

the **CURVY**
MAGAZINE



The Online Magazine for Curvy Women

THE CURVY MAGAZINE is the ULTIMATE digital Plus Size Fashion Magazine

I

for fashion-minded
curvy women

3

self-produced high-quality
fashion spreads featuring
curvy models

2

trends to be
purchased

4

tipps & tricks
for styling-
and beauty-
looks

5

Fashion, Beauty,
Culture and
Lifestyle topics

6

the Curvy Magazine
combines print and
online journalism

7

the Curvy Magazine
is published in
German AND
English

Editorial SIMPLY RED

READ MORE



FASHION



Sparkling Nights

by Carola Niemann



Beauty Kennt Kein Gewicht!

by Jana Ackermann



Unsere Lieblingsmäntel Und Jacken Für Den Herbst

by Julia Kronwitter

Es ist nun endgültig Zeit für dicke Jacken! Wir zeigen dir unsere Lieblinge für den Herbst.

VIEW FASHION



Pulp Fashionweek Paris – Unsere Autorin Stella War Vor Ort

by Stella Steger



Fashiontrend: Statement-Socken

by Julia Kronwitter

POSITIONING

The plus-size market has a high potential because: 60 percent of the German (and American) women wear a size 42+ - the market is set to continue growing, according to data from research consulting firm GlobalData.

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



USER TYPOLOGY

Our audience is...

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





ADVERTISING FORMATS

CO-OPERATIONS

the Curvy Magazine offers you the possibility to book different co-operation models.

