



# *the* **CURVY** MAGAZINE

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# EDITORIAL CONCEPT

*the Curvy Magazine* is THE plus size magazine for the fashion-minded curvy woman. She might not have the ideal female body measurements, however, feels at ease in her skin and is into topics like fashion, beauty and lifestyle.

She wants to see the newest trends and is keen on trying them out, wants to dress fashionably and look good. But to do so, she's often missing new inspirations and ideas. So far, the German market doesn't provide a magazine tailored to her curves, except *the Curvy Magazine*.

High-quality and self-produced fashion editorials feature curvy models and fashion looks she can identify. On top of fashion trends, she gets tips and advice for styling and beauty looks as well as features about life, pleasure and travel topics.

*the Curvy Magazine's* universe includes everything she may be interested in as well as new ideas to improve her lifestyle. All relevant topics in the Curvy Magazine are determined by an optimistic attitude and tonality. The editorial focus is on fashion, beauty, culture and lifestyle topics tailored to the reader.





# FROM DIGITAL TO ANALOGUE

the **CURVY**  
MAGAZINE

Online Launch: June 6, 2017

On-Sale Date Print: May 9, 2018



Since its launch, thecurvymagazine.com sees a continuous and over-proportionate growth in user numbers. The social media channels too show an enormous organic growth within a short time. From the beginning, customers and users expressed the wish for a printed version of *the Curvy Magazine*. We' are meeting this aspiration with our first printed issue that came out on May 9, 2018, in Germany, Austria and Switzerland.

## FASHION

- Editorials
- Styling-Tips
- Service

## BEAUTY

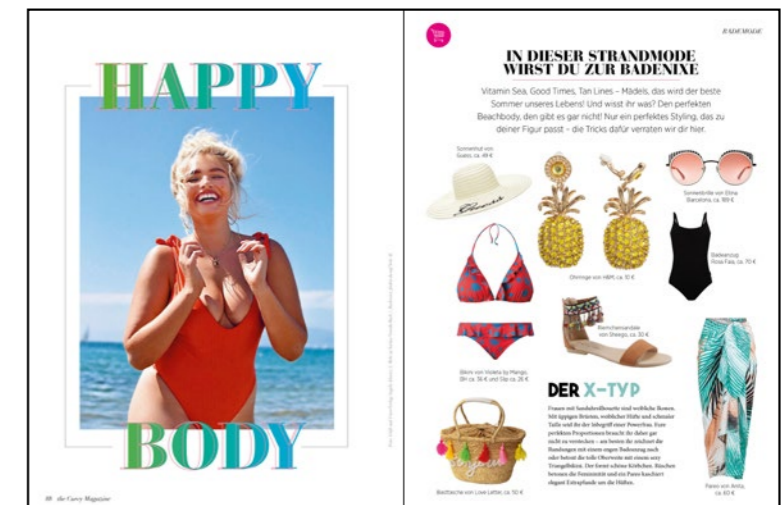
- Cosmetics
- Wellness
- Sports
- Service

## LIFESTYLE

- Culture
- Travel
- Living
- Food

## EMOTIONS

- Interviews
- Life
- Portraits
- Psychology





## Age Structure of our Audience (online):

18 - 24 Years	20,88 %
25 - 34 Years	37,11 %
35 - 44 Years	21,14 %
45 - 65 Years	20,87 %

## Our Audience is ...

- fashion-minded & confident
- open to higher spending
- open to mobile shopping
- searching for current plus-sized fashion trends
- **BUT:** is missing a satisfying shopping experience due to the low level of inspiration & choices in the media.



\*Source: Google Analytics / Figures of thecurvymagazine.com



# POSITIONING



The plus-size market has a high potential since 60 percent of German women wear a size 42+.

To date, there's no magazine in Germany dedicating itself entirely to this specific audience. *the Curvy Magazine* bridges this gap.

**Uniquely! Different! Curvy!**



# COVER EXAMPLES





# DISTRIBUTION DETAILS

**Print Run:** 110.000 copies

**Paid Circulation:** 80.000 copies

**Exclusive Distribution:** 20.000 copies

**Subscription:** 2.500 copies

**Agency & VIP Distribution:** 4.000 copies

**Remaining:** Archive & Reorder

## **Paid Circulation:**

For the most efficient dissemination to the relevant selling points, the distribution was consigned to VU Verlagsunion KG, a subsidiary of Bauer Media Group looking after more than 200 publishing houses with over 600 magazines.

