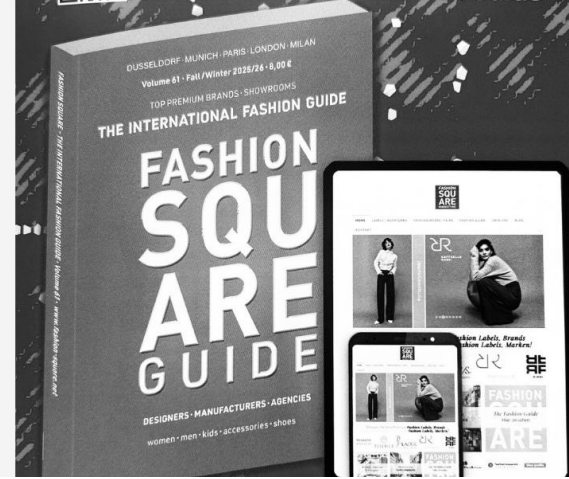


MEDIA DATEN 2025



About Us

The International Fashion Square - B2B **Fashion Platform** for fashion professionals. The fashion platform Fashion Square informs, connects and inspires fashion professionals. We are the innovative fashion information platform and provide information on the rapid developments in the fashion industry. Our aim is to successfully connect fashion retailers and buyers, to inspire them with our range and to support them in planning and implementation.

Here you will discover designer and brand portraits that will give you a real insight into the world of innovation! Find out about designers, fashion brands, fashion manufacturers, fashion agencies and showrooms. We also have a great selection of exciting trend and market topics, current order dates and locations, contacts and insights into the latest collections of the top premium brands - both offline and online. We are always there for you!

Scope of Work

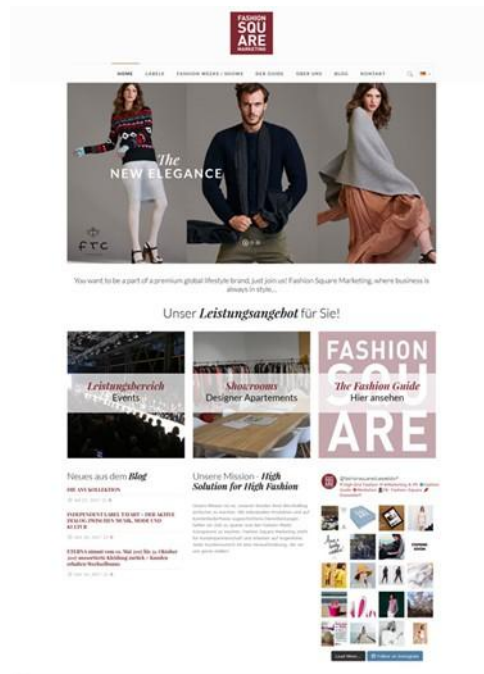
Media Products

- Your **COMPANY PROFILE DIGITAL** on our internet platform www.fashion-square.net
- Your advertisement in the international Fashion Guide - **PRINT**
- **SOCIAL MEDIA MARKETING** (Facebook, Instagram, YouTube, Newsletter, Fashionblog)

Services

- we will create your ad, link or slider ; you benefit from our large readership: print & online
- You reach an exclusive target group: buyers and press representatives
- You reach potential interested parties in Germany, Austria and Switzerland over several weeks
- Uncomplicated placement of your article, in English and/or German
- You have complete editorial freedom (e.g. topic focus, image selection) and all rights to your article
- In addition, we will place your article in our business directory on our website and link it to your website (SEO optimization)

Package Options Digital



Fashion Square Online: We've designed flexible packages to suit your needs and budget. On our internet platform www.fashion-square.net we publish the latest news from the fashion, retail and scene sectors. We also supplement the target group-oriented content with interviews, brand portraits, profiles and store concepts. The digital media of fashion square are closely linked to the printed media.

STARTER	PRO	ELITE
2 lines of Info, addresses, dates	Infotext, addresses, dates	Infotext, addresses, dates
Contact details, telephone, e-mail	Contact details, telephone, e-mail	Contact details, telephone, e-mail
Philosophy	Philosophy	Philosophy
Collection Listing	Collection Listing	Collection Listing

Logo	Logo & Cover Picture	Logo & Cover Picture
	5x Images	10 x Images & 1 Video
	Collection reports	Collection reports
	Social Media	Social Media
	Landingpage	Landingpage
		Newsticker /Newsletter
		Updates Lookbook SEO & QR Code
		Member Area (soon to be set up)
Free	€ 20,- p. M.	€ 30,- p. M.

Minimum term 6 months, then can be canceled 2 weeks to the End of the month

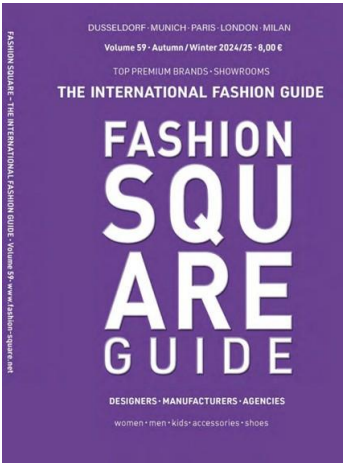
Top Slider Homepage (maximum 7 Sliders) **€ 150,- p. M.**

Slider 1191 x 595 Pixel - 72 dpi Display format As GIF or JPG Colour RGB

Images Format: 1024x 1024 px, Philosophy As Word file (not more that 110 words or 675 characters),
in the German and/or English language

Floor Slider 600x160 px € 80,- p. M. File format: GIF or JPG format, max. 500 KB

Pricing Advertisement Print



Included:

Online ad worth € 180,- **included!** Company profile 6 month term,
Your Logo and up to 10 pictures of your collection. All mentioned prices are plus VAT.

