APPAREL ONLINE BANGLADESH – REACHING OUT TO 60,000 INDUSTRY USERS

With over 20 years of credibility in the Indian textile and garment industry, Apparel Resources entered Bangladesh nearly 4 years ago with Apparel Online Bangladesh (AOB). Today we enjoy a circulation of over 20,000 copies every month with a readership of over 60,000 industry-informed persons spanning the vast supply chain.

Creating a niche in the garment industry, AOB has interacted with over 400 exporters, 80 Country Managers and CEOs of buying offices, officials of numerous garment associations, top management professionals, technologists, processors, trimmings & embellishments manufacturers and suppliers, and many other people associated with the industry.

Garment exporters (Knit & Woven), buying houses, trimmings and machinery suppliers are the subscribers of the magazine.

The magazine has become an appreciated platform for knowledge sharing and a ready reckoner for sourcing of machines, accessories, fabrics and other industry needs. The content is a rich assortment of industry-focused research reports on markets and products, views and interviews of international buyers and retailers, sourcing strategies of companies and countries, technical inputs on how to be lean and productive and analyses of benchmark practices of exporting companies.

OUR COMPANY

Apparel Resources with the tagline ‘Everything Sourcing’, is a media house that works towards bringing together both the manufacturer and the retailer on a local and international platform to enable a deeper understanding between the two about one another for better and prosperous business. Through our various products and publications, Apparel Resources highlights issues related to and for the apparel industry regarding products, markets, trends, sourcing strategies, technology solutions, production planning, manufacturing techniques, value addition options, compliance and human resource concerns through news, views and analyses, directly engaging the industry.

Some of our other prominent magazines are:
NOTE: 15% extra for special pages: (1) Opposite Content, Opposite Editorial, Mindtree, Opposite Back Inside, Opposite Data Pages and First 10 Pages (2) Full page for special issues USD 2000
CIRCULATION 20,000 • READERSHIP 60,000
INDUSTRY WISE CIRCULATION OF APPAREL ONLINE BANGLADESH

- Exporters
- Buying Houses
- Fabric Suppliers
- Mills
- Fashion Institutes and Students
- Trimmings & Embellishments
- Machinery Mfrs. & Agents
- Ministries & Associations
- International

Exporters: 9000
Buying Houses: 2000
Fabric Suppliers: 2000
Mills: 500
Fashion Institutes and Students: 200
Trimmings & Embellishments: 1300
Machinery Mfrs. & Agents: 1500
Ministries & Associations: 1000
International: 2500