WeAr GLOBAL MAGAZINE

Its editorial focuses on sportswear meets couture, meaning there is a range of interesting established and up-and-coming fashion brands present, as well as reports focussing on supporting retailers on a global level. Its global editorial team scouts the most interesting brands to stock as well as which fashion stores internationally are the most interesting and creative ones.

It skillfully connects fashion with art, making it a coffee table book with an extremely long shelf-life and a loyal global readership.

WeAr DIGITAL

WeAr is available as a digital version for all its 8 language options. To facilitate multi-gadget usage, it is delivered in a high- and low-quality PDF format so one can easily store it in the cloud, read it on any smartphone, tablet or desktop. On- and offline.

WeAr DVD

In addition to its printed version, WeAr is also available on DVD. The DVD has the option to be played in all 8 available languages and contains several special features and videos. The DVD is not only used as a buying and information tool, but is even often played on its autoplay function in fashion and concept stores in order to create moods for their customers – namely the end consumer. The DVD and magazine complement each other perfectly.

WeAr ON THE INTERNET

The internet platform www.wearglobalnetwork.com helps brands to communicate to retailers on a daily basis. While the magazine is published four times a year, this platform is updated daily with the most important fashion news and information as well as special articles. It is a platform for relevant fashion media and also hosts the online version of WeAr global magazine, which is available for purchase via the bookstore, alongside other relevant fashion trend media.

It further features interesting tools like JobXChange, Trend Research and WeAr Select in order to make it a true fashion platform for professionals who need to connect and find other talents as well as refreshen their knowledge about up to date trends.

WeAr global network is able to communicate to the global trade on a day-to-day base.

WeAr BUYERS GUIDE

An innovative tool to read all about Berlin’s exciting fashion fairs, the best brands and the people responsible for them, where to go, trend articles and most importantly it lets buyers interact with brands right at the event through the social media taps.

It is hosted on www.wearglobalnetwork.com, available free of charge and in English.

Currently it is done for Berlin Fashion Week and starts at the first day of Premium, although it is being constantly updated throughout the course of events.

WeAr SELECT DIGITAL

WeAr Select Digital functions as an online-platform for emerging brands, thereby reducing costs for both buyers and brands whilst increasing visibility through being available online throughout a season. Buyers can easily access it from the comfort of their desk at the time and hour they would like to.

Members of the WeAr Buyers Club can access it free of charge.

The global editorial team of WeAr visits trade-shows and showrooms all over the world to select the best of emerging designer. This digital edited selection is then available online to display the most interesting and creative collections in fashion, footwear and accessories. It revolutionises the way buyers explore brands and their products.

WeAr Select Digital is available in 8 language editions (German, English, French, Spanish, Italian, Russian, Japanese and Mandarin) and published twice a year.

Are you an emerging designer? Then position your brand in a premium environment, at an overseable price and reach buyers at their desks without having to invest huge travel expenses.
ABOUT WeAr

WeAr founded in 2004 is a new category of special interest title, available in 8 LANGUAGES (ENGLISH, GERMAN, FRENCH, ITALIAN, SPANISH, RUSSIAN, JAPANESE AND MANDARIN). It is a high-end leading global Fashion and Footwear Workbook for professionals, which directly speaks to leading buyers, retailers, influencers, trendsetters and decision makers on a global base.

WeAr'S USP is to present relevant brands, new designer and store concepts to global leading department, retail, online and concept stores such as Barneys, Selfridges, Zalando, 10 Corso Como, KM20 or Ron Herman. With the information that WeAr delivers to this target group, the goal is simply to help to increase the profit, lift the image and give ideas and directions to reflect buying and store design decisions.

WeAr is, however, not a trade magazine in the traditional sense, but much rather a coffee-table book, which conveys through high-quality images and extensive information, the feeling that one can even touch the product, or walk through the world's best stores. For precisely this reason even end consumers with a superior interest in fashion and footwear buy WeAr (partly in the above named retailers).