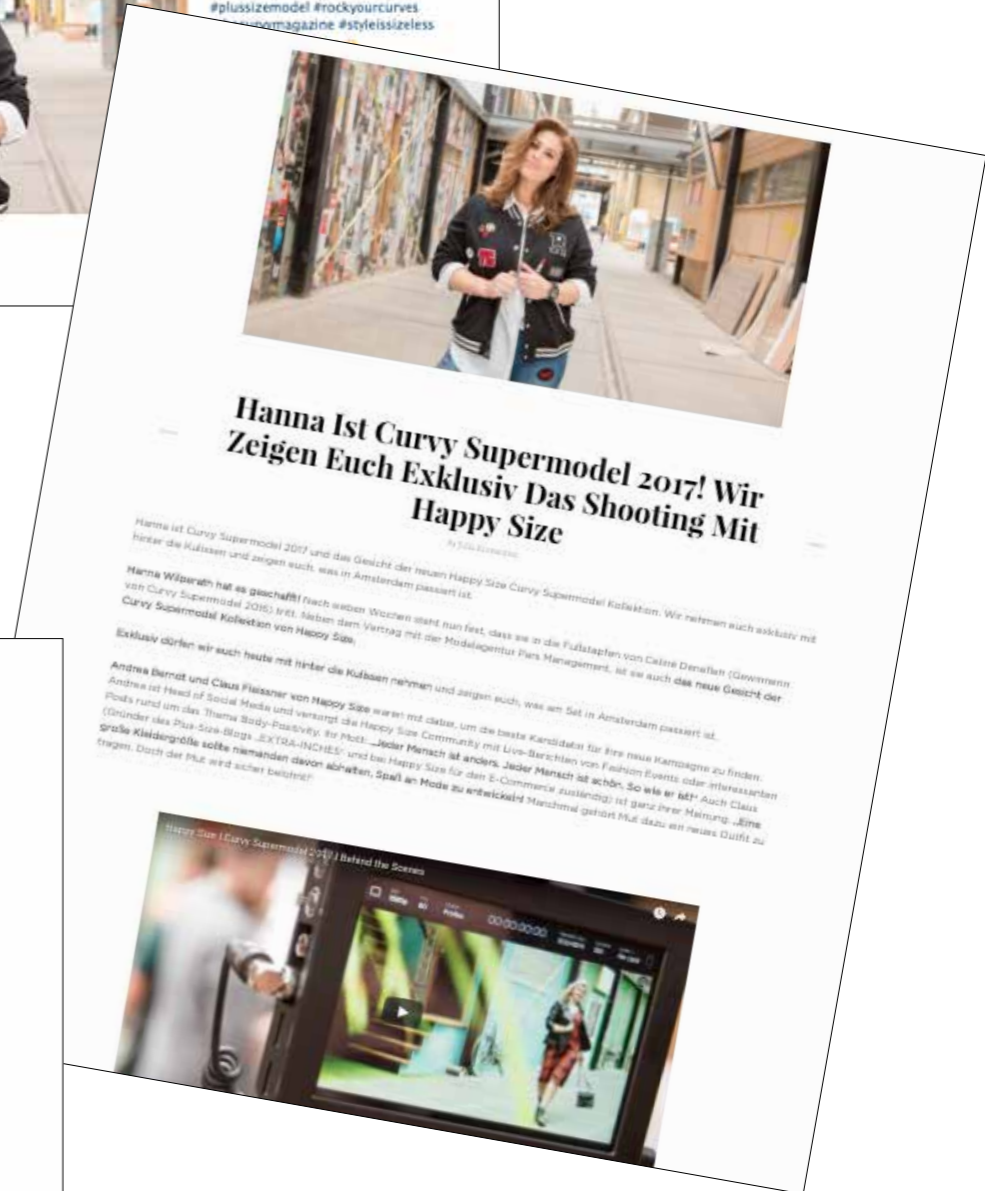
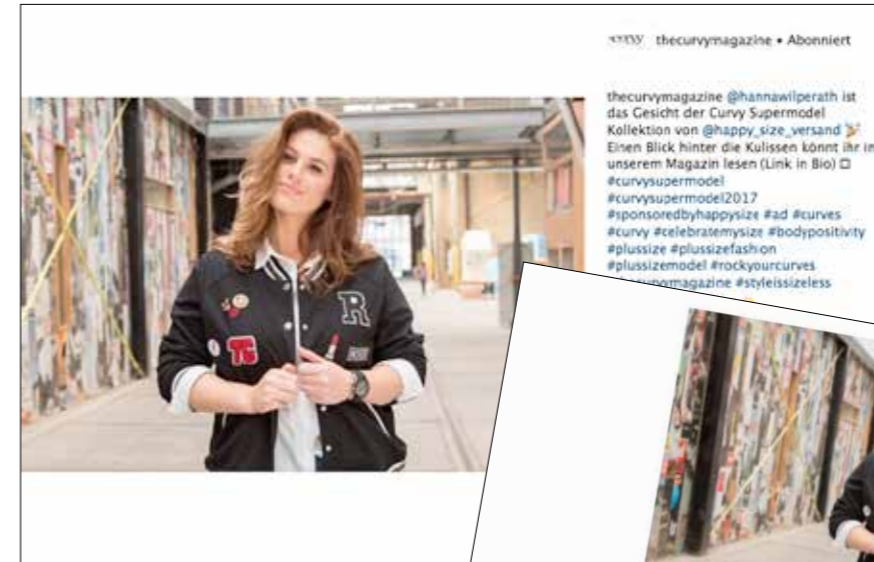
For the best possible integration of your brand, we offer a modular system.

This system enables you to choose your preferred modules for the best possible placement of your brand.

Thanks to the page's responsive set-up, the Curvy Magazine grants the correct presentation of the homepage on all end devices and display sizes.

For your better understanding of the modular system, we have compiled ready-made packages.

It allows us to explain our system's advantages in detail:

