

Drapers

The fashion business

2012 MEDIA INFORMATION

Drapers
**Footwear
& Accessories
Awards 2012**



OVERVIEW

With 125 years of editorial heritage, Drapers is the voice of the UK fashion industry. Drapers is the indispensable and trusted source of breaking news, industry analysis and product information for the entire fashion industry; from the largest multiples, the very best brands, leadingetailers and the cream of the independent retail market.

Drapers can provide brands and suppliers with unparalleled penetration into your target market via a multi-platform approach which includes the **weekly magazine** with a circulation of over 9,384¹, **drapersonline.com** with access to over 73,100 unique users², **m.drapersonline.com** – our fully optimised mobile site, plus three exclusive annual industry awards, and bespoke events.

With over 50% of our audience comprising the MDs, CEOs and owner/proprietors of UK fashion businesses⁷, Drapers can provide access to the most influential people in the industry.

Drapers can work with your business to create a tailored package focussed on your objectives.

FASHION INDUSTRY FACTS

Total UK clothing and footwear sales were worth £33.4bn in 2011⁶



¹ ABC Jul'10 – Jun'11 ² Webtrends Jun - Nov '11 ³ Experian ⁴ Stingray Report Feb'09 ⁵ Zoomerang survey Sept'09 ⁶ Kantar World Panel data 2011 up to w/e27th Nov ⁷ Readership survey

READERS & ONLINE USERS



- Drapers is read by over 30% of all multiple fashion retailers and department stores³
- 40% of Drapers' audience is comprised of independent retailers⁴
- 32% of Drapers' audience is comprised of fashion brands and wholesalers⁴
- 60% of Drapers' audience trades online⁵
- The majority of Drapers' audience view industry publications such as Drapers as the most important source of information, ahead of national papers and direct marketing

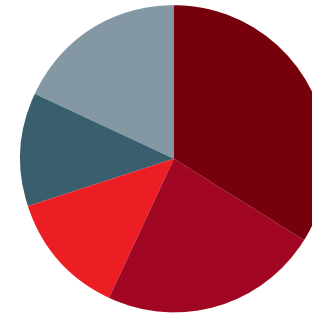
Circulation: 9,384¹



Draperonline.com is the UK's leading website for fashion business professionals. The site provides business-critical content including the latest news, trends, market insight and analysis to our audience of over 71,000 unique users per month². We also have a fully optimised mobile site, **m.drapersonline.com**, keeping fashion professionals up-to-date, on the move.

- 91% agree that **draperonline.com** is their preferred industry website⁵
- 85% rely on **draperonline.com** to keep them informed about important industry news and issues⁵
- 66% agree that **draperonline.com** is an essential source of information when deciding on new brands or suppliers for the business⁵
- 18% of users have contacted an advertiser or service provider as a direct result of visiting **draperonline.com**⁵

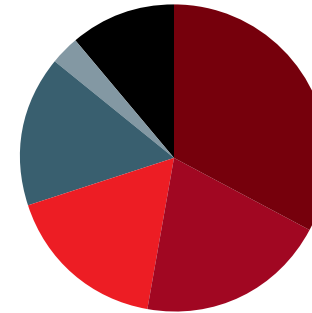
Unique Users: 71,000² Page impressions: 256,500²



BY JOB TITLE

Owner/CEO /MD/ Director:	34%
Manager:	23%
Buyer/Merchandiser:	13%
Marketing / Sales:	12%
Other:	18%

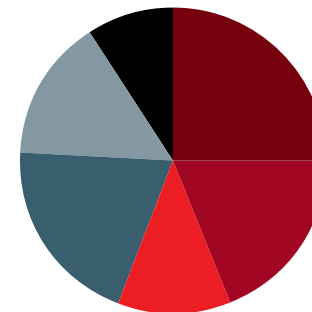
Source: Readership Survey Sept'09



BY SECTOR

Womenswear:	33%
Menswear:	20%
Footwear & Accessories:	17%
Mens & Womens:	16%
Kidswear:	3%
Other:	11%

Source: Stingray Report Feb'09



ONLINE USER PROFILE COMPANY TYPE

Brand	25%
Multiple Retailer	19%
Etailer / Multichannel retailer	12%
Supplier	20%
Manufacturer/ Wholesaler	15%
Independent	9%

Source: www.drapersonline.com
Zoomerang survey Sept'09

¹ ABC Jul'10-Jun'11 ² Webtrends Jun-Nov'11 ³ Experian ⁴ Stingray Report Feb'09 ⁵ Zoomerang survey Sept'09 ⁶ Value of Fashion Report 2010, British Fashion Council ⁷ Readership survey Sept'09

DISPLAY PRINT ADVERTISING OPPORTUNITIES

Drapers offers a range of formats to promote your brand and marketing message to our audience in this leading trade publication:

PRINT ADVERTISING

Size	Rate
Double Page Spread:	£11,592
Full Page:	£6,168
Half Page:	£3,292
Quarter Page:	£1,848
Strip Advertising:	per strip £2,305

(solus advertising on editorial page/2 per issue)

Special positions

Covers: IFC/OBC/IBC:	+15%
Right hand page 1st half:	+10%
Right hand page	+5%

Inserts – loose (single sheet)

1–10 grams	£2,599
11–20 grams	£2,830
21–30 grams	£3,061
31–40 grams	£3,407
Bound (single sheet)	£6,064
Bound Card UK	£3,330



Advertorial



Case study



Business briefing



Supplement sponsorship

CREATIVE SOLUTIONS

Advertorials: page rate £1,575

Designed and written in partnership with Drapers, advertorials simulate editorial content, lending credibility to your message.