WeAr stands for quality and a very close contact to the formerly named key-players.

EDITORIAL CONTENT

CONTEMPORARY FASHION MEETS COUTURE

WeAr is the seamless symbiosis of art and fashion. We hone in on visual inspirations and impressive design and fashion architecture, instead of long-winded texts. We thrive on sartorial facts instead of personal opinion. WeAr Global Magazine presents readers with the most interesting collections, stores and retail market news worldwide.

WeAr is a quarterly magazine and is printed globally four times a year. Editorial content includes fashion, shoes and luxury accessories from the high-end and exclusive fashion sector.

WeAr’s editorial mainstay: being a guide for buyers on how to improve their business this includes: shop and trend reports from major cities and trade fairs around the world, supplemented with news, digital reports, research, contacts, interviews, business talk and insider tips. Focused on the very best in fashion and retail worldwide.

WHAT WeAr COVERS

1. Relevant stores, showrooms, display windows, interior furnishing, product representation.
2. Lookbooks, runway photos and the latest from the most important trade fairs in the world.
3. Trend reports from major cities worldwide, people, stores, street style and life style.
4. Photos of global collections and trends.

WeAr GLOBAL MAGAZINE: ART AND THE ZEITGEIST.

The visual information is clear, accessible, vivid and above all, professional. Readers are provided with insider information on top collections. WeAr provides up-to-the-minute coverage on turnover and information to help improve retail business.
RON HERMAN  
FOUNDER RON HERMAN STORES, USA AND JAPAN  
WeAr Global Magazine is visually stunning, extraordinarily focused and extremely informative. The three subjects that matter most to me are presented in depth— the people, the products, and the stores. I have been a subscriber since the launch and will continue to be because WeAr Magazine is r-e-l-e-v-a-n-t!

ROBERTA VALENTINI  
OWNER OF PENELope STORE, BRESCIA, ITALY  
What I like best about WeAr is when you’re publishing photos of store

ANDREA PANCONESI  
OWNER, LUISA VIA ROMA CONCEPT STORE, FLORENCE  
Minimalism at its finest, the magazine conveys the expression of design in its purest form. I love it!

EVELYN HAMMERSTRÖM  
OWNER, JADES STORE, DÜSSELDORF  
For me, WeAr Magazine is my first choice and best source for all things fashion and art. Quality meets lifestyle and know-how on the highest level – I love your work! Keep on WeAring, keep on rocking and all the best for the next decade!

ARMAND HADIDA  
FOUNDER, TRANOI TRADE SHOWS AND L’ECLAIREUR CONCEPT STORE, PARIS  
What I like the most about WeAr Magazine is the view the camera has. Indeed, you have a very particular signature, an identity. It’s a way of focusing on things, on small as on great things. It is a generalist magazine that speaks at an international level. For me it’s an excellent source of information and data, which is thus an excellent tool for my work.

KLAUS RITZENHOEFER, DANIEL RIEDO  
FOUNDER AND OWNER APROPOS THE CONCEPT STORE  
WeAr Magazine has been a loyal partner for many years. As a luxury retailer we highly appreciate the detailed and subtly edited trend-previews. In our opinion WeAr-Magazine is one of the most important trade-press titles in fashion business.

LORENZO HADAR  
FOUNDER H. LORENZO STORES, LOS ANGELES  
The content is always nice and the quality of the magazine always looks current and luxurious.

ANNE MARIA JAGDFELD  
FOUNDER, FORMER DEPARTMENTSTORE STORE QUARTIER 206, BERLIN  
To the Magazine WeAr and its publisher Klaus Vogel: best wishes on your 10th birthday! For those of us in the high-end retail sector, the magazine has been an indispensable companion – in both a professional and innovative sense – over the years. Above all, we love your trend reports and the magazine’s global view of developments in the fashion world.

ROSY BIFFI  
OWNER OF BANNER AND BIFFI STORES, MILAN, ITALY  
Browsing WeAr is a real pleasure. So, handle with care. Because it is different from any other fashion magazine. I love the layout, the graphics, the images, and most of all, the aim. Wishing you all continued success.

