

S U S

RATE CARD
2026

THE
MAGAZINE FOR
THE SPECIALIZED
TRADE

Lingerie, Day- and Nightwear,
Swimwear, Legwear
and Fashion

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** as well as selected **magazine stores**

sous-magazin.de • sterne-best-shop-awards.de • networkdessous.com • List No. 30 • Valid from October 1st, 2025 • AVR Verlag

PUBLISHERS DATA

Publisher:

AVR Agentur für Werbung und Produktion GmbH
Arabellastraße 17, D-81925 München
Phone: +49 89 419694-0
Fax: +49 89 4705364
E-Mail: info@avr-werbeagentur.de
Internet: www.avr-werbeagentur.de
www.sous-magazin.de
www.sterne-best-shop-awards.de
www.green-lifestyle-magazin.de

Editor-in-Chief:

Bettina Klocke, phone: +49 89 419694-24

Advertising Director:

Christiane Deiner, phone: +49 89 419694-66
cdeiner@avr-verlag.de

Copyprice: € 12,50

Frequency:

4 x a year according to time table
+ special editions

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 as well as selected magazine stores

Magazine format: 210 x 290 mm

Type area: 160 x 241 mm

Steady circulation:

9000 copies

Printing method: Offset printing

Processing: Adhesive binding

Paper: Cover: 250 g/m² illustration print,
Content pages: 115 g/m² illustration print

Distribution channel:

- Supply of specialized trade in CC procedure
- Digital: E-magazine
- VU Verlagsunion, Hamburg
- Subscription management:
<https://www.online-kiosk-24.de>



PRINTING DATA AND CONDITIONS FOR PAYMENT

Artwork for printing

The following criteria must be considered with the creation of printing material:

- ▶ **File format:** PDF standard X3 or X4
- ▶ **Pictures:** Resolution must be at least 300 dpi
- ▶ **Colour Space:** CMYK (FOGRA39)
(Spot colours and special colours are not allowed!)
- ▶ **Letter presses** must be completely embedded or converted into paths.
- ▶ The booked **advertising format** must be satisfied exactly.
- ▶ The **name of the data** must contain the client's name and the advertising format.

Delivery of printing material

Via e-mail to: druckdaten@avr-verlag.de

If the volume of data is too big to send it via e-mail, please contact the responsible media consultant.

Multi-colour advertisement

Shades which can not 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 and do not justify reclamation.

Legal Advices

Advertisements must clearly differ in form and appearance from the editorial parts of the magazine (in typography, graphic elements, colour).

Misprints caused by the client's incorrect and incomplete data delivery will be charged. The client will be briefed on failures or foreseeable problems, provided that they are noticed prior to publication. Corrections will be arranged and will be invoiced additionally according to current hourly wage rate. Complaints due to incorrect data do not obtain acceptance. The assurance of order quality will be derived from given information. Hence contact prints will be adjusted on trust.

Bank account

Stadtsparkasse München

IBAN: DE42 7015 0000 0083 1783 68

BIC: SSKMDEMXXX

VR Bank München

IBAN: DE22 7016 6486 0007 3063 00

BIC: GENODEF1OHC

Terms of payment

Within 8 days net after receipt of invoice.

Interest on arrears in accordance to section 14 of the General Business Conditions: 4,5 % above the prevailing discount rate of the Deutsche Bundesbank.

The current value added tax will be added to the net price.

General Business Terms

Advertising orders are subject to the "General Terms and Conditions for Advertising" apply, to be viewed [HERE](#).

Jurisdiction

Munich



DEADLINES 2026

Issue		Publication date	Advertising deadline	Delivery deadline
01/2026	Fair*	09-01-2026	19-12-2025	19-12-2025
02/2026	Order*	06-02-2026	16-01-2026	23-01-2026
03/2026	Fair*	09-07-2026	16-06-2026	19-06-2026
04/2026	Order*	07-08-2026	20-07-2026	24-07-2026

Cancellation time ends 4 weeks prior to publication date.

*Subject to change. Depends on dates of trade fairs

FORMATS & RATES

Formats	Ad size non-bleed width × height mm	Ad size with bleed ¹⁾ width × height mm	Rates in Euros ²⁾	
			b/w	4c (Euroscale)
2/1**	370 × 241	420 × 290	€ 6,680	€ 8,490
1/1	160 × 241	210 × 290	€ 3,500	€ 4,580
2/3 vertical	105 × 241	130 × 290	€ 2,470	€ 3,360
1/2 vertical	80 × 241	105 × 290	€ 1,970	€ 2,590
	horizontal	160 × 120	€ 1,970	€ 2,590
1/3 vertical	–	75 × 290	€ 1,260	€ 1,760

Litho costs

If desired, the litho costs will be calculated at the current daily price.

Special positionings

Preferential places	Rates in Euros ²⁾
Inside Front Cover	€ 5,200
Inside Front Cover as Gate-Fold (3 pages)	€ 9,180
Inside Front Cover + P1 (2 pages)	€ 8,850
Inside Back Cover	€ 5,000
Outside Back Cover	€ 5,780
Pages 2 + 3	€ 8,660
Page 5	€ 4,790
Early right hand	€ 4,680
Supplements (up to 20 g)	€ 4,230
Inserts, glued inserts to carrier ad, production run etc.	on demand

Reservations shall end 2 weeks before advertising deadline at the very latest.

All prices plus legal VAT.