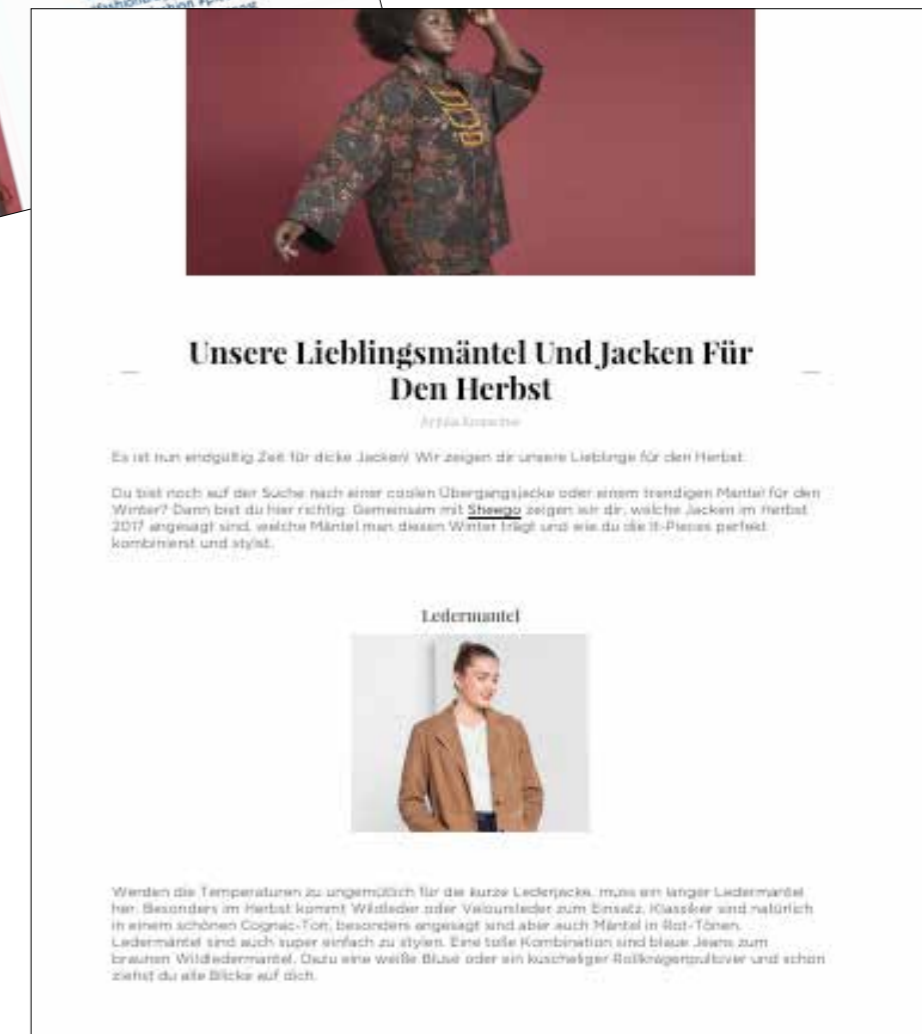


“Shopping Trend” Co-Operation



According to your requirements and in accordance with the editorial staff of thecurvymagazine.com, a made-to-measure shopping trend will be realized as follows:

- An editorial article including a link to your online shop or homepage.
- The editorial team will choose up to 8 articles within the determined topic – products will be shown within the article plus direct link to online shop.
- Article will be teased via Facebook and Instagram – text and picture plus direct link to your channels.
- Integration in the next newsletter of thecurvymagazine.com.
- Duration: 4 weeks (from publishing date).



und du auch nicht. Für die kalten Tagen sind gerade voll im Trend. Wie über einem tiefen Herbstkittel mit wird es mit coolen Sneaker und

„Editor’s Choice“ Co-Operation

A product of your choice will be implemented in accordance with the editorial staff of thecurvymagazine.com:

- Placement of your product in a high-quality magazine layout in the “Editor’s Choice” section in form of a packshot or inspiration image with short description.
- An editorial article containing a detailed description about your product and including a link to your online shop or homepage.
- Shop the Look: Your product will be shown in the article including a direct link to your online shop.
- Teaser via Facebook and Instagram including a link to the editorial.
- Integration in the next newsletter of thecurvymagazine.com.
- Duration: 4 weeks (from publishing date)

