APPAREL RESOURCES

#1Source
of Information
for the Apparel Industry

Media Kit
Delivering Transparent Apparel and Textile News for the Last 25 Years…

Apparel Resources is a sourcing platform bringing years of experience in serving the entire textile value chain.

We are a vast knowledge resource for contemporary, insightful and compelling information and analysis of apparel, textile and fashion industries from around the globe. We are backed by our rich experience and deep understanding of the garment and textile industry, both domestic and international.

Focus on Apparel and Textile Industry

Our expertise lies in extensive and transparent reporting on sourcing strategies, textile sustainability, benchmark production practices, global business trends, issues impacting retail markets and manufacturing destinations, garment manufacturing technology, products, fashion influences, management tools, global policies and more.

Why Apparel Resources?

Need relevant, in-depth information on the latest happenings and developments in the apparel, textile and fashion industries? You have landed at the right place!

- Delivering authentic information
- Real-time industry updates
- Relay on-site event news
- Apparel and textile market analysis
- Dissect retail & manufacturing markets
- Market growth monitoring and projections
- Trade data monitoring and projections
- Insightful trade reports
- Buyer-supplier surveys
- Fashion updates and trend reports

Our Publications

Our print verticals are among the most read magazines in their respective domains. Our successful magazines include: Apparel Online India, Apparel Online Bangladesh, Apparel Online Vietnam, Resource Guide, StitchWorld and FFT Magazine.
APPAREL RESOURCES OVERVIEW

Who's the Reader

<table>
<thead>
<tr>
<th>Company Type</th>
<th>Department</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>Production</td>
<td>18-60 years</td>
</tr>
<tr>
<td>Textile</td>
<td>Retail</td>
<td></td>
</tr>
<tr>
<td>Accessories</td>
<td>Sourcing</td>
<td></td>
</tr>
<tr>
<td>Footwear</td>
<td>Design</td>
<td></td>
</tr>
<tr>
<td>Luggage</td>
<td>Merchandising</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>Management</td>
<td></td>
</tr>
</tbody>
</table>

Traffic at Glance

- **3.6+ Lakh Uniques**
- **10+ Lakh page views**
- **3.2 minutes per session**

Source: Google Analytics April 2017-June 2017

Category of Content

<table>
<thead>
<tr>
<th>News</th>
<th>Business</th>
<th>Fashion</th>
<th>Manufacturing</th>
<th>Technology</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest</td>
<td>Retail</td>
<td>Trends</td>
<td>Production</td>
<td>Production Technology</td>
<td>Events</td>
</tr>
<tr>
<td>Business</td>
<td>Sourcing</td>
<td>Runways</td>
<td>Product</td>
<td>Knitting Technology</td>
<td></td>
</tr>
<tr>
<td>Sustainability</td>
<td>Design</td>
<td>Features</td>
<td>Human Resource</td>
<td>Information Technology</td>
<td></td>
</tr>
<tr>
<td>Policy</td>
<td>Merchandising</td>
<td>Innovation</td>
<td></td>
<td>Industry 4.0</td>
<td></td>
</tr>
<tr>
<td>Data</td>
<td>Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Region-wise Traffic

- **48%** Asia
- **18%** US
- **13%** Europe
- **5%** UK
- **16%** Others

Source: Google Analytics April 2017-June 2017
Advertisement Positions:

**Home Page**
- Banner 1080 X 80
- Banner 510 X 80
- Banner 510 X 80
- Banner 510 X 80
- Banner 510 X 80
- Banner 510 X 80
- Banner 730 X 80
- Side Banner 320 X 450
- Side Banner 320 X 210
- Side Banner 320 X 320
- Top Banner Right 320 X 80

