



**LEXPOSURE.NET** *vaka!*  
—because fashion goes deeper than a look!

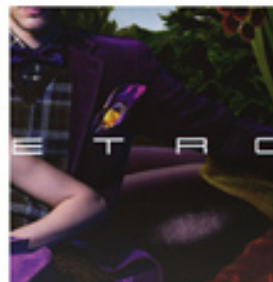
HOME TALENT NETWORK STYLE DIRECTORY HYPE CAMPAIGNS

MY LEXPOSURE (i) (t) (v) LOGOUT

You are here: LEXPOSURE.NET > Home



**SIGN UP OR LOGIN**  
**CONNECT. SHARE & FOLLOW.**  
**REGISTER NOW!**



ADVERTISEMENT



## The Latest News

TALENT STYLE CAMPAIGNS DIRECTORY



### New Campaign by DKNY in New York

by *Timo Sudmann* posted on July 8, 2008

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam consequat vehicula lectus. Duis pede. In aliquet, neque sed suscipit scelerisque, quam ligula facilisis lectus, eros. Nulla egestas consequat laqueus. Duis ullamcorper. Maecenas quam. Duis ac magna. Nisi quam sed odio quis arcu hendrerit vulguate. Etiam a turpis. Vestibulum ante ipsum primis in faucibus... [read more](#)

- ✦ New Campaign by DKNY in New York
- ✦ Lebook is not good for us, because they can't play ...
- ✦ New Campaign by DKNY in New York

[View more](#)

**SIGN UP FOR THE LEXPOSURE NEWSLETTER**

type in your email address

GO



Get fresh articles daily.  
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## New Hypes

- Hypes** Boss Orange closes store in 120 Munich [gh 42min ago](#)
- Hypes** Boss Orange closes store in 120 Munich [gh 42min ago](#)
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## The Editorials

[Made it!](#)

[Lexpose Me](#)

[Company Profile](#)

... *BECAUSE FASHION GOES DEEPER THAN A LOOK!*

**LEXPOSURE.NET™**

**ONLINE ADVERTISING NOVEMBER 08**

© Berlin 2008 by Hyperactive Media

## *–WHAT’S IT ALL ABOUT?*

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### **Where Fashion Meets Technology**

**LEXPOSURE.NET** is the first all-in-one fashion platform for the mobile generation. With daily-updated news and a blogger network that spans from Berlin over Los Angeles to Shanghai, visitors are kept informed about the latest trends and news from all over the world. With over 180,000 images from the major fashion shows in New York, Milan and Paris – searchable by season, designer, city and trend – the lookbooks bring the catwalk directly to your screen.

The biggest advertising campaign database on the Internet gives the user a sneak-peak behind the scenes of the world’s most famous fashion shoots, bringing the user closer to their favourite label or model. Using state-of-the-art technology, **LEXPOSURE.NET** is the first fashion platform that enables brands to have direct communication with their customers and admirers. The **LEXPOSURE** network is a place to connect with like-minded people, share new trends and get inspired. Serving the international, on-the-move and trend-setting community, **LEXPOSURE.NET** is fashion for today’s generation.

## –SECTION OVERVIEW

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### NETWORK

- Creatives from all around the world
- Place to share latest trends & styles
- Where trends become styles

### DIRECTORY

- Comprehensive company index
- Over 12,000 active company profiles
- Job listings for the creative industry

### STYLE

- 180,000 quality images
- Fashion shows, backstage & celebrities
- Daily style & beauty blog

### HOME

- Summary of editorial and user generated content
- Recently updates
- Sign up

### CAMPAIGNS

- Fashion Advertisements
- Movers & Shakers
- Behind the scenes

### TALENT

- Model directory
- Up and coming labels & designers
- Daily fashion blog

### HYPE

- Up to the minute news
- Social bookmarking with up and down voting
- The trend index