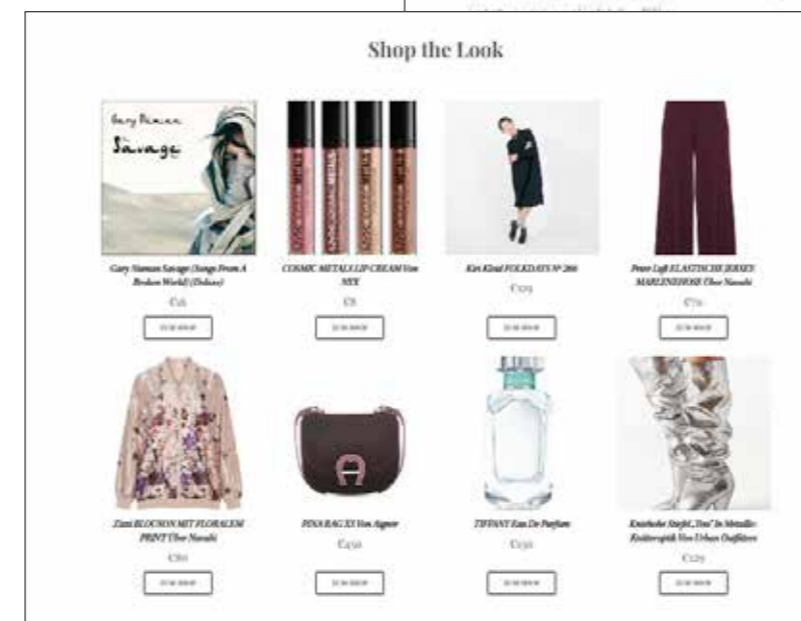


Editor’s Choice: Unsere Lieblinge Im Oktober

Wir stellen dir regelmäßig Dinge vor, die unsere Editors entdeckt und beschäftigt haben! Heute: Unsere Lieblinge für den Oktober.

Magische Momente

„Das dänische Schmuck-Label Pandora übernimmt pünktlich zum Herbst mit einer ganz besonderen Kooperation für kleine und große Pyramensinnen. Disney-Fans dürfen sich jetzt mit hübschen Schmuckstücken passend zu Film-Klassikern davon träumen. Ich bin schon



stlage

ptember erschienene Album, ist typisch Numan. Musikalisch zeichnet es eher düstere industrial, harte Itch Nails oder Trent Reznor lassen grüßen. für zum Ableiten, aber geht's ab... im Oktober in Europa, in Deutschland imsted ediert: Nur zwei Konzerte in

absoluter Hingucker: Auch auf den Lippen ist metallisches Schimmern absolut weisse (n braun, passend zum Herbst.“ – Stella

“Tutorial“ Co-Operations

One or more products of your choice will be implemented according to your requirements and in accordance with the editorial staff of thecurvymagazine.com:

- A high-quality made-to-measure fashion or beauty tutorial hosted by a testimonial, expert or influencer.
- Editorial of tutorial including link to your online shop or homepage.
- The products are shown in the article including a direct link to your online shop.
- Tutorial will be teased via Facebook and Instagram - text and picture plus direct link to your channels.
- Integration in the next newsletter of thecurvymagazine.com.
- Duration: 4 weeks (from publishing date)



Stil Bruch

By Julia Knüttler

Darf's ein bisschen ausgefallener sein? Dieser Muster-Mix ist was für Mode-Mutige. Endurance von Curvy Supermodel zeigt euch, wie's geht.

Muster-Mix ist nicht nur im Sommer total angesagt – auch im Herbst wird wieder bunt gemixt. An Endurance von Curvy Supermodel seht ihr, wie ihr verschiedene Prints kombinieren könnt. Dieser Trend ist etwas für Mutige. Wenn Du es etwas schlichter magst, dann entscheide Dich für ein Statement-Teil und style es mit einem Klassiker wie einer Jeans oder einem einfarbigen Oberteil. Unser Looks von gibt es wie immer zum sofort Nachshoppen. Lasst Euch inspirieren!

WEITERE VIDEOS

0:27 / 2:24

YouTube

Shop the Look



MODULAR SYSTEM

We will gladly explain our modules in detail:

Each module may be booked individually as well for fashion as for beauty and lifestyle.

**LINK IN
TEXT**

The editorial will include a link to your homepage or online shop.

