished drawings, or slides, the costs of reproduction will be charged.
digital printer's copies:	Printing data with a CTP-ability are produced and sent by yourselves. In case of open files, an adaption has to be taken into account. If the customer carries out a poor preparation, no warranty may be claimed. Open Mac-files.
layout programmes:	QuarkXPress 6.0 MAC, Illustrator CS MAC, Indesign CS MAC; each with integrated EPS and TIF formats, CMYK separated.
colours:	according the Euroscale DIN 16539.
printing order:	Black - Cyan - Magenta - Yellow.
handling:	Quality assurance is carried out by means of the copy information. Preprints are accordingly coordinated discretarily.
colorprint:	Compulsory Digitalproof of proof printing.
types:	Please include in any case.
pictures & graphics:	jpg, eps or tif files only. Resolution of at least 300 dpi.
	For a trouble-free classification, the client is asked to send the data applied with name and headword. Misprints caused by client's incorrect and incomplete data delivery will be charged. The client will be briefed on failures and foreseeable problems, provided that they are noticed prior to publication. Complaints due to incorrect data don't obtain acceptance.
ISDN-Number:	+49 (0)89 - 47 07 89 00 (Mac Leonardo Pro)
multi-colour ads:	In the case of multi-colour advertisements the possible renunciation of the basic colour in colour advertisements will not have any influence on the billing of the advertisements. If within formats with formats running over the gutter the additional colours will be used differently according on both pages of the copy, each page of the copy will be billed differently according to the price rates as valid. Shades which cannot be achieved by the colours of the Euroscale employed will require a special agreement. Details can be obtained on request. Slight deviations of the tonal values may occur due to the tolerance range of the offset procedure.
bank account:	Stadtsparkasse München, Bank code 701 500 00 Account no. 83178368
terms of payment:	Within 8 days net after receipt of invoice. 2% cash discount on advance payment by publication date, provided no previous invoices are still outstanding. Interest on arrears in accordance with Section 14 of the General Business Conditions: 4,5% above the prevailing discount rate of the Deutsche Bundesbank.
general business terms:	see back cover
jurisdiction:	Munich

DEADLINES SOUS

Issue	Publication date	Advertising deadline	Delivery deadline
Issue 1/2010	08-01-10	14-12-09	21-12-09
Issue 2/2010	26-02-10	05-02-10	12-02-10
Issue 3/2010	02-07-10	11-06-10	18-06-10
Issue 4/2010	27-08-10	06-08-10	13-08-10

FORMATS & RATES SOUS

Pages Page parts	Ad size non-bleed width x height mm	Ads with bleed* width x height mm	Rates in Euro	
			b/w	4c (Euroscale)
2/1	370 x 241	420 x 290	€ 5,040.-	€ 7,040.-
1/1	160 x 241	210 x 290	€ 2,540.-	€ 3,540.-
2/3 vertical	105 x 241	130 x 290	€ 1,670.-	€ 2,380.-
1/2 vertical horizontal	80 x 241	105 x 290	€ 1,290.-	€ 1,790.-
	160 x 120	210 x 145	€ 1,290.-	€ 1,790.-
1/3 vertical horizontal	-	75 x 290	€ 840.-	€ 1,195.-
	-	210 x 95	€ 840.-	€ 1,195.-

1) A bleed difference of 3 mm on each side part from the back margin must be added. Important parts of text and image have to be placed at least 5 mm from the bleed.

Volume Discount

	Staggered repeat discount
1x	-
2x	5%
3x	10%
4x	15%

Pages	Quantity scale	Pages	Quantity scale
1	5%	6	25%
2	7.5%	8	30%
3	15%	12	40%
4	20%	16	50%

AD-Special

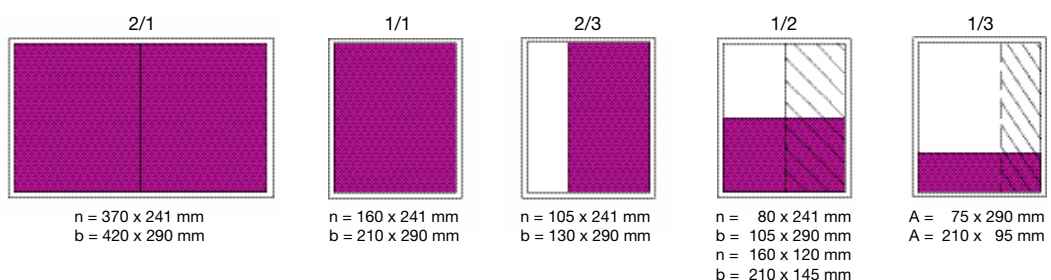
Prices for AD-Specials (Inserts, Tip on card etc.) on request.
U2 plus 10%, U3 plus 5%, U4 plus 20%.
If desired, the litho costs will be calculated with daily price.

**Special positionings
Litho costs**

Ad formats

Magazine size: 210 x 290 mm

n = non bleed
b = bleed



- Important parts of text and image have to be placed at least 5 mm from the bleed.
- Text running over the gutter needs additional 4 mm space per page. There is no extra charge for bleed pages.

With this rate card all other price lists lose their validity.