Case studies: £6,784

A new offering allowing non-fashion clients to showcase their work on a particular project.

Business Briefing: £7,900

Publish a thought leadership piece demonstrating your company's expertise and market knowledge.

Supplement Sponsorship: POA

Become a Drapers supplement exclusive partner. Includes advertising, advertorial, branding and editorial contribution on our targeted supplements including Supply Chain and Ecommerce.

Tip on full page advert:	£8,663
Front cover tip on	£15,281
Belly band	£12,754
Belly band & DPS;	£25,410

N.B. Please add 15% for International Clients

ONLINE & MOBILE ADVERTISING OPPORTUNITIES

Increase brand awareness and drive traffic to your company website:

Section	Creative	Size	CPM
Home & News +20%	Top MPU	300 x 250	£48
	Top Leaderboard	728 x 90	£42
Targeted section +30%	Skyscraper	160 x 600	£31

Channel sponsorship & targeted ad campaigns (contextual advertising): £2,100 per month

Take ownership of a relevant section of the Drapers website, creating maximum impact and making your brand synonymous with this subject area. eg. womenswear, e-commerce.

Editorial email alerts: £2,100 per week

Take ownership of banners and skyscrapers on our editorial emails. Sent to over 10,000 users.

Solus emails: £1,575 for the first 1,000 email addresses, £368 per '000 thereafter

Bespoke HTML e-marketing content sent direct to the inbox of a targeted segment of our audience.

Drapers mobile: £POA

A banner ad at the top of the mobile site.



Solus email



Drapers mobile

Brand showcase: from £3,675 per month

Host your very own brand gallery or 'Look-book' for your brand's latest collection within the Drapers website.

Content landing pages: from £3,675

Dedicated section of the Drapers site or 'online advertorial', which can include thought leadership content, case studies, white paper downloads, video content and company information.

Surveys & competitions: from £5,250

Gain in-depth industry insight by conducting a targeted survey to our audience.

Ask the Expert: from £5,250 per month

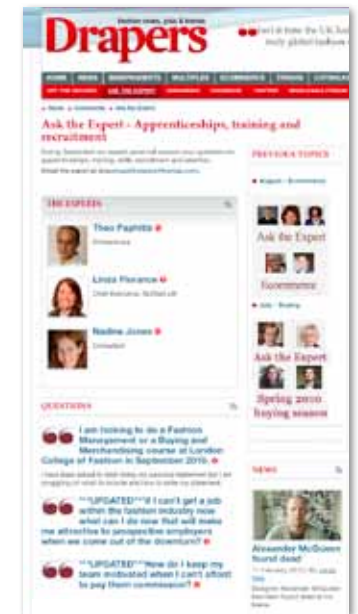
Position your company as a market leader in your field of expertise by sitting on our virtual expert panel, answering questions and providing advice to our users.

Webinars: from £15,750

An unrivalled opportunity to engage with our digital audience via live and interactive streamed video content. Excellent for thought leadership and data capture.



Brand showcase



Ask the Expert

Drapers' portfolio of exclusive industry awards has grown to become the benchmark for the nations' leading fashion brands and retailers. The great and the good of the industry go head to head in a bid to win these prestigious trophies. Drapers rewards all parts of the industry, from the mightiest multiples to unique independents, and the very best of the brands.

Attracting the most influential industry figures from Tom Singh of the colossal New Look to Tom Chapman of Matches, these awards offer our partners an unparalleled opportunity to raise their profile and network in an intimate and trusted environment.

In addition, all sponsors receive an enormous amount of value via a full multi-platform marketing campaign spanning at least 6 months including, print and digital advertising, advertorial, branding and all collateral available on the evening itself.



For Global Blue it is one of our most important marketing activities that delivers for us on many levels, the promotion we receive within Drapers and Drapersonline communicates our key messages and gives excellent brand exposure throughout the year, and is a quantifiable return on our investment.

Nigel Dasler, Vice President Sales, Global Blue

¹ Value of Fashion Report 2010, British Fashion Council

Drapers Footwear & Accessories Awards 2012

**Drapers Footwear Awards
May 3rd 2012**

Drapers unites the great and the good of the UK footwear industry in a celebration of the very best in the business including indies, multiples, brands and the most promising student designers.



**Drapers Etail Awards
May 27th 2012**

The newcomer of the Drapers awards portfolio celebrates its fourth year by recognising and rewarding the best fashion etailers in the country at this dynamic and contemporary event. Last year this was a sellout success.