## **Exclusive Distribution:**

Thanks to collaborations with audience-related online shops, “The Curvy Magazine” will be delivered as a supplement to the doorstep.

## **Subscription:**

Thanks to the high reach of thecurvymagazine.com, also on the social networks, we expect 5.000 subscriptions until the end of 2018.





# PUBLICATION DATES

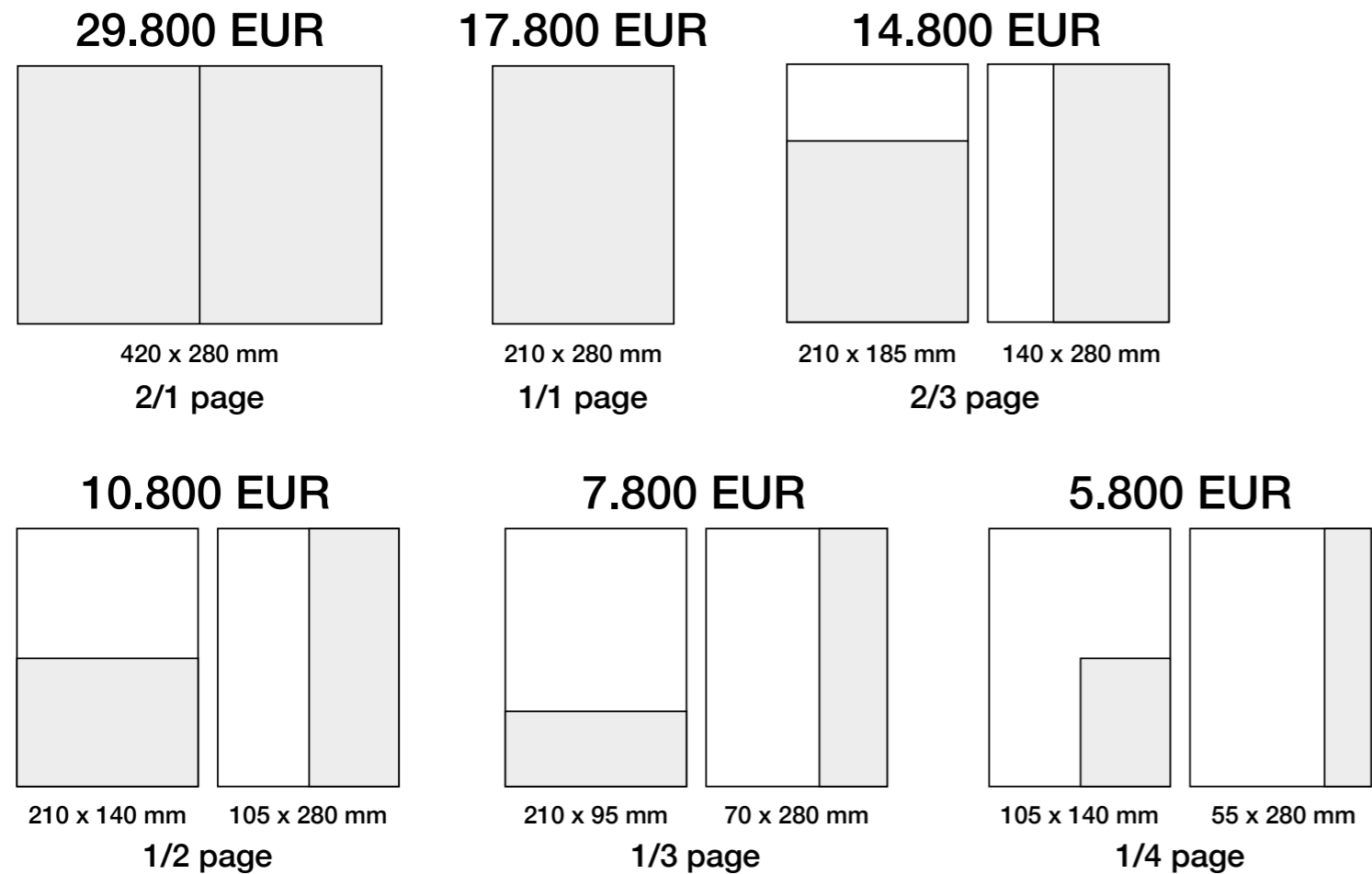
Issue	No.	PD	Adv. Deadline	Copy Deadline
01-19	4	28.03.2019	25.02.2019	27.02.2019
02-19	5	20.06.2019	20.05.2019	22.05.2019
03-19	6	12.09.2019	12.08.2019	14.08.2019
04-19	7	05.12.2019	04.11.2019	06.11.2019

