

VON GUTENBERG

Info Sheet 2014

Valid from January 2014



VonGutenberg

Fetish Style for the 21st Century

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Introduction

VON GUTENBERG is the first global Alternative Fashion Magazine based in the United States.

We cover all lifestyle topics from Fashion and Latex; Burlesque to Pin Up; Gothic to NeoVictorian style with beautiful corsets; Steampunk to Magic and from the latest Tattoo news to Piercing, and Fetish and Performance. We cover the most exciting fashion events from Miami to New York, Los Angeles to Seattle and up north in Vancouver, Montreal and Toronto and of course keeping up with our friends in Europe, Asia and Australia.

VON GUTENBERG focuses on fashion from all of today's top designers while keeping an eye on provocative future trends. We reveal the latest collections and creations reporting from every corner of the world where we feel fashion is heading. Featuring a wide range of designers you will as much find an Agent Provocateur creation between our pages as a House of Harlot latex corset or a one-of-a-kind Vienne Westwood dress.

Presenting the latest news, reviews, interviews, fiction and photo essays, the text of Von Gutenberg is every bit as entertaining as our unique pictures. We are the voice of lifestyle designers, performers, scene regulars, photographers and event planners and fashion fans offering all who look for our quarterly releases a direct entre' into the stunning world of fashion. Now with a worldwide reach through Curtis Distribution Von

Gutenberg Magazine can be found in bookstores and magazine outlets in over twenty countries.

Frequency

VON GUTENBERG is published quarterly (4 x a year) in English.

Von Gutenberg is in its first year of publication, VON GUTENBERG is the Fashion, Fantasy and Lifestyle Magazine - the „VOGUE“ for Fetish Fashion, extravagant, unique and simply extraordinary.

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Editorial Office:

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U.S. Publisher & Producer:

Erik von Gutenberg | tel +1 858 405 6195
Email: EvG@vongutenbergmedia.com

Distribution Summary Print

Total Worldwide Distribution	up to 15.000
U.S.	up to 10.000
Europe	up to 10.000
Global reach	approx. 100.000

Distribution Magazine App Digital

Apple App Store:

<https://itunes.apple.com/us/app/id559950917?mt=8>

Google Android Store:

<https://play.google.com/store/apps/details?id=com.vongutenberg.vongutenberg>

Amazon Kindle Store:

http://www.amazon.com/Von-Gutenberg-Media-dba/dp/B009LAW9QS/ref=sr_1_1?s=mobile-apps&ie=UTF8&qid=1368388908&sr=1-1&keywords=von+gutenberg

E-Magazine for laptops and Desktop:

<http://www.vongutenbergmagazine.com>

Digital Magazine downloads succeeded the print numbers after 3 month and are current approx. at 25.000 downloads worldwide, numbers rising and already established digital download readers.

Page count & Content

Print Page Count & Content: Total pagination of 72 plus 4 pages

Digital Page Count & Content: Total pagination 132 pages+, plus videos, audio and „live“ internet linking

Von Gutenberg emphasizes editorial content over advertising and welcomes advertorials

Distribution Overview Print and Digital

The main print distribution areas are Germany, Great Britain, The United States, Canada and Japan, Singapore and Brazil and the other Western territories and Australia.

The digital download distribution is unlimited and Apple, Google and Amazon are constantly renewing and adding new countries. The Von Gutenberg App download on Apple alone in the first 6 month covered over 30 countries around the globe from Hungary, China, Ukraine, Brazil, Indonesia and more