**PRODUCT
LINK**

One or more products will be shown within the editorial – with direct link to your online shop.

Unsere Lieblingsmäntel Und Jacken Für Den Herbst

by Julia Kronwittter

Es ist nun endgültig Zeit für dicke Jacken! Wir zeigen dir unsere Lieblinge für den Herbst.

Du bist noch auf der Suche nach einer coolen Übergangsjacke oder einem trendigen Mantel für den Winter? Dann bist du hier richtig: Gemeinsam mit [Sheego](#) zeigen wir dir, welche Jacken im Herbst 2017 angesagt sind, welche Mäntel man diesen Winter trägt und wie du die It-Pieces perfekt kombinierst und stylst.

Ledermantel



Arched Eyebrow For Navabi
Karobluse

€80,00

ZUM SHOP



Acne Studios – Bamy Kniehohe
Lederstiefel

€750,00

ZUM SHOP



Longbluse Mit Grafischem Muster
Von Sara Lindholm Über Happy Size

€50

ZUM SHOP



STRIPED TIE-FRONT JUMPSUIT

€79

ZUM SHOP



ASOS – Kimono-Jacke Mit
Jacquardmuster

€82

ZUM SHOP



Weekend Max Mara Blusenshirt Mit
Katzen-Aufnähern – Hellblau

€219

ZUM SHOP



RAID – Delia – Rote Absatzschuhe
Mit Knöchelriemen

€41

ZUM SHOP

Shop the Look

**PRODUCT
FASHION
SPREAD**

Product placement within our self-produced high-quality fashion spreads.
Number of looks upon agreement.

**LOOK
OF THE
WEEK**

Various products make the "Look of the Week" on a shopping page. Direct link to the products in your online shop. Exclusive booking or individual products possible.



NEWS LETTER

Your brand will be integrated into our regular newsletter in the form of a picture/teaser linking your homepage or product landing.



EDITOR'S CHOICE

Placement of your product in a high-quality magazine layout in the "Editor's Choice" section in form of a packshot or inspiration image with short description.

Editor's Choice

Wir stellen dir regelmäßig Dinge vor, die unsere Editors entdeckt und beschäftigt haben. Heute: Unsere Lieblinge für den Oktober