KOKI MINE  
GENERAL MANAGER, RON HERMAN JAPAN  
Congratulations on your 10th anniversary. I always have WeAr in my hand. The experience is not just about reading it through; it also goes deeper for me. Whenever I am at the point where I have no ideas, I take WeAr magazine and turn the pages. Beautiful clothes and wonderful designs appear there, which I take for inspirations and store in my heart. It’s like walking through an exhibition of good art. WeAr always leaves something deep inside of me. When I set up the Ron Herman shop in Japan, I turned the pages of WeAr countless times. WeAr has been and always will be a special input for me, so that other people may enjoy my creative output.
Congratulations to WeAr on 10 years of informing and advancing the fashion industry. Your innovative visual design and concise approach to fashion news and trend coverage has changed the way your worldwide readers receive the most current trends in contemporary fashions.

WeAr Global is a magazine translated into 8 languages and distributed in 50 countries, and this makes it one of a kind. We particularly appreciate the fact that it regularly features Italian brands, as well as the style with which shoes are selected and presented, skillfully highlighting Italian-made products. Thanks and best wishes to WeAr!

It is always a pleasure to browse WeAr magazine, whether to read success stories or look at inspiring images and stay updated about fashion trends. It is not only about fashion but also about art in general. Reading WeAr gives me a lot of ideas and suggestions for thinking out of the box about my work, my showrooms across Europe and my attitude towards new technologies and innovations in the fast-moving fashion world. Happy Birthday WeAr magazine!

The unique and appealing visual language of WeAr almost makes you forget you’re catching up on industry insights, trends, and business news.

The best thing about WeAr is definitely Behind a success story in any field there is a talent and a vision that is different from the others. This is the case for Klaus and WeAr. He has been able to bring his long experience and mix it with a great sense of innovation and a precise new aesthetic. WeAr has been anticipating the need for being global and, along with lifestyle, it has focused centrally on the product and the design. I have shared the passion for fashion and design with Klaus and WeAr all these years and most importantly, we have become friends.

Happy 10th birthday, WeAr Global! You’ve always been the best at portraying fashion as art. A progressive, forward thinking trade magazine shot with a clever, creative layout of the latest trends globally. I am proud to have been included over the last 10 years. Happy 10th anniversary, WeAr.
HENNING KORB
CREATIVE DIRECTOR,
APROPOS CONCEPT STORE,
GERMANY
Congratulations on the 50th issue of WeAr magazine. Consistency is so rare to find in a fast-moving and ever-changing industry. WeAr has always been inspirational to us – upcoming trends from a global perspective, new ways and ideas of offering something special and unique proves modernity and agility. By giving relevant insights and creative ideas WeAr magazine has set impulses for international retailers and the fashion industry. It is always a pleasure and a great excitement to turn those pages. We are proud to be part of it and wish you all the best for the next 50 issues and more. Happy anniversary!

ALEN ENUMBA
BUYER, AU PONT ROUGE,
RUSSIA
Fashion, art, design and lifestyle make our life beautiful. WeAr is the perfect place to see it all at once. Happy anniversary! Grow bigger, be inspired...

ALLEN FURTADO
OWNER, DAMAGE PLAYGROUND,
THE NETHERLANDS
WeAr magazine is SpottieOttieDopalicious, you know, that song by Outkast. As I flip through the pages in slow motion all I can think of is damn, damn, damn.

ROBERT DODD
FOUNDER, ROBERT DODD SHOWROOM, FRANCE
WeAr magazine is a real trendsetter for us. If a brand is featured in it, it is confirmation that the brand is recognized and cool. We have collaborated several times in the past, with some great shoots coming out of it: in the early days, when street culture and skating were all the rage, we featured Aem’Kei and premium and authentic denim brands such as 7 For All Mankind, Rogan NYC, etc., as they hit the market from early 2003 onwards. Today, we are collaborating with the new outerwear products that are driving sales. I have good memories of walking around Premium or Bread and Butter in Berlin with your magazine in one hand and a large beer in the other... Not sure which was heavier!