Product or Service	Display Format (width x height)	Price per Unit
4c advertisment front cover	148x210 mm	by request
4c advertisment inside front and back cover	148x210mm	€ 1.000, -
4c outside cover	148 x210mm	€ 1.000, -
Flyer		€ 2.000, -
Bookmark	by request	

THE INTERNATIONAL FASHION GUIDE includes detailed information about the leading world-wide designers, manufacturers and their agents (collections, showrooms, image photos, philosophy, order dates and contact people).

Dates of publications 2 x per annum (January and July)

Issue 62

Target group leading European retailers, directors and buyers of top concept and department stores, designers, agents, manufacturers, (inter-) national journalists

Distribution Additional copies are available at showrooms, at trade fairs and hotspots in Düsseldorf, Munich, Paris, Milan and London (e.g. Supreme, Two days Düsseldorf, Who's Next, White Milano, Pure London, Scoop, Modelfabrik)

TOM JOULE
Düsseldorf Hamburg Eschborn Munich Copenhagen Stockholm London New York Bourges

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europe@joules.com

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Niedersachsen, Hessen,
Rheinland-Pfalz, Saarland,
Berlin, Brandenburg, Sachsen
Anhalt, Sachsen, Thüringen
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Collections
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www.tomjoule.de

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Switzerland, Benelux
Germany Country Manager
Ms. Ntola Obaze
ntola.obaze@joules.com

France
France Sales Manager
Ms. Julie Trameson
julie.trameson@joules.com

Rest of Europe, Denmark, Sweden
EU Sales Manager
Mr. Joseph Szopa
joseph.szopa@joules.com

Fairs
Panorama, Berlin, 04.07.2017-06.07.2017, Hall 1, Stand 1.40
Gallery Open Showroom, Düsseldorf 22.07.2017-24.07.2017
CIFT, Copenhagen, 09.08.2017-11.08.2017, Stand C3-024
Nordic Shoe & Bag Fair, Stockholm, 16.08.2017-18.08.2017
Shoes & Bags, Berghem, Austria, 22.08.2017-23.08.2017
AUG VEJLE, Denmark, 27.08.2017-29.08.2017
ANRR Footwear, Mannheim, 14.09.2017-19.09.2017
Micam, Milan, 17.09.2017-20.09.2017, Hall 4, Stand D08

Philosophy
Tom Joule began selling clothes at outdoor events in Great Britain over 25 years ago. Tom realised that his customers were a bright and colourful bunch but their clothes were quite the contrary. Since then Tom Joule has fast become one of Britain's best-loved lifestyle brands. Based in Market Harborough, where we've been since day one, our talented team of individuals work across everything from print to production, all singing from the same hymn sheet to make the ordinary extraordinary.

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Additional Details

Appearance date/ advertisement deadline:

- Issue of the international Fashion Guide Spring/Summer 2026 Mid-July 2025 / **30.06.2025**
- Issue of the international Fashion Guide Autumn/Winter 2026/27 Mid-January 2026: **31.12.25**

Billing Options

Terms of payment: The invoice will be sent as soon as the order is placed and is payable in accordance with the terms set out in the price list.

Cancellations are free of charge up to 14 days before publication of the booked issue.

Contact Details

Name	Phone	E-Mail
<i>Helene Kröger</i>	0049 174 763 92 53	<i>hk@fashion-square.net</i>

General Terms and Conditions of Business

1. Contracting bodies for advertisements, inserts and/or company profile/company philosophy shall be the company (legal entity, natural person), who signs and transmits the order form.

2. The contractor is Fashion Square GmbH

3. Punctual delivery, quality

The contracting body is responsible for punctual delivery of the advertising text and faultless blueprints or inserts. The publisher guarantees the customary printing quality within the framework of the possibilities offered by the blueprints.

4. Additional costs

Typesetting and litho costs, i.e. external services (e.g. creating proofs for advertisements), will be charged to the contracting body.

5. Approval for print

Acceptance of advertisements, company entries and bookmarks shall be affected once the contracting body has confirmed approval for print in writing.

6. Incomplete performance

In the event of entirely or partially illegible, incorrect, or incomplete print of any advertisement, the contracting body shall be entitled to reduce payment or receive faultless substitute advertisement.

7. Non-performance

If an order is not accomplished due to circumstances attributable to the contracting body, the contracting body shall be under the obligation to pay the invoiced amount to the contractor. In the event of force majeure, reimbursement shall not be applicable.

8. Compensation for damages

Claims for compensation of damages are limited to the amount of the invoice.

9. Accounting

The invoice will be sent as soon as the order is placed and is payable in accordance with the terms set out in the price list.

10. Storage of documentation

Drawings, which are not expressly reclaimed by the contracting body, shall be kept in safe custody by the contractor for a term of one year. In the event of force majeure, no liability shall be taken over regarding damages or losses.

11. Place of performance / Venue of jurisdiction

The place of performance and venue of jurisdiction is Düsseldorf.

Stand: May 2024