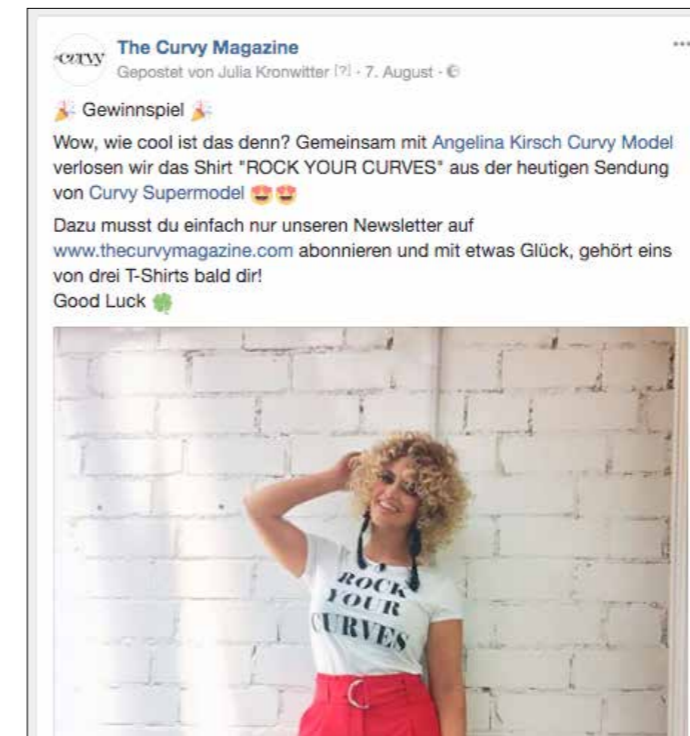
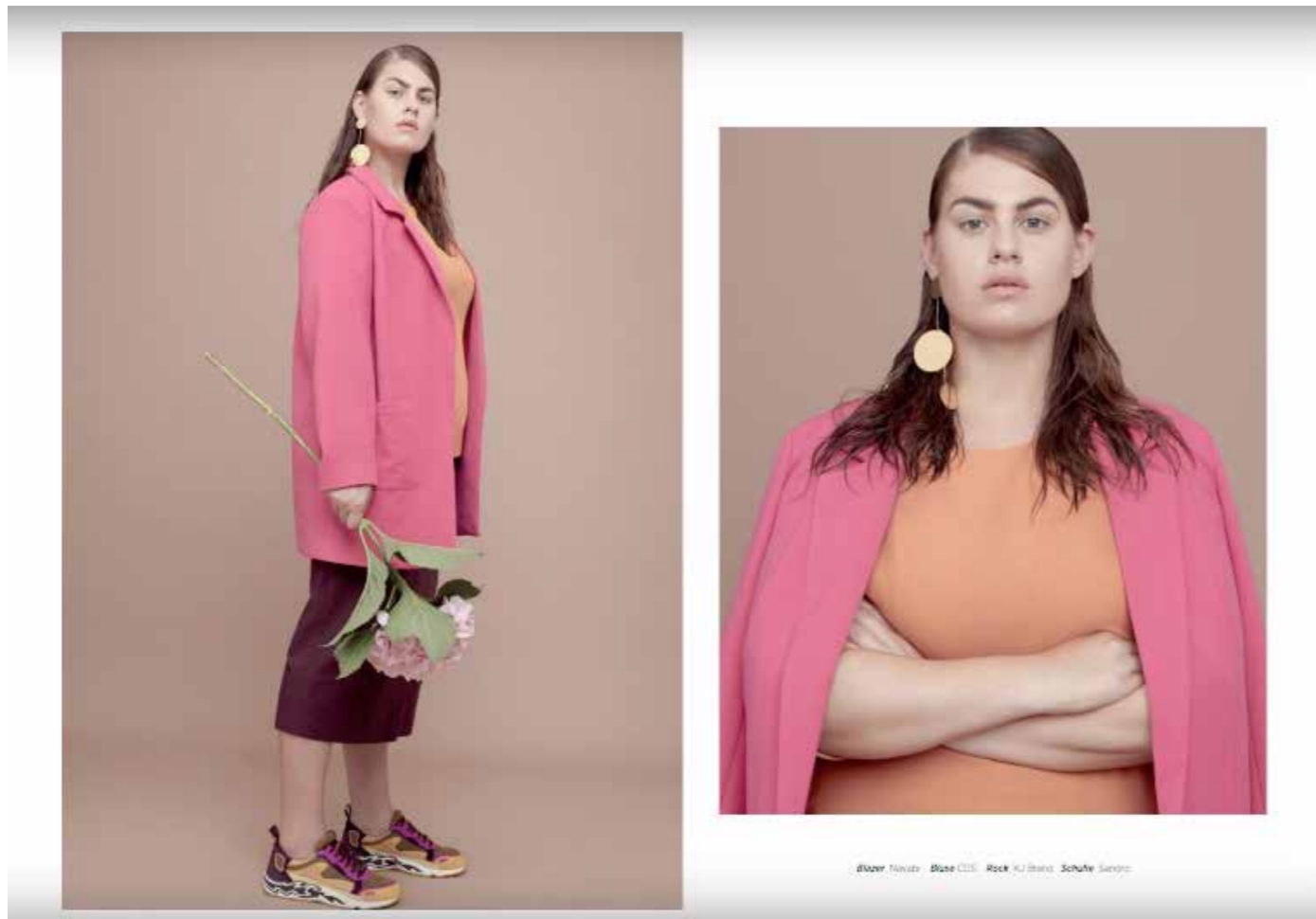
- #Stella**
Cosmic Metals Lip Creme von NYX - Professional Make-Up (ca. 8 EUR)
- #Julia**
Cremefarbener Blouson mit Floral-print von Zizzi (ca. 80 EUR)
- #Elena**
Marlenehose aus welchem Viskosemix-Jersey mit Gummibund von Peter Luft (ca. 70 EUR)
- #Carola**
Umhängetasche „Tonda“ von Aligner (ca. 450 EUR)
- #Elke**
Disney-Edition von Pandora (ca. 80 EUR)
- #Lilli**
Tiffany & Co. „Tiffany Fragrance“ (ca. 100 EUR)
- #Jean-Noel**
Kniehohe Stiefel „Tess“ in Metall-Knitteroptik von Urban Outfitters (ca. 130 EUR)
- #Danielle**
Elektro- und Synthiepop: Gary Numan - Savage (ca. 14 EUR)
- #Gerlind**
Kirt Kleid FOLK DAYS N° 266 von Aligner (ca. 130 EUR)