I wish you all a happy 50th anniversary and many more successful years to come. Thank you for everything!

LARS BRAUN
FOUNDER, BRAUN HAMBURG,
GERMANY
Congratulations on your 50th edition. With every issue you give us an idea of what is going on in the industry and what we might be missing out on. Please continue to be as inspiring, fresh, up-to-date and young, and please retain your critical mind. This is all the more important as fashion seems to be getting a little boring and the industry might be adapting a certain copy-and-paste attitude.
Thank you so much for all your work in the past and all the best for the future.

TIZIANA FAUSTI
OWNER, TIZIANA FAUSTI,
ITALY
I consider WeAr Global Magazine a valuable voice in luxury fashion and the latest trends, interpreting contemporary lifestyle with a vanguard vision. I also appreciate the sensible and skilled focus on art. With its captivating covers and editorial graphics it is an inspiring guide for buyers, customers and all the fashion business. Surely a must-read magazine

GU QING
FOUNDER, WOLEE, CHINA
First all, happy 50th anniversary! WeAr is always my best source on what’s new in the fashion world, and I love the concept that combines fashion, art, people, etc. It’s simply the best, well done!

ALFREDO CANDUCCI
PAIS FERREIRA
SALES AND BUSINESS DEVELOPMENT DIRECTOR,
TOMORROW LTD., MULTIPLE LOCATIONS
WeAr Global Magazine is the perfect combination of art and fashion. It is an inspiring platform to refer to in order to stay informed about the latest trends and gain a deeper insight into the industry. It raises awareness of the different facets that build the perception of the fashion industry where art and fashion come together as one. It is always a pleasure to read WeAr Global Magazine, as its images are always interesting and unique, creating a major focus on the product itself rather than the description of it.

IVAN CHAN
CEO, DUIER, CHINA
Congratulations to WeAr magazine on the 50th issue! This is a milestone and achievement for an international fashion publication! I really look forward to continuing Duiër’s cooperation with WeAr in the Far Eastern markets.
From industry talks to shops to runway and trend reports – WeAr does a fantastic job and is a source of both information and inspiration at the same time. An all-round perfect fusion of fashion, design and art: the ideal way to while away the time. Thank you for letting us be part of your journey. In this sense, we wish the whole WeAr team huge congratulations on the 50th edition – and we look forward to many more. Thank you for 50 glorious issues!

I am one for getting rid of printed paper. I only get one publication on a regular basis that I hold on to and constantly refer to: WeAr Global Magazine. Your magazine embodies art, fashion and the art of cool, a wonderful combination and superbly produced. Stay curious! All the best!

WeAr brings together what belongs together: exciting brands that make a difference, a selection of new styles and trends, an exciting mix of well-known and unknown retailers. WeAr is authentic, speaks its own language and has a strong identity – valuable features in a constantly changing market!

For some years now, we have been associated with WeAr Global Magazine and appreciate the extensive expertise of the editorial staff in the areas of fashion and retail. In 2012, we were awarded the ‘Best Fashion Retailer in the World’ award. Receiving such recognition from an internationally renowned magazine and its readership is very special and has strengthened us in our long-standing philosophy of inspiring customers and visitors with innovative and courageous concepts. We cordially congratulate the makers of WeAr Global Magazine on the 50th issue and wish them continued visionary and contentious topics.

As a department store, Isetan Mitsukoshi aims to be one of the world’s greatest fashion museums. I believe WeAr has the same spirit and passion for fashion as us, so we hope we will encourage and inspire each other for years to come.

Wow! Happy Birthday WeAr! We can’t imagine our buying without you. We love WeAr magazine because you inspire us, the large photos ensure we can see materials up close, which helps us understand designs and, most of all, trends. We cherish and value our ongoing relationship and how you connect us to buyers, designers and all-round fashion geeks throughout the world. Happy Birthday to you!

