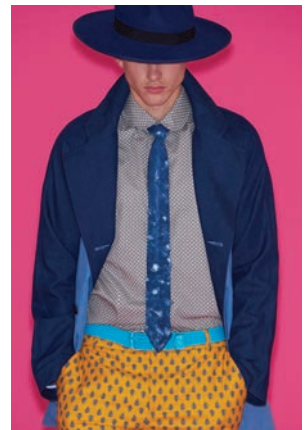
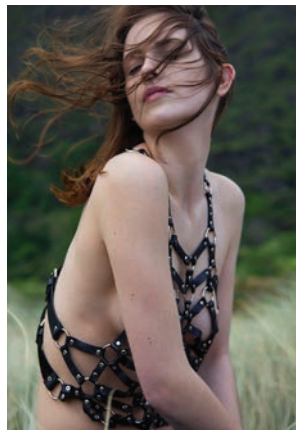


NEW ZEALAND
apparel
THE BUSINESS OF FASHION SINCE 1969

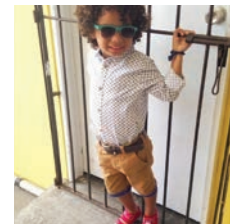
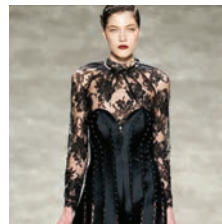
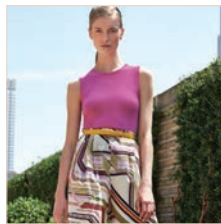


introduction

ESTABLISHED in 1969, Apparel magazine is a monthly business of fashion publication that is a comprehensive insight into the clothing, textiles, footwear and accessory industries. Apparel covers every aspect of the fashion industry including wholesaling, marketing, manufacturing, distribution, import and export, retail, apparel, footwear and textiles, logistics, technology, recruitment and industry related education aspects.

We aim to inform and enlighten our readers with the latest news, features, profiles and fashion highlights from around the world. Between our online and social media channels and our printed publication, you are sure to be up to speed with all the latest information regarding the rag-trade.

Apparel is the only publication of its kind in New Zealand and has maintained its reputation as an important resource for these exciting sectors within the apparel industry.



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social media



FACEBOOK is an online social networking service and allows the team at NZ Apparel to be in constant communication with the apparel audience. Everyone from designers to business and also students, visit our Facebook page to get up to date with industry information as it happens.

facebook.com/nzapparel



TWITTER is also an online social networking service that is predominantly short sentences or words where our audience can quickly and easily access up to the minute information daily.

twitter.com/nzapparel



PINTEREST is a pinboard-style photo-sharing website that allows the team at NZ Apparel to create boards that incorporate theme-based image collections, such as events, collections, and designers.

pinterest.com/nzapparel



INSTAGRAM is an online photo-sharing and social networking service that enables users to take pictures and apply digital filters to them and share them on a variety of social networks such as Facebook and Twitter.

instagram.com/nzapparel



apparelmagazine.co.nz



advertising rates

Double Page Spread

480mm x 342mm + 3mm bleed
 Casual Rate: \$3360
 3-6x Issues: \$2800
 7x Issues: \$2000

Cover Wrap (Four Pages)

240mm x 267mm + 3mm bleed
 \$5775 (includes 500 overruns)

Loose Inserts
 (per 1000 NZ)
 \$420

Full Page

240mm x 342mm + 3mm bleed
 Casual Rate: \$2310
 3-6x Issues: \$1870
 7x Issues: \$1750

Half Page

Landscape: 210mm x 150mm
 Vertical: 102.5mm x 310mm
 Casual Rate: \$1615
 3-6x Issues: \$1320
 7x Issues: \$1250

1/3 Page

Landscape: 210mm x 90mm
 Vertical: 67mm x 310mm
 Casual Rate: \$1098
 3-6x Issues: \$825
 7x Issues: \$720

Quarter Page

102.5mm x 150mm
 Casual Rate: \$875
 3-6x Issues: \$660
 7x Issues: \$550

Classifieds

- 49.5mm(w) x 43mm(h) - Rate: \$200
- 49.5mm(w) x 69mm(h) - Rate: \$250
- 103mm(w) x 69mm(h) - Rate: \$300