LOOK BOOK

The stylists of thecurvymagazine.com produce a high-quality look book of your current collection. You may use the photos for your online shop, newsletter and brand communication.

RAFFLE

Editorial and social media post about a raffled product including teaser picture and link to your brand. Made-to-measure raffle conception.



FASHION TUTORIAL

The individual special concept provides an ideal brand fit. The moving image enables a high-level brand presence and the emotional approach.

The tutorial can be realized as a “How-to-wear” or “One piece = two looks” concept.

The concept is negotiated individually with the client.

On Top: Making-of video for social media channels can be booked.



BEAUTY TUTORIAL

The individual special concept provides an ideal brand fit. The moving image enables a high-level brand presence and the emotional approach.

The tutorial can be realized as a “Step-by-step guide” hosted by testimonial or an “Expert tutorial”.

The concept is negotiated individually with the client.

On Top: Making-of video for social media channels can be booked.



FACE
BOOK

INSTA
GRAM

the **CURVY**
MAGAZINE

SOCIAL MEDIA

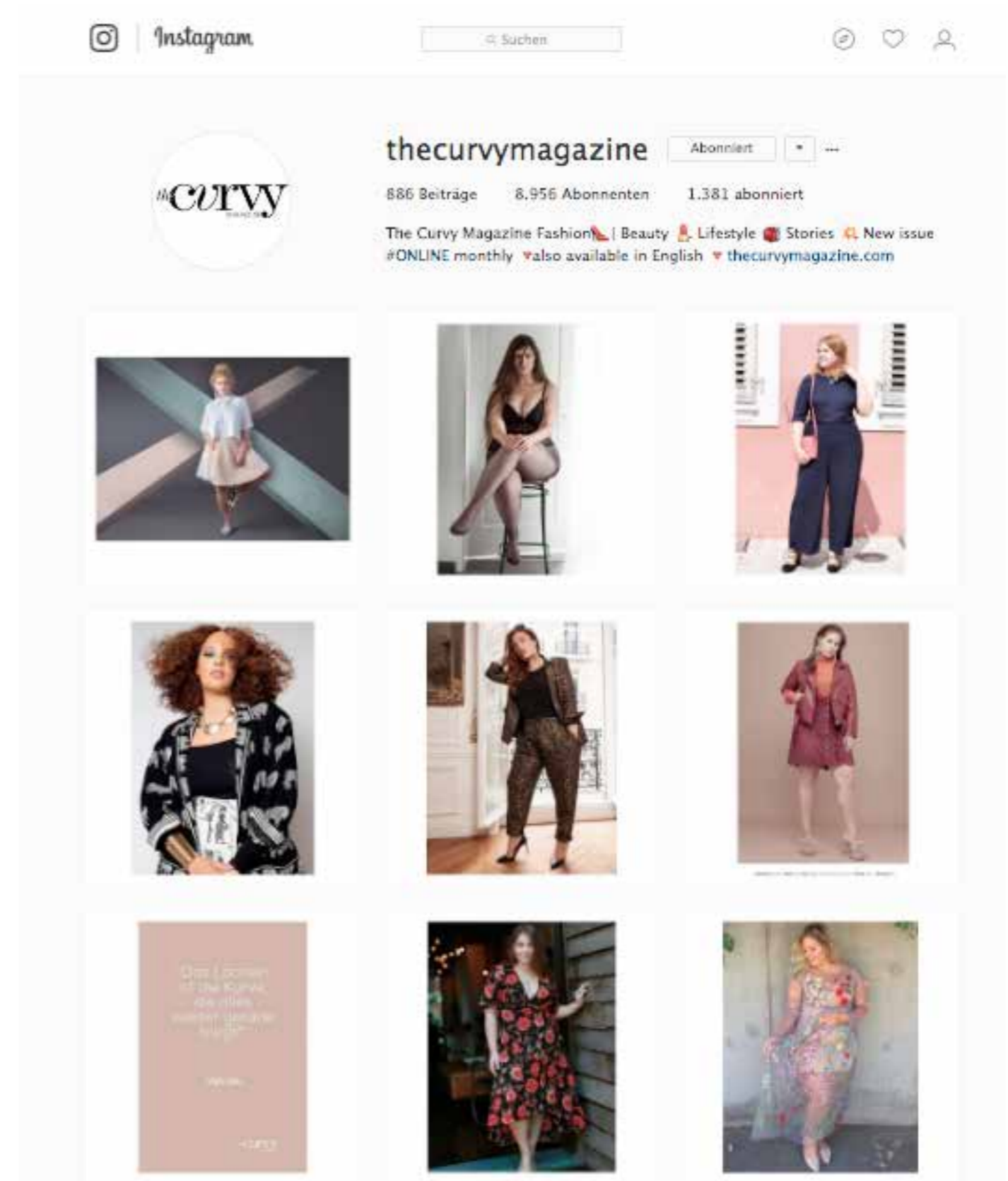
„Instagram belongs to the best advertising platforms.“