## –DESIGN SAMPLES



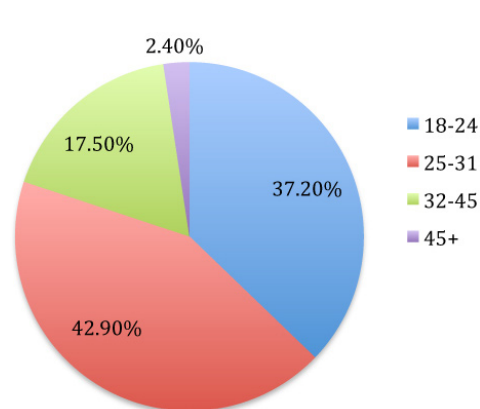
## –DESIGN SAMPLES



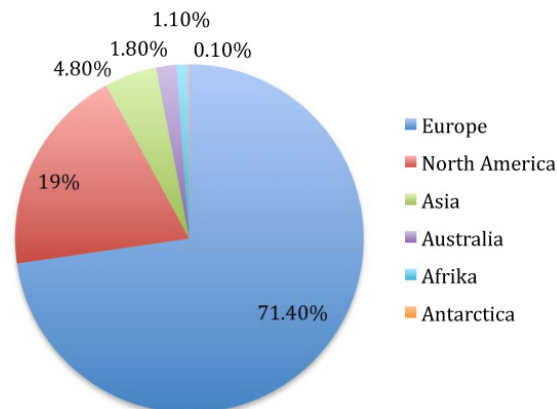
## –USER PROFILE

- **LEXPOSURE.NET**'s users are between 15 and 49
- 55% of the users are female, 45% are male
- 18% UK, 19% North America, 33% Germany, 30% other parts of the world

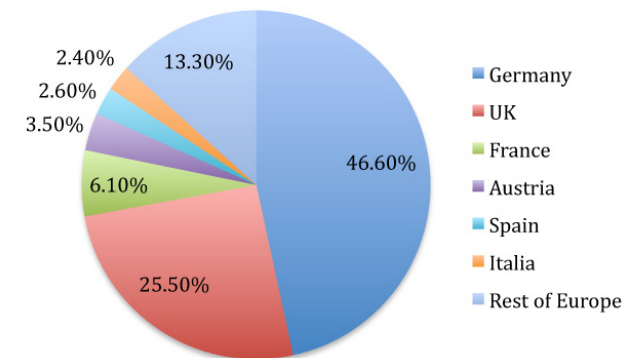
Age in years



Origin



Europe



\* Source: internal user survey August 2008

## *–LEXPOSURE.NET USERS ARE BIG TIME CONSUMERS*

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- 78% travel internationally at least two times a year
- 90% go out at least once a week (restaurants, bars, clubs)
- 68% purchase alcohol every week
- 87% purchase a fashion item at least two times a month
- 64% go to the movies at least once a month
- 94% own a mobile phone
- 56% buy music, videos or DVDs at least once a month
- 62% regularly shop online
- 84% use digital cameras
- 79% purchase beauty products at least once a month
- 98% use internet and email daily

## *–LEXPOSURE.NET USERS HAVE STRONG TRENDSETTING ATTITUDES*

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- 87% want to know about fashion brands and designers before anyone else
- 72% want to know about trends and styles before anyone else
- 68% want to know about movie and music releases before anyone else
- 57% want to know about technical gadgets, games before anyone else

## *–LEXPOSURE.NET USERS ARE EXTREMELY LOYAL AND INVOLVED*

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- 72% visit the site at least once a day
- 92% will recommend **LEXPOSURE.NET** to friends and colleagues
- 32% interact with **LEXPOSURE.NET** by commenting articles, uploading portfolios, connecting with other users
- 65% consider themselves loyal to **LEXPOSURE.NET**

## *–ADVERTISING OPTIONS*

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Predicted visits per month: **100.000 visits**  
Predicted page impressions per month: **600.000 page impressions**

## *–AD INTEGRATION EXAMPLES*

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| Form             | Size            | CPM  |
|------------------|-----------------|------|
| Leaderboard      | 726 x 90 pixel  | 40 € |
| Square Box       | 250 x 250 pixel | 30 € |
| Half Banner      | 234 x 50 pixel  | 15 € |
| Button           | 120 x 60 pixel  | 15 € |
| Medium Rectangle | 300 x 250 pixel | 60 € |
| Wide Skyscraper  | 160 x 60 pixel  | 50 € |
| Microbar         | 88 x 31 pixel   | 10 € |

### **Special sizes**

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|                 |                 |      |
|-----------------|-----------------|------|
| Half Page Ad    | 250 x 600 pixel | 70 € |
| Rectangle Small | 250 x 100 pixel | 15 € |