**Publication Frequency:** Once per quarter in Germany, Austria and Switzerland

**Copy Price:** 5,- Euros



# RATES-FORMATS-DISCOUNTS



Opening 2/1 Spread	35.800 EUR
2nd Cover	21.800 EUR
3rd Cover	19.800 EUR
Back Cover	23.800 EUR

15% AE on all prices.

In case image or text risk bleed, add 5 mm to the final bleed format (201 x 280 mm).

Bleed: 3 mm each side.

General terms and conditions at [www.thecurvymagazine.com](http://www.thecurvymagazine.com) and [www.ocean.global](http://www.ocean.global).

## AD SPECIALS

**1 Cover Sponsoring** with logo integration and adaption with motif of your choice.

**2 Special Production** raised embossing, perforated holes, gate fold, partial UV varnish

**3 Supplements** flyer/post cards in product layout, catalogue; in-house production

**4 Personal Cover** Note, production and enclosure to mailing to customers of your choice

**5 Special Edition** in a quantity of your choice with individual front cover (incl. products of your choice, logo etc.)



# MORE SPECIAL AD FORMATS

## ADVERTORIALS

The rates of advertorials correspond to the current advertising rates plus creation costs. They add to the annual balance of accounts.

## CREATION COSTS

(INCL. concept, text and layout; EXCL. image copyright and photo productions)

2/1 page: 2.200,- EUR

1/1 page: 1.800,- EUR

1/2 page: 1.200,- EUR

We will gladly prepare an individual offer for photo productions. Advertorials will indicate the term “advertorial”. Creation costs are not eligible for discount and/or agency commission.

Delivery date for briefing, images and text materials: 3 weeks before the copy deadline – see publication dates.

Timings for customized photo productions upon request.



# TECHNICAL DATA

**Publication Frequency:** once per quarter in Germany, Austria and Switzerland  
**Copy Price:** 5.00 EUR  
**Print Run:** 110.000 copies  
**Basic Rate 1/1 page:** 17.800 EUR  
**Format:** 210 x 280 mm  
**Number of Pages:** 164 pages (+/- 32 pages)  
**Cover Paper:** 250g/sqm WFC wood-free, gloss coated illustration printing (Profile: ISO Coatedv2 39L)  
**Inside Paper:** 70 g/sqm MWC wood-free matt „Graphostyle 1,3“ (Profile: IPSO LWC Improved 45L)  
**Finishing:** Outsides dispersion primer glossy with UV varnish glossy and perfect binding  
**Single Page:** 210 mm width x 280 mm height + 3 mm  
Bleed = 216 mm x 286 mm  
**Double Page:** 420 mm width x 280 mm height + 3mm  
Bleed = 426 mm x 286 mm  
**Printing Process Cover:** sheet offset 4/4 full colour scale  
**Printing Process Inside:** web offset 4/4 full colour scale  
Print Profile: IOS Coated v2

**Ecology:** production w/ 100% green electricity from renewable power and without use of fossil fuels  
Data Format Advertisement: unseparated files in PDF/X3 including fonts, logos, pictures  
**Bleed:** 3 mm each side. Important contents (picture and text) in bleed ads must have enough space within the net format (min. 5 mm). Double pages must be saved as single pages. Additional bleed not necessary  
**Colour Indication:** acc. to Euro Scale. Minor value variations result from tolerance range of the printing process  
**Resolution figurative elements:** 300 dpi, Linework LW 1200 dpi. CMYK-Modus  
**Printing Materials:** Pls. send the materials via e-mail to the publisher. Please add a colour-consistent proof. The proof must contain the name of the used colour parameters as well as the proof drawing. The UGRA/FOGRA media wedge needs to be printed for inspection means. ICC profile-data must show the following profile: ISO Coated v2 300% (ECI).

# CONTACT



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We're looking  
forward  
to working  
with you!