Happy 50th anniversary WeAr! It has been a privilege to work with such an innovative and forward thinking title and we’re grateful for the support for our brand; WeAr is a fantastic platform that is so well regarded throughout the industry, congratulations on this milestone.

Congratulations on your 50th issue! Looking back on your outstanding work and achievements, I recognize that your one-of-a-kind perspective gives me fresh ideas for my buying and inspires me. We at Isetan Mitsukoshi sincerely hope we can continue our collaboration with WeAr in future.

Congratulations on your 50th issue! It has been a privilege to work with such an innovative and forward thinking title and we’re grateful for the support for our brand; WeAr is a fantastic platform that is so well regarded throughout the industry, congratulations on this milestone.

With its appealing and contemporary visual language WeAr magazine is definitely one of the best magazines for trend coverage, industry insights, and business news. I personally love how they complement interesting articles about the three fundamental factors in fashion: People-Products-Stores. Congratulations on your 50th issue!

WeAr has, unquestionably, the best fashion photos of any fashion magazine I know. I find the artisan and soulful presentation refreshing in this hyper sleek world. WeAr is stylish rather than trendy and stands head and shoulders above the vast majority of fashion publications from any country. BRAVO!

WeAr magazine is definitely one of the best magazines for trend coverage, industry insights, and business news. I personally love how they complement interesting articles about the three fundamental factors in fashion: People-Products-Stores. Congratulations on your 50th issue!

WeAr is the best fashion magazine on planet Earth bar none. Period. This is a fact.

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WeAr – TESTIMONIALS

TOMMASO PECCHIOLI
OWNER, GERARD LOFT, ITALY
WeAr has always been a point of reference for companies, retailers and clients in the fashion industry, useful not only for trends in accessories and clothing but also for the latest styles in terms of furniture, installations and the interior design of shops around the world, which makes this magazine a real must. Your capacity to get both producers and retailers involved and let them express concepts and ideas is inspiring and useful, as is your amazing ability to mix art and fashion, often reflected in magazine covers, which cumulatively are a contemporary art exhibition.

ALESSANDRO BALDI
OWNER OF BLOCK 60 STORE, RICCIONE, ITALY
Why WeAr Magazine? Because it is an innovative window to the fashion world: its images, its pulse, and colors, where information works together with creativity. It’s a tangible sensation, all eyes search for new inspiration.

DUNIA GRONINA
OWNER, LIVESHOWROOM, RUSSIA
Dearest WeAr! Thank you for existing! For looking right into me from a random table in a random showroom several years ago and staying in my heart ever since. You have been an inspiration, a point of reference, a starting point for research, a source of as many questions as answers. I wish you many more issues full of challenges and victories. Thank you for never failing to trigger my interest.

JOHN RICHMOND
DESIGNER/CEO, JOHN RICHMOND
WeAr is always at the cutting edge of what’s going on. Their commitment to researching thoroughly both established and up-and-coming brands shines through in every issue. Always giving informative, considered and objective views on what is coming up, the simple, beautiful design of the magazine makes it a pleasure to read and keep.

POLAT UYAL
CMO (CHIEF MERCHANDISING OFFICER)
I regularly read WeAr magazine, it allows me to reach to the latest and interesting information about fashion retail on a global scale. With its researches, to the point news and trend reports I consider it as an important guide and reference for our industry.

JOHN RICHMOND
PRESIDENT FRED SEGAL
“WeAr gives me a global perspective on what’s next in retail, which is super important for us as we open stores around the world. At Fred Segal, we feature new brands and, of course, experiential and event-driven retail moments. WeAr allows me to see new things and stay in touch with a much broader range of retailer and brand experiences.”

GALLERIA
DEPARTMENT STORE KOREA
Congratulations on the 50th volume of WeAr Magazine! Galleria deeply appreciates your fascinating visuals and sensible perspectives toward global fashion trends. We believe the history of WeAr magazine is a kind of a fashion textbook that reflects an evolutionary process of global fashion retail. Galleria will always support your innovative and inspirational work. Congratulations once again!