A report by Forrester shows that the engagement with brands is 10 times higher on Instagram than on Facebook, 54 times higher than on Pinterest and 84 times bigger than on Twitter.“

To promote your advertising in the best possible way, you may book a social media integration.

The booking of individual Instagram and Facebook posts is possible.

E.g.: outfit posts or short videos.



OVERVIEW

HERE GOES!

How would you like to place your brand on thecurvymagazine.com?

Compile your co-operation model according to the individual requirements of your brand with the help of our thecurvymagazine.com-modules.

We're always there to assist you in case of questions!



MAGAZINE

the **CURVY**
MAGAZINE

”The Curvy Magazine“ comes out every month. We make the format traditionally known from print media available in the digital form. Our self-produced and individually designed editorials are presented in the style of a usual fashion magazine. In addition to fashion topics, we offer beauty and lifestyle specials.

What’s special: Smartphone & co. allow to access the magazine at any time and from anywhere.



Cover



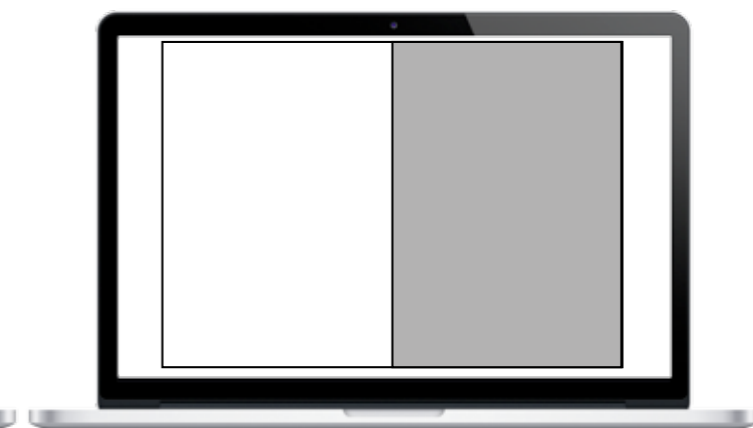
letzte Seite

Advertisements in our magazine:

Cover, last page, double or single page (2/1 or 1/1)
These advertising spaces can be booked with or without linking.



Doppelseite



1/1



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**WE LOOK FORWARD TO
WORKING WITH YOU**