**For individual solutions, rich media or exclusive sponsorships please contact us!**

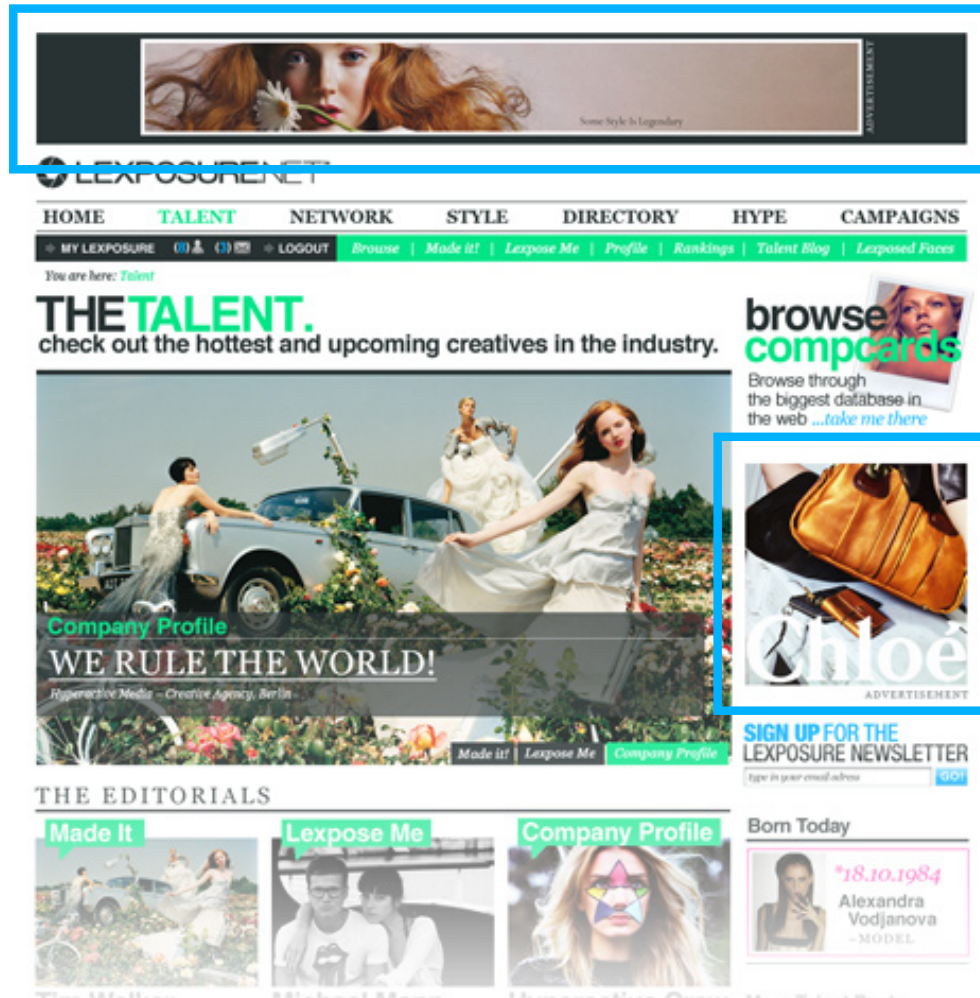
## *–AD SPECS*

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- Gif, Jpg, Flash & Flash video accepted
- Aproximate 35 kb initial load limit
- Flash files may stream an additional 965kb upon click
- Mouse-over / Mouse-off adverts allowed
- Length of 7-15 Seconds.
- No audio unless user clicks for audio

(Targeting available from Q1 2009!)

## –ADVERTISING SAMPLES



The screenshot displays the LEXPOSURE.NET website interface. At the top, a navigation bar includes links for HOME, TALENT, NETWORK, STYLE, DIRECTORY, HYPE, and CAMPAIGNS. Below this, a secondary navigation bar offers options like MY LEXPOSURE, LOGOUT, Browse, Made it!, Lexpose Me, Profile, Rankings, Talent Blog, and Exposed Faces. The main content area features a large banner for 'THE TALENT.' with the tagline 'check out the hottest and upcoming creatives in the industry.' and a 'browse compcards' section. A prominent advertisement for 'Chloé' is visible, showing a woman in a white dress. Below the main banner, there's a section titled 'THE EDITORIALS' with three sub-sections: 'Made It', 'Lexpose Me', and 'Company Profile'. A 'Born Today' section highlights Alexandra Vodjanova, a model born on 18.10.1984. The website also includes a newsletter sign-up form and a footer with the text 'Hyperactive Media - Creative Agency, Berlin'.

**LEADERBOARD**  
726 x 90 pixel

**SQUARE**  
250 x 250 pixel

## -ADVERTISING SAMPLES

LEXPOSURE.NET™

HOME TALENT NETWORK STYLE DIRECTORY HYPE **CAMPAIGNS**

MY LEXPOSURE    LOGOUT [Browse](#) | [Blog](#)

You are here: [Campaigns](#) > [Blog](#)

## THE CAMPAIGNISTA.

get behind the scenes of world's most famous fashion ads.