NATALIE KINGHAM
BUYING DIRECTOR, MATCHES, UNITED KINGDOM
Happy Birthday to WeAr Global! We hope the future years are just as creative, innovative and inspiring!

KASPER BRANDI PETERSEN
FOUNDER, THE CLOAKROOM AND LABFRESH, SWEDEN
WeAr magazine is an overwhelming feast of visual and emotional impressions. As a source of inspiration WeAr magazine sets the bar high, and I am impressed with their ability to dig up beautiful and innovative concepts from all corners of our globe.
WeAr — CONTENT AND CATEGORIES

FASHION LOOKBOOK

TREND

BUSINESS TALK

SHOPS

ARTIST
MEDIA INFORMATION

CIRCULATION
Magazines, DVD’s and Digital together in total between 12,500 – 25,000 copies, varies between issues. Changes can occur, please contact us for exact figures before each issue. DVD’s include all languages; Digital is available in all languages.
Print run: ca. 59% English, 11% German, 7% Italian, 10% Japanese, 6% Mandarin, 4% French, 2% Spanish, 1% Russian.

THE READER
Readership Profile estimated
Retail 74%, Individuals 17%, Distributers and Agents 4%, Industry 3%, Manufacturers 1% and Wholesale 1%

SIZE
Minimum 224 + 4 pages

PRICE
Print version: 49 EUR - varies in the respective currencies
DVD version: 29 EUR
Digital version: 19,50 EUR

PUBLISHING DATES

Show and trend issue. Fashion meets Accessories, Sportswear and Denim meets Couture. Extended Footwear Special.

ISSUE #58– March / beginning April 2019. Targeting global shows such as: Milan Fashion Week, Paris Fashion Week, Chic, Ontime., King Pins, Premiere Vision Denim, Munich Fabric Start, Shanghai Fashion Week, Tokyo Fashion Week, Seoul Fashion Week, etc. Designer issue with special focus: trends, fabrics and jackets. Sportswear meets Couture.


ISSUE #60 – September/October 2019. Targeting global shows such as: White, Milan Fashion Week, Micam, Tranoi Femme, Paris Fashion Week, Coterie, Chic, CPM, Ontime, Premiere Vision, King Pins, Premiere Vision Denim, Shanghai Fashion Week, Tokyo Fashion Week, Seoul Fashion Week, etc.
Issue 53-56 are ahead of major shows, should these shows change their dates, the dates of the issue might change accordingly.

ADVERTISING RATES

1/1 PAGE BLACK/WHITE OR 4-COLOR: 16,250 EUR
2/1 DOUBLE-PAGE BLACK/WHITE OR 4-COLOR: 32,500 EUR

COVER: Cover, Cover Gatefold, 2nd, 3rd and Backcover on request.

SPECIAL POSITION: Guaranteed advertising positions in the first third of the magazine only on written confirmation of the publishing house and a 20% surcharge on the valid advertising rate.

SPECIAL ADVERTISING: (e.g.: cover seal, special paper, wrapper, gate folder): on request.

AGENCY COMMISSION: 15% AE

DISCOUNT
4 pages and more/year: 25%
8 pages and more/year: 25%

ADVERTISING DATES
Spaces due: 5 weeks ahead of issue
Material due: 4 weeks ahead of issue

CANCELLATION RIGHTS
No cancelation rights, unless specially agreed in writing.

PAYMENT TERMS
3% advance payment discount. 10 days net.

DVD ADVERTISING ON REQUEST.
**PUBLISHING INFO**

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**SUBSCRIPTIONS AND SINGLE COPIES**  
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**TECHNICAL SPECIFICATIONS**

**FILE FORMAT**  
Minimum 300 dpi certified PDF, CMYK  
Including an adequate (Fogra Certified) contract proof. Please send file by e-mail, on CD or upload on our server.