Distribution via trade fairs

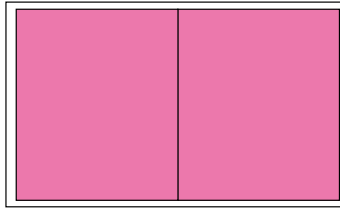
CURVE & Interfilière Paris	Paris F
SCHICK – Die Messe für Mode, Schuhe & Accessoires	Salzburg-Bergheim A
EUROMODA First Dessous Days	Neuss D
EUROMODA Lingerie & Meer Ordertage	Neuss D
EUROMODA Second Dessous Days	Neuss D
HdM Body Dreams – Wäsche & Bade Ordertage	Eschborn/Frankfurt D
MAREDAMARE	Florenz I
MUNICH FABRIC START	Munich D
QUARTERdessous	Schkeuditz/Leipzig D
Salon International de la Lingerie & Interfilière Paris	Paris F
Supreme Body & Beach	Munich D

In addition to the above fairs, SOUS – Fashion in Lingerie is available around the world on all important lingerie trade fairs with NETWORK DESSOUS.

Ad formats

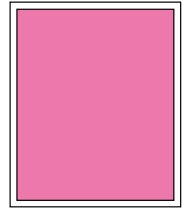
Magazine size: 210 × 290 mm
n = non-bleed
b = bleed

2/1



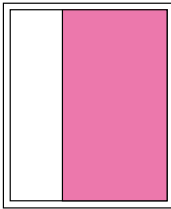
n = 370 × 241 mm
 b = 420 × 290 mm

1/1



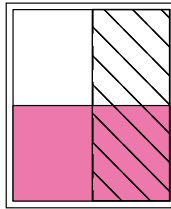
n = 160 × 241 mm
 b = 210 × 290 mm

2/3



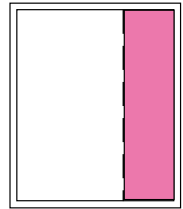
n = 105 × 241 mm
 b = 130 × 290 mm

1/2



n = 80 × 241 mm
 b = 105 × 290 mm
 n = 160 × 120 mm
 b = 210 × 145 mm

1/3



b = 75 × 290 mm

Volume Discount

	Number Scale
1 ×	—
2 ×	5 %
3 ×	10 %
4 ×	15 %

Pages	Quantity scale
1	5 %
2	7.5 %
3	15 %
4	20 %

Pages	Quantity scale
6	25 %
8	30 %
12	40 %
16	50 %

Agency comission: 15% AD
 (by invoicing through the agency)

- 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. There is no extra charge for bleed pages.
- 2) For the link within the E-magazine, € 46 must be added to the **basic rate**. Your advertisement will be published additionally within SOUS E-magazine including a direct link to your homepage (not discountable or commissionable).

** In case of double-page booking, please ask us for consultation before the creation of your advertisement. Text that runs over the gutter should be moved 10 mm to the left or right from the centre of each page.



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

SOUS ONLINE

www.sous-magazin.de

Brief profile

www.sous-magazin.de is a platform for the bodywear industry.

Apart from the current issue of SOUS – Fashion in Lingerie, the user can inform himself about the following topics:

- ▶ New collections
- ▶ Trade fair dates
- ▶ News of the industry in the SOUS Blog
- ▶ eMag archive (issues of SOUS, SOUS special editions and consumer inserts as E-magazine)
- ▶ Job applications & vacancies
- ▶ Subscription (link to the subscription manager)

- ▶ STERNE BEST SHOP AWARDS (SOUS awards show for the best lingerie shops and department stores of Germany)
- ▶ NETWORK DESSOUS (group of international trade magazines for the bodywear market)
- ▶ Newsletter registration
- ▶ Media data (German and English)

File formats

- ▶ statically (jpg or gif)
- ▶ animated (gif or swf)




File delivery

At the latest 5 days before beginning of campaign

Delivery address

cdeiner@avr-verlag.de

Advertising formats on sous-magazin.de

Banner advertisement	File size width × height	Price in Euros	Booking period
Slider	 1160 × 430 px	€ 870	from booking to end of season (max. 2 magazine issues)
Content Ad* “New Collections”	 minimum width of 500 px	€ 410	1 logo with linking to max. 20 images and text with max. 1000 characters (until end of season)
Advertorial in the Blog		€ 1,020	max. 1500 characters (incl. spaces) max. 10 images

All prices plus legal VAT.

SOUS

FASHION
IN LINGERIE

Der Trendsetter unter den Lingerie-Magazinen



Birthday Dancing-Action

Lize ist endlich zum Geburtstag der Hamburgpartner ein Geschenk machen, um mehr Liza zu gewinnen. Mit einer kreativen Aktion kriegt das Label das Label das Jubiläum.

Es wurde ein Trend-Video für Lize in gedreht, für das von einem Songwriter, der unter anderem für Gipsyheaven, Don Pepe und Christina Stürmer arbeitet, exklusiv ein Lied in Auftrag genommen und produziert wurde. Zusätzlich wurde ein Video erarbeitet, das Kunden zum Nachmachen animieren soll. Dafür konnte Lize 80000 Follower der weltbekanntesten Musical-Dance Stage in Hamburg gewinnen.

weiterlesen

Text-Picture-Ad

- ▶ Text 700 character max. (incl. spaces)
- ▶ Image: product or lifestyle image, min. 73 dpi, 600 x 400 px
- ▶ Link: request URL, forwarding to your landingpage
- ▶ € 510

Banner

- ▶ 600 x 200 px
- ▶ integrated in content
- ▶ jpg or animated GIF format
- ▶ € 475

SOUS

FASHION
IN LINGERIE

Der Trendsetter unter den Lingerie-Magazinen

Anzeige



All prices plus legal VAT.