**Category / Sub-Category**
- Banner 1080 X 80
- Banner 510 X 80
- Banner 730 X 80

**Article Page**
- Banner 1080 X 80
- Banner 510 X 80
- Banner 320 X 210
- Banner 320 X 320
- Banner 510 X 80

**Search Page**
- Banner 1080 X 80
## Advertisement Rates

<table>
<thead>
<tr>
<th>AR Instances*</th>
<th>Section</th>
<th>Type of Advt./Post</th>
<th>Cost in USD / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel Resources Global <a href="https://apparelresources.com">https://apparelresources.com</a></td>
<td>Home Page</td>
<td>Header Banner 730 X 80</td>
<td>1,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 510 X 80</td>
<td>650</td>
</tr>
<tr>
<td></td>
<td>Category Page</td>
<td>Header Banner 730 X 90</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 1080 X 80</td>
<td>750</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 510 X 80</td>
<td>450</td>
</tr>
<tr>
<td>Apparel Resources India <a href="https://in.apparelresources.com">https://in.apparelresources.com</a></td>
<td>Sub-Category Page</td>
<td>Header Banner 730 X 80</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 1080 X 80</td>
<td>750</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 510 X 80</td>
<td>450</td>
</tr>
<tr>
<td>Apparel Resources Vietnam <a href="https://vn.apparelresources.com">https://vn.apparelresources.com</a></td>
<td>Search Page</td>
<td>Header Banner 730 X 80</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 1080 X 80</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 510 X 80</td>
<td>650</td>
</tr>
<tr>
<td>Apparel Resources Bangladesh <a href="https://bd.apparelresources.com">https://bd.apparelresources.com</a></td>
<td>Article Pages of any one sub-category</td>
<td>Header Banner 730 X 80</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner 1080 X 80</td>
<td>750</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Top Banner Right 320 X 80</td>
<td>750</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Top Banner Right 320 X 210</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Side Banner 320 X 320</td>
<td>550</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Side Banner 320 X 450</td>
<td>650</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner Left 510 X 80</td>
<td>700</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;Sponsor Article (1000 words) with Logo (292 X 224)&quot;</td>
<td>1,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sponsor Logo 292 X 224</td>
<td>850</td>
</tr>
</tbody>
</table>

* Note that the rates mentioned are for any one instance only. Advertisement display in two instances will mean twice the cost though discounts will apply.

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Our Clients

- Apparel Resources Global
  - https://apparelresources.com
- Apparel Resources India
  - https://in.apparelresources.com
- Apparel Resources Vietnam
  - https://vn.apparelresources.com
- Apparel Resources Bangladesh
  - https://bd.apparelresources.com

- GROZ-BECKERT®
- SGS
- STAGE
- S. SHIMA SEIKI
- BOMAR
- DURKOPP ADLER
- AMANN GROUP
- KANNA K
- DELIVERY
- TUKATECH
- NAVS TubeTex
- KANIKA
- KANSA
PACKAGES FOR ONLINE PROMOTIONS

Online Promotion for 3 Months:

   i) The website receives 10,000 unique visits per day.
   ii) The 3 news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.

b. One Company Press Release will be sent to our industry contacts (approx. 1,80,000).

c. Advertisement
   i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 3 months.
   ii) Banner advertisement in Apparel Resources’ Weekly Newsletter – Twice in a period of 3 months. The same is sent to 75,000 newsletter subscribers.

Online Promotion for 6 Months:

   i) The website receives 10,000 unique visits per day.
   ii) The six news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.

b. Three Company Press Release will be sent to our industry contacts (approx. 1,80,000).

c. Advertisement
   i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 6 months.
   ii) Banner advertisement in Apparel Resources’ Weekly Newsletter – Five in a period of 6 months. The same is sent to 75,000 newsletter subscribers.

Online Promotion for 12 Months:

   i) The website receives 10,000 unique visits per day.
   ii) The six news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.

b. Six Company Press Release will be sent to our industry contacts (approx. 1,80,000).

c. Advertisement
   i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 12 months.
   ii) Banner advertisement in Apparel Resources’ Weekly Newsletter – 10 in a period of 12 months. The same is sent to 75,000 newsletter subscribers.

d. Get 1-year content access worth USD 100 free of cost.