

# TEASER

M A G A Z I N E

**MEDIAFACTS**

[www.teaser-mag.com](http://www.teaser-mag.com)

## Details

### Focus

Modern, high-end, independent, enthusiastic, passionate, esthetically oriented

### Content

Interviews and portraits of personalities from fashion and music business (designers, photographers, fashion managers, musicians, celebrities etc.), editorials, trends, features, commentaries

### Target audience

For fashion insiders, for those who want to get their own idea of the model business and for everybody interested in fashion who wants to get inspired.

### Frequency of publication

In 2008 two editions of TEASER Magazin were released. In 2009 the magazine will be published three times and will be released quarterly as from 2010. TEASER will be available in German and English.

TEASER Magazine is read worldwide and is linked to several networks. All members are constantly informed about any news from the Teaser Magazine by means of an international e-mail distribution list with more than 10,000 e-mail addresses from the fashion, beauty, and model business, a MySpace page [HYPERLINK „http://www.myspace.com/teasermag“](http://www.myspace.com/teasermag) [www.myspace.com/teasermag](http://www.myspace.com/teasermag), a Teaser Magazine group on Facebook, as well as Teaser Magazine groups in other networks such as XING, studiVZ, etc.

Issue	Editorial deadline	Advertising deadline	Publication
1/2010	18. January 2010	25. January 2010	February 2010
2/2010	16. April 2010	23. April 2010	May 2010
3/2010	16. July 2010	23. July 2010	August 2010
4/2010	18. October 2010	25. October 2010	November 2010

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## Statistik

The measured average value is based on a period of four months (per issue).

Issue	Ø clicks per day
1/2008	98,63
2/2008	137,21
3/2009	174,46
4/2009	206,43

## Advertisement and banners

### Ad rates

6 pages	€ 6.000
4 pages	€ 4.500
2 pages	€ 2.500
1 page	€ 1.400
1/2 page	€ 800

### Discounts

If an advertisement is run in a number of items, discount for the occupancy in several and consecutive editions will be given.

2 editions	10 %
3 editions	15 %
4 editions	20 %

### Banner advertising

Banner advertising per edition is presented on our home site (<http://teaser-mag.com>). JPG, GIF, HTML or flash banner formats are possible.

Site	Type/Format	Price
Home site	Skyscraper 120x600 Pixel	€ 2.500

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## Video advertising

The space for advertisements can also be used for video advertising (video and audio). The video advertisement can be linked to the content's product site. For multiple placements the same discounts apply as they do for advertising prices. The video file can be sent to the editor as a data CD (for PC) or download.

### Requirements for the video

- min. 768x576 square pixels (4:3 or 16:9)
- No fields
- Audio 44000khz
- Uncompressed as a .mov or .avi

Site	Price
Video with audio	€ 2.500
Video without audio	€ 1.700

## Advertorials

Benefit from our expertise in the field of high-quality fashion photography. Upon consultation, we organise and produce the most important looks of your brand on favourable terms.

Advertorials (incl. photography, styling, production, two models, and publication in the magazine):

8 pages	€ 6.500
6 pages	€ 4.000
4 pages	€ 3.500

# Contact

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