**COLOR**  
ISOcoated_v2_eci.icc Fogra39  
ISO 12647-2:2004

**PRINTING PROCESS**  
Sheet fed offset

**SCREEN**  
250 lines – minimum 300 DPI file

**SIZE**  
1/1 page: 24,8 x 34 cm + 3 mm extra on each side  
2/1 page: 49,6 x 34 cm + 3 mm extra on each side

**OFFSET PAPER**  
MagnoPlus Gloss, woodfree, glossy, 150 gr. art paper

**COVER**  
300 gr. art paper
WeAr — GENERAL TERMS AND CONDITIONS

01 ‘Advertising order’ in the senses of the following General Terms and Conditions, refers to the agreement to publish one or more advertisements of an advertiser or other space buyer in a printed publication for purposes of circulation.

02 The prices of the advertisements are consequent on the Publisher’s Advertising Rate Card in effect at the time the contract is concluded.

03 Advertising agencies and advertising agents are prohibited from passing on the agent’s frees granted by the Publisher wholly or in part to their clients.

04 If an order should not be carried out owing to circumstances for which the Publisher is not responsible, the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. No claims on the part of the Advertiser shall ensue, if owing to force majeure (e.g. war, mobilization, labour dispute, terrorist attacks or other unforeseeable events), the publication of the magazine should be diminished or delayed, or should cease altogether.

05 Orders for advertisements and advertising supplements must be submitted to the Publisher according to the valid advertising rate list. Content and dates are subject to change.

06 The Publisher is entitled to mark with the word “Advertisement” those advertisements whose editorial design is such that they are not readily recognizable as advertisements.

07 The Publisher reserves the right to refuse advertising orders – including individual requisitions under the terms of a transaction – and advertising supplements orders on the basis of their technical form or their origin, in accordance with uniform objectively justified principles. The Publisher reserves all right to refuse advertising orders if the content violate laws or official regulations, or if the publication is unacceptable to the Publisher. The Publisher will be informed immediately if an order is refused.

08 The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data. The Publisher guarantees the quality of printing customary for the assigned publication within the limits set by the printing data.

09 If the print of the advertisement is completely or partially illegible or false, or incompletely printed, the Advertiser may claim a correct substitute advertisement, or a price reduction to the extend, that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable period of time set for the publication on the substitute advertisement of if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence and tort are excluded – especially in the case of orders placed by telephone. Indemnity claims from impossibility of performance and de-fault are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents.

10 In the event that the Advertiser does not make an advance payment, the payment terms are 30 days net, unless otherwise agreed in written order. In the event of default, the Publisher shall charge, with the reservation of further rights, interest for default in the amount of 5% above the respected basic rate of the European Central Bank. In the event of default, the Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements. If there is a reasonable doubt regarding the Advertiser’s ability to pay, the Publisher reserves the right to publish the ad only against advance payment.

11 Upon request the Publisher shall deliver one issue including the advertisement with the invoice.

12 In the event of a reduction in circulation as stated in the valid price list, the Advertiser has the right to a price reduction in relation to the change in circulation, unless the Publisher has informed the Advertiser in time of the drop in circulation and has offered the choice to withdrawing from the contract. The print-run may vary up to 10% due to production problems.

13 In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies for keyed advertisements shall be kept for four weeks. Replies, which are not collected within this period, shall be destroyed. The Publisher shall return valuable documents without being obligated to do so.

14 Printing data shall be returned to the Advertiser only if expressly requested. The obligation to save them shall end three months after the order has been expired.

15 Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases the Publisher shall not be liable.

16 The place of fulfilment is the principal place of the business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies, corporate or special assets is the principal place of business of the Publisher. The same applies if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser’s place of residence or customary place of abode should be moved outside the purview of law after closing the contract.

17 The Advertiser guarantees that he has all rights to publish his advertising pages in all 8 language editions of WeAr global Magazine. By submitting the artwork, the Advertiser holds the Publisher free of any liability as, but not solely: Content rights of artists, models, photographers, locations, etc.

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