Von Gutenberg's Editorial Focus

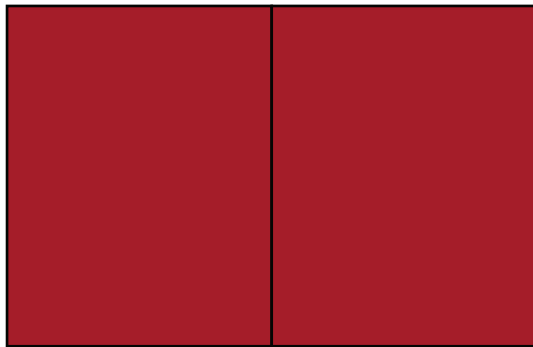
- Alternative fashion and the world's leading designers
- Sophisticated photography
- Fetish fashion edge designs and new haute couture
- The latest and finest extravagant fashions and creative looks
- Fashion accessoires and fashion jewellery
- Shows, hats, corsets and vintage accessoires
- The most exciting alternative fashion and designer who created it
- Lifestyle coverage with exclusive features
- Beautiful photo spreads featuring top models on the fashion scene and fresh new talents
- Events coverage, with all the news of the international model scene
- Subculture news with top stories about the worlds of Burlesque, Pin Up, NeoVictorian, Steampunk and Goth and Vintage
- Media reviews to update readers on exciting book, movie music and DVD releases

Per Issue Cost Print

Von Gutenberg single issue	US\$ 9.95 (USA/CAN)
Subscription Von Gutenberg (6 issues)	US\$ 49.95 (USA/CAN)

Per Issue Cost Digital

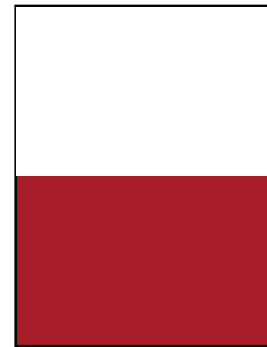
Von Gutenberg single issue	US\$ 3.99 (USA/CAN)
Subscription Von Gutenberg (6 issues)	US\$ 15.99 (USA/CAN)



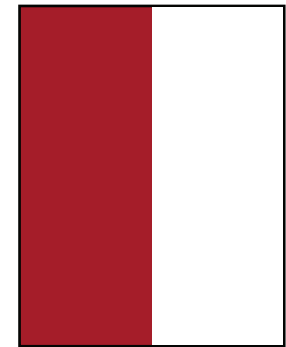
2/1 pages
with bleed



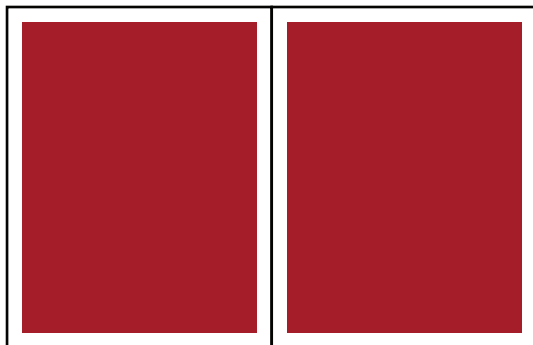
1/1 pages
with bleed



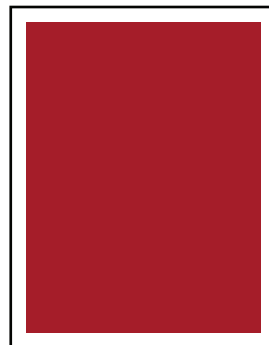
1/2 page horizontal
with bleed



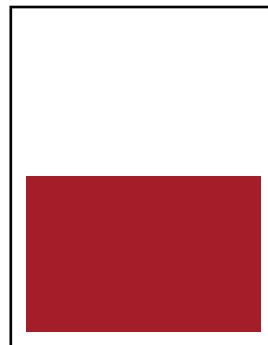
1/2 pages vertical
with bleed



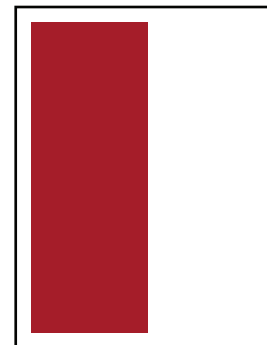
2/1 pages
no bleed



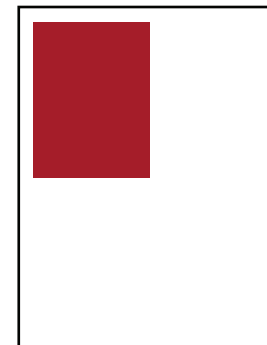
1/1 pages
no bleed



1/2 page horizontal
no bleed



1/2 page vertical
no bleed



1/4 page
no bleed

Advertising prices 2014 Print

Advertising prices 2013 PRINT issue only/ PRINT and DIGITAL is a \$150 surplus fee only to cover both worldwide PRINT and DIGITAL APP PUBLISHING (if you select Global print publishing Digital App Publishing is included in current pricing).