FASHION INDUSTRY FACTS

22.5% of retail's value added contribution to GDP can be attributed to the fashion industry¹



**Drapers Awards
November 21st 2012**

With over 20 years of history, the Drapers Awards celebrate the very best the fashion business has to offer.



BESPOKE OPPORTUNITIES

For those companies requiring something tailored and truly exclusive, Drapers is fully experienced in delivering bespoke events including breakfast briefings, round-table discussions, research briefings and industry parties.

These events provide an unrivalled opportunity to reach tier 1 & 2 directors via real face-to-face networking opportunities. These events can also be written up in Drapers as a feature reaching the wider fashion audience of over 40,000¹.

These events have a proven track record and offer the sponsor the opportunity to build relationships with clients they would otherwise be unable to meet. The gravitas of the Drapers brand ensures guests of the highest calibre and the event, chaired by a Drapers Editor, is always held at a top London restaurant or hotel. You work with the Drapers team to build an agenda of topics which is seamlessly woven into the conversation and ensures maximum networking and thought leadership opportunities.



Drapers Think Tank



Drapers Awards 2011 – Caroline Nodder



Drapers Power List 2011 – Marie Davies

FASHION INDUSTRY FACTS
 The fashion industry directly employed 816,000 people in 2009²

FASHION INDUSTRY FACTS
 Womenswear sales were worth £18.36bn in 2011³

FASHION INDUSTRY FACTS
 Menswear sales were worth £9.44bn in 2011³



Prologic sponsored a round table event with Drapers because they have the right contacts and direct access to the retailers we are trying to do business with and did not have relationships with. By aligning ourselves with an expert in this field we were able to rely on them to provide us with the calibre of people we needed and an event that was organised seamlessly meaning we could focus on doing business.

Marketing Director, Prologic Investment: POA

1. Publishers Statement 2. Value of Fashion Report 2010, British Fashion Council 3. Kantar World Panel data 2011 up to w/e 27th November

SPECIFICATIONS

Print specifications

Display page areas

Full page

Type area: 260 x 187mm
Trim: 280 x 210mm
Bleed: 286 x 216mm

Half page

Landscape: 125 x 187mm
Portrait: 260 x 89mm

Quarter page

125 x 89mm

DPS

Type area: 260 x 374mm
Trim: 280 x 420mm
Bleed: 286 x 426mm

Production specifications

CMYK only. No spot colours.
Digital files as high res PDF to pass4press standards on email or FTP.

Image resolution 300 dpi. All high res images must be embedded within the file. Do not use OPI settings.

Booking deadlines

For weekly issue:
10 days prior to publication.

For supplements:
2 weeks prior to publication.

Contact

Mandy Cluskey – Group Commercial Director
T 020 7728 3586 E mandy.cluskey@emap.com

Helen Davies – Commercial Director
T 020 7728 3553 E helen.davies@emap.com

Karen Fischer – Fashion Account Manager
T 020 7728 3551 E karen.fischer@emap.com

Sam Hutchinson – Non-Fashion Deputy Ad Manager
T 020 7728 4637 E sam.hutchinson@emap.com

Rebecca Soni – Non-Fashion Account Manager
T 020 7728 3587 E rebecca.soni@emap.com

Jo Lambert – Print Production
T 020 7728 4110 E jo.lambert@emap.com

Web specifications

Site advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top leaderboard	728	90	30k
Slot 2	Top MPU	300	250	30k
Slot 3	Skyscraper	160	600	30k
Slot 4	Bottom leaderboard	728	90	30k

Banners running on newsletters can only be GIF/JPEG format

Newsletter advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top banner	468	60	30k
Slot 2	Skyscraper	160	600	30k
Slot 3	Bottom banner	468	60	30k

Mobile advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top banner	320	50	40k

* Initial downloads only

Guidelines

- Files must be no larger than 30K (larger files will be slow to download to viewers)
- All files should have a target URL supplied for the advert to link to
- Where a white background is used a border must be present
- Sound must be user initiated (on click)
- Video must be user initiated (on click)
- Emap reserves the right to refuse ads due to design/editorial content
- Emap requires 24/78 hours notice to set files on site

All files should be emailed to adops@emap.com

Accepted file types

Static GIF / JPEG .GIF, .JPEG
Animated GIF .GIF
Flash .SWF, .FLV (see Flash spec below)
Source video files .WMV, .AVI, .MOV, .FLV
Video spec sheet available
3rd party redirects

Animation length

Maximum time: 30sec
Maximum rotations: 5

Expanding banner

Close button on non expanding portion “Close X”

Flash banner specifications

So our adserver can count clicks on the ad the following needs to be added to the flash file.

- 1 Build to Flash Version 8
- 2 Create a transparent button covering the clickable area
- 3 Apply the below action script to the button:
on (release)
{
 getURL(_root.clickTAG, “_blank”);
}
- 4 Provide a .GIF version of the banner for users that can't view Flash files
- 5 Send us the final .SWF and .GIF files with the corresponding click-through URL