



apparel media kit

Established in 1969, Apparel magazine is a monthly trade publication that is a comprehensive insight into the clothing, textiles, footwear and accessories industries. Apparel covers every aspect of the fashion industry from marketing, import, wholesale and retail apparel, footwear and textiles, to logistics, technology, recruitment and industry-related education aspects. We aim to inform and entertain our readers with the latest news, features, profiles and the most up to the minute editorial comment around focusing on everything from manufacturing through to wholesaling and retailing. Apparel is the only publication of its kind in New Zealand, and has maintained its reputation as an important resource for these exciting industries.



PRINT advertising rates and dimensions

<p>DOUBLE PAGE SPREAD 480mm x 342mm (trim size) + 3mm bleed all around Casual Rate: \$3200 3-6x Issues: \$2800 7x Issues: \$2000</p>	<p>COVER WRAP (Four Pages) 480mm x 267mm + 3mm bleed all around \$5500 (includes 500 overruns)</p>	<p>LOOSE INSERTS per 1000 (NZ) \$400</p>	<p>FULL PAGE 240mm x 342mm + 3mm bleed all around Casual Rate: \$2200 3-6x Issues: \$1870 7x Issues: \$1750</p>	
<p>HALF PAGE LANDSCAPE 210mm x 157mm Casual Rate: \$1540 3-6x Issues: \$1320 7x Issues: \$1250</p>	<p>HALF PAGE VERTICAL 102.5mm x 314mm Casual Rate: \$1540 3-6x Issues: \$1320 7x Issues: \$1250</p>	<p>1/3 PAGE VERTICAL 67mm x 314mm Casual Rate: \$1045 3-6x Issues: \$825 7x Issues: \$720</p>	<p>1/3 PAGE LANDSCAPE 210mm x 67mm Casual Rate: \$1045 3-6x Issues: \$825 7x Issues: \$720</p>	<p>QUARTER PAGE 102.5mm x 150mm Casual Rate: \$825 3-6x Issues: \$660 7x Issues: \$550</p>
<p>BRAND DIRECTORY 47mm x 72mm Monthly Rate: \$90</p>	<p>CLASSIFIEDS 49.5mm(w) x 43mm(h) Rate: \$150 49.5mm(w) x 69mm(h) Rate: \$250 103mm(w) x 69mm(h) Rate: \$300</p>			

general print specifications

- Files to be supplied as Press Optimized PDFs with no RGB or spot colours in them
- All image files must be CMYK, tif formatting
- All fonts must be imbedded
- All colour profiles need to be turned off
- Supply of colour proofs is preferable to minimise colour or font changes
- 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.*

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2012 FEATURES List

FEBRUARY

- Accessories
- Shop fittings
- Finance

MARCH

- Education
- Footwear
- Business

ARPII

- Womenswear
- Security

MAY

- How to create the perfect Lookbook
- Jewellery

JUNE

- Sportswear
- Eveningwear
- Bridal

JULY

- Intimate Apparel
- Hosiery

AUGUST

- Childrenswear
- Millinery
- Fashion Week Lead Up

SEPTEMBER

- Fashion Week Lead Up

OCTOBER

- Plus size
- Maternity

NOVEMBER

- Textiles
- Packaging

DECEMBER

- Eyewear
- Software

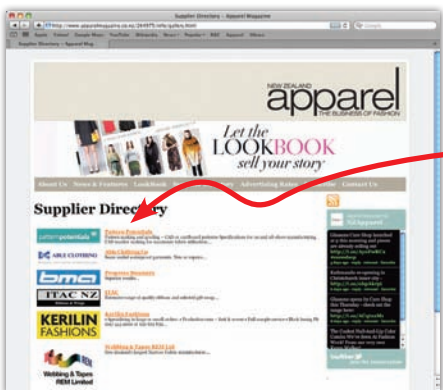
WEB advertising rates and dimensions

Banner



APPAREL Banner with website link
 (940 x 139 pixels RGB JPG)
 • 1 Month: \$600+gst • 6 Months: \$800+gst

Supplier Directory



Logo, contact details and website link
 1 Month: \$300+gst
 6 Months: \$500+gst

patternpotentials [Pattern Potentials](#)
 Pattern making and grading – CAD or cardboard patterns Specifications for on and off-shore manufacturing
 CAD marker making for maximum fabric utilisation...