Our offer to designers / brands

Feature Bundle	\$1,800.00	Premium Bundle	\$3,750.00
4-6 pages feature layout*		8-10 pages feature layout*	

For all other advertisers

	North American Issue only	Global Issue
2/1 pages with bleed 17.75" x 11.375"	\$1500.00	\$2430.00
2/1 pages no bleed 16.75" x 10.875"	\$1500.00	\$2430.00
1/1 page with bleed 8.875" x 11.375"	\$990.00	\$1337.00
1/1 page no bleed 8.375" x 10.875"	\$990.00	\$1337.00
1/2 page horizontal with bleed 8.875" x 5.6875"	\$500.00	\$675.00
1/2 page vertical with bleed 4.4375" x 11.375"	\$500.00	\$675.00
1/2 page horizontal no bleed 8.375" x 5.4375"	\$500.00	\$675.00
1/2 page vertical no bleed 4.1875" x 10.4375"	\$500.00	\$675.00
1/4 page no bleed 4.1875" x 5.4375"	\$280.00	\$378.00

* Minimum-maximum layout depending on quality and availability of photos supplied by the designers/brands. Selection of images and page design are solely to the discretion of the publisher. All photos must be submitted on disc or by download until or before communicated print publishing date, accompanied by a statement that designer/brand has the rights to submit them for publication.

Advertising prices 2014 Digital

Advertising prices 2013 DIGITAL issue only/ DIGITAL and PRINT is a \$150 surplus fee only to cover both worldwide PRINT and DIGITAL APP Publishing.

Our offer to designers / brands

Feature Bundle Digital 4-6 pages feature layout*	\$1,800.00	Premium Bundle Digital 8-10 pages feature layout*	\$3,750.00
		Gobal Issue	
2/1 pages with bleed 17.75" x 11.375"	\$1500.00		
2/1 pages no bleed 16.75" x 10.875"	\$1500.00		
1/1 page with bleed 8.875" x 11.375"	\$990.00		
1/1 page no bleed 8.375" x 10.875"	\$990.00		
1/2 page horizontal with bleed 8.875" x 5.6875"	\$500.00		
1/2 page vertical with bleed 4.4375" x 11.375"	\$500.00		
1/2 page horizontal no bleed 8.375" x 5.4375"	\$500.00		
1/2 page vertical no bleed 4.1875" x 10.4375"	\$500.00		
Video included	\$250.00		
Audio included	\$150.00		

All digital publishing include a „live“ link to your page selected you want to promote and video and audio can be included according to the price list.

Video and Audio upload up to 150 seconds in mp4 digital format)

Print and digital specifications

Please deliver your ads in PDF X-3 (or PDF X-1) format.

You can only deliver open files that are compatible with the following programs (Mac and PC): InDesign, Photoshop, Freehand and Illustrator.

All pictures and fonts used in the ad must be included when submitting open files. Otherwise fonts can be embedded into the graphics. Missing fonts will be replaced by similar ones that could change the fundamental layout style.

Ads should always be created in a CMYK color space without an embedded color profile; never use RGB due to possible color discrepancies.

The resolution of your ad should never be less than 300 dpi when in its original print size (1:1 print size).

You can submit compressed files that are compatible with the following programs:

Mac: Stuffit or Zip

PC: Zip or Winrar

Data Delivery

Via Email: sales@vongutenbergmedia.com

Or please post your CD or DVD to

Erik von Gutenberg - 248 Third Street #717 | Oakland, CA 94607 | USA

If you have any questions, please contact tel: +1 858 405 6195 fax: +1 866 897 9751

Please name your file with the advertiser's name, subject and the issue number.

Do not submit any original data of which you do not have a back-up copy. Rather submit your back-up copy and keep the original.

General Terms

The publisher reserves the right to reject advertisements that are not in accordance with the law and censorship regulations.

Legal location is New York, State of New York.