**Chloé**

ADVERTISEMENT

### New Campaign by DKNY in New York

by [Timo Sudmann](#) posted on Jul 8, 2008 [95 Comments / Add Yours!](#)



**browse campaigns**

Browse through the biggest database in the web [take me there](#)

74 news entries in the month april by [Timo Sudmann](#).

**View by Contributors**

- ✦ [Vicky Young](#)
- ✦ [Timo Sudmann](#)
- ✦ [Oliver Bronner](#)

**View by Month**

- ✦ [January](#)
- ✦ [February](#)
- ✦ [March](#)
- ✦ [April](#)
- ✦ [May](#)
- ✦ [June](#)
- ✦ [July](#)
- ✦ [August](#)
- ✦ [September](#)
- ✦ [October](#)
- ✦ [November](#)
- ✦ [December](#)

Bloglove

MEDIUM RECTANGLE  
300 x 250 pixel

## –ADVERTISING SAMPLES

**LEXPOSURE.NET**

HOME TALENT NETWORK **STYLE** DIRECTORY

MY LEXPOSURE LOGOUT Browse Blog

You are here: [Style](#) > [Browse](#) > [Show](#)

Show Details Backstage Beauty Celebrities 35 Comments / Add Yours

**COMMES DES GARÇONS**  
Spring Summer 2008/2009 – NEW YORK (RTW)

**ANJA RUBIK**  
IMG Models (London)

Embed:  
<http://www.lexposure.net/photos/08-04/11/14/35578gh>

URL:  
<http://www.lexposure.net/photos/08-04/11/14/35578gh>

Photos 1-9 out of 22 1 2 next

PREV Look 3 NEXT

Show Details

Main Information

|          |                                                       |                   |
|----------|-------------------------------------------------------|-------------------|
| Designer | Marc Jacobs                                           | Hyperactive Media |
| Press    | Timo Sudmann                                          | Hyperactive Media |
| Venue    | Marc Jacobs                                           | Hyperactive Media |
| Models   | Gemma Ward, Agyness Dean, Luca Gadjus, Julis Stegner, |                   |

**SEARCH!**  
Search the biggest creative directory on the web with over 15.000 entries!  
type here... **SEARCH**

Advanced Search

**HALF BANNER**  
234 x 50 pixel

**BUTTON**  
120 x 60 pixel

**HALF PAGE AD (SPECIAL SIZE)**  
250 x 600 pixel

## -ADVERTISING SAMPLES

LEXPOSURE.NET™

HOME TALENT NETWORK STYLE DIRECTORY HYPE CAMPAIGNS

MY LEXPOSURE LOGOUT Latest | Fashion | Beauty | Street Style | Celebrity | Art | People | Music | Others

you are here: [Hype](#)

**THE HYPE.**  
what's hot. what's not. read it here and make your vote.

**Submit A New Hype!**

**Chloé**  
ADVERTISEMENT

**Hype it!** 235

**Balenciaga Collection**  
Paris rocks the crowd ...  
made popular by LEXPOSURE.NET source [www.thecoolhunter.co.uk](http://www.thecoolhunter.co.uk) 3h 42min ago

**the latest hype**  
Pisces in turpis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Suspendisse varius tortor sodales nulla. Quisque volutpat nulla quis erat. Sed placerat leo sed ante.

**Fashion** **Beauty** **Street Style**

**Mario Testino dating Kate Moss**  
in Berlin next week 3h 42 min ago

**Mario Testino dating Kate Moss**  
in Berlin next week 3h 42 min ago

**Mario Testino dating Kate Moss**  
in Berlin next week 3h 42 min ago

**Most Hyped**

**Hypes** Mario Testino dating Kate Moss 435

**Hypes** DKNY campaign shot in NY last week 210

**Hypes** Marc Jacobs opens store in Berlin 170

**Hypes** Lexposure.net moves to Moscow 155

**Hypes** Style.com launches new design 145

**Hypes** Boss Orange closes store in Munich 120

**Hypes** Mario Testino dating Kate Moss 110

**Hypes** Hyperactive Media new website before we ... 93

**Hypes** Do you yahoo?

RECTANGLE SMALL  
(SPECIAL SIZE)

250 x 100 pixel

WIDE SKYSCRAPER  
160 x 600 pixel

## *–ANY MORE QUESTIONS?*

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Don't hesitate to contact us!

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ACTIVE  
MEDIA