Apparel Tiles

- with website link (300 x 300 pixels)
- 1 Month: \$300+gst
 - 6 Months: \$800+gst

General Print Specifications

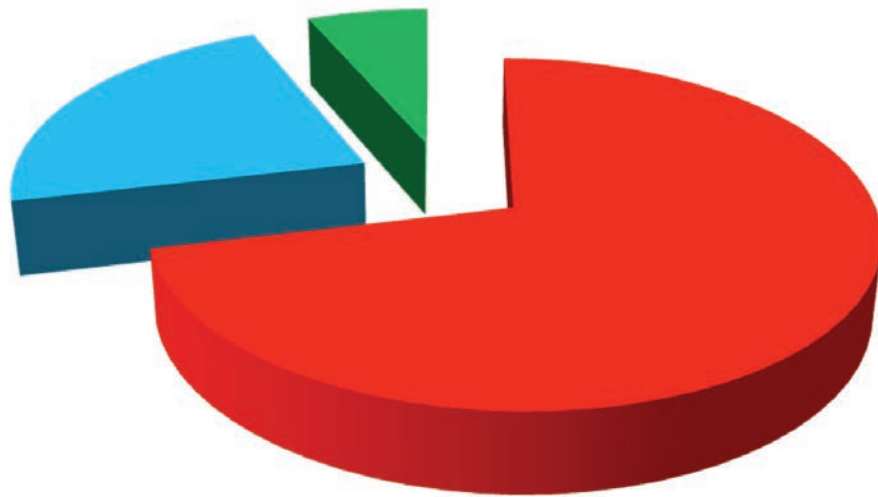
Files to be supplied as Press Optimized PDFs.

All fonts must be imbedded.

For files larger than 8mb, please contact our production department.

- Publication date is the 15th of the month. Material deadline is the first week of the month prior to production.
- GST is not included in quoted rates.
- All prices excluding Classified advertisements are agency commission bearing.

2014 distribution



- **3927** retail
- **1421** designers, suppliers, manufacturers/wholesalers
- **152** Services of fashion

500 bulk copies are available on request with 14 days notice minimum order 50. These copies are distributed to educational institutions, exhibitions, and product launches



industry trade directory

FILL IN THIS FORM FOR YOUR FREE LISTING

STRAIGHT to the desks of the decision makers! In response to the huge demand from all sectors within the industry for an updated directory resource that stitches together the disparate threads of the Kiwi ragtrade, footwear and textile industries, Apparel magazine is currently preparing the 2015 APPAREL TRADE DIRECTORY. To be a part of this major project, please fill out the form below and return the form to us via email, post or fax.

The listing is FREE! However, if you wish to make your listing pop off the page you may like to add your colour

logo for just \$150. Obviously to be able to produce this directory we need your advertising support and as well as the additional logo there are display advertising options available. To assure your place in the directory contact us now to avoid missing out on being part of this vital industry resource. This directory is to include absolutely everyone who has anything to do with the apparel industry, from PR showrooms to designers to technology and business specialists. So don't delay fill out the form below for your FREE listing.

To complete your free basic listing, please fill in the information below.

Company Name: _____

Company Address: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Category Listing:

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Alterations/Sampling | <input type="checkbox"/> Education/Training | <input type="checkbox"/> Labels/Tagging |
| <input type="checkbox"/> Childrenswear | <input type="checkbox"/> Womenswear | <input type="checkbox"/> Agent | <input type="checkbox"/> CMT |
| <input type="checkbox"/> POS | <input type="checkbox"/> Security | <input type="checkbox"/> Menswear | <input type="checkbox"/> Footwear |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Store Design | <input type="checkbox"/> Shopfitting | <input type="checkbox"/> Services |
| <input type="checkbox"/> Logistics | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Technology | <input type="checkbox"/> Textiles |
| <input type="checkbox"/> Modelling Agency | <input type="checkbox"/> Showroom/Studio | <input type="checkbox"/> Trimmings | <input type="checkbox"/> other _____ |

Brands:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Mail, Fax, or email to: PO Box 37140, Parnell, Auckland, Fax: (09) 377 2794 or email: apparel@reviewmags.com

YES! Add my colour logo to my free basic listing for just \$150+gst.