OVERVIEW

Drapers is the voice of the fashion industry. To mark 125 years of fashion reporting, we have given ourselves a makeover. Re-launched with a brand new design, a wider format, heavier paper stock and a stronger editorial format, the magazine is more indispensable than ever, and now contains additional news analysis, a new weekly fashion section and special monthly reports. The website has also been redesigned, with a brand new look and new functionality, check it out at drapersonline.com.

Drapers can provide brands and suppliers with unparalleled penetration into your target market via a multi-platform approach which includes the weekly magazine with an average net circulation of 9,3841, drapersonline.com reaching over 71,100 unique users per month1, m.drapersonline.com – our fully optimised mobile site generating over 52,700 hits per month1, 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 provide a whole range of media solutions to meet your marketing objectives. Please get in touch to discuss how we can work with you to create a tailored package suitable to your business.

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1 ABC Jul'10 – Jun’11  2 Webtrends Sep’11–Feb’12  3 Experian  4 Stingray Report Feb’09  5 Zoomerang survey Sept’09  6 Kantar World Panel data 2011 up to w/e 27th Nov  7 Readership survey Sep’09
**READERS & ONLINE**

- Drapers is read by over 30% of all multiple fashion retailers and department stores³.
- 40% of Drapers’ audience comprises independent retailers⁴.
- 32% of Drapers’ audience comprises 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

Drapersonline.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 drapersonline.com is their preferred industry website⁵.
- 85% rely on drapersonline.com to keep them informed about important industry news and issues⁵.
- 66% agree that drapersonline.com is an essential source of information when deciding on new brands or suppliers for the business⁵.

**Unique users:** 71,100³  
**Page impressions:** 251,500²  
**Mobile visits:** 30,100²  
**Mobile hits:** 82,700²

**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


3 Drapers Display media information
DISPLAY PRINT ADVERTISING

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

PRINT ADVERTISING

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread:</td>
<td>£11,592</td>
</tr>
<tr>
<td>Full Page:</td>
<td>£6,168</td>
</tr>
<tr>
<td>Half Page:</td>
<td>£3,292</td>
</tr>
<tr>
<td>Quarter Page:</td>
<td>£1,848</td>
</tr>
<tr>
<td>Strip Advertising:</td>
<td>£2,305</td>
</tr>
<tr>
<td>(solus advertising on editorial page/2 per issue)</td>
<td></td>
</tr>
</tbody>
</table>

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 |

CREATIVE SOLUTIONS

Advertorials: £7,743

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

drapersonline.com  m.drapersonline.com
ONLINE & MOBILE ADVERTISING OPPORTUNITIES

Increase brand awareness and drive traffic to your company website:

<table>
<thead>
<tr>
<th>Section</th>
<th>Creative</th>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home &amp; News +20%</td>
<td>Top MPU</td>
<td>300 x 250</td>
<td>£48</td>
</tr>
<tr>
<td></td>
<td>Top Leaderboard</td>
<td>728 x 90</td>
<td>£42</td>
</tr>
<tr>
<td></td>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>£31</td>
</tr>
<tr>
<td>Targeted section +30%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.

**Brand showcase: from £3,675 per month**

Host your very own brand gallery or ‘Lookbook’ 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.

**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.

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drapersonline.com    m.drapersonline.com
AWARDS

Drapers’ portfolio of exclusive industry awards has grown to become the benchmark for the nation’s 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 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.

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 40,000.

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.

‘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*

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**SPECIFICATIONS**

### Print specifications

**Display page areas**
- **Full page**
  - Type area: 260 x 187mm
  - Trim: 285 x 220mm
  - Bleed: 291 x 226mm

**Half page**
- Landscape: 127 x 187mm
- Portrait: 260 x 91mm
- Quarter page: 127 x 91mm

**DPS**
- Type area: 260 x 400mm
- Trim: 285 x 440mm
- Bleed: 291 x 446mm

### Production specifications

- CMYK only. No spot colours.
- Digital files as high res PDF to pass 4press 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.

### Web specifications

#### Site advertising

<table>
<thead>
<tr>
<th>AD POSITION</th>
<th>Width in pixels</th>
<th>Height in pixels</th>
<th>File size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slot 1</td>
<td>728</td>
<td>90</td>
<td>40k</td>
</tr>
<tr>
<td>Slot 2</td>
<td>300</td>
<td>250</td>
<td>40k</td>
</tr>
<tr>
<td>Slot 3</td>
<td>160</td>
<td>600</td>
<td>40k</td>
</tr>
<tr>
<td>Slot 4</td>
<td>300</td>
<td>250</td>
<td>40k</td>
</tr>
<tr>
<td>Slot 5</td>
<td>728</td>
<td>90</td>
<td>40k</td>
</tr>
</tbody>
</table>

Banners running on newsletters can only be GIF/JPEG format

<table>
<thead>
<tr>
<th>AD POSITION</th>
<th>Width in pixels</th>
<th>Height in pixels</th>
<th>File size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slot 1</td>
<td>468</td>
<td>60</td>
<td>40k</td>
</tr>
<tr>
<td>Slot 2</td>
<td>160</td>
<td>600</td>
<td>40k</td>
</tr>
<tr>
<td>Slot 3</td>
<td>468</td>
<td>60</td>
<td>40k</td>
</tr>
</tbody>
</table>

#### Newsletter advertising

<table>
<thead>
<tr>
<th>AD POSITION</th>
<th>Width in pixels</th>
<th>Height in pixels</th>
<th>File size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slot 1</td>
<td>120</td>
<td>20</td>
<td>20k</td>
</tr>
<tr>
<td>Slot 1</td>
<td>168</td>
<td>28</td>
<td>20k</td>
</tr>
<tr>
<td>Slot 1</td>
<td>216</td>
<td>36</td>
<td>20k</td>
</tr>
<tr>
<td>Slot 1</td>
<td>300</td>
<td>50</td>
<td>20k</td>
</tr>
</tbody>
</table>

#### Mobile advertising

<table>
<thead>
<tr>
<th>AD POSITION</th>
<th>Width in pixels</th>
<th>Height in pixels</th>
<th>File size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>120</td>
<td>20</td>
<td>20k</td>
</tr>
<tr>
<td>Top banner medium</td>
<td>168</td>
<td>28</td>
<td>20k</td>
</tr>
<tr>
<td>Top banner large</td>
<td>216</td>
<td>36</td>
<td>20k</td>
</tr>
<tr>
<td>Top banner X-large</td>
<td>300</td>
<td>50</td>
<td>20k</td>
</tr>
<tr>
<td>Top banner XX-large</td>
<td>320</td>
<td>50</td>
<td>20k</td>
</tr>
</tbody>
</table>

*Initial downloads only

All files should be emailed to adops@EMAP.com

### Guidelines

- Files must be no larger than 40K for site and newsletter ads, 20k for mobile ads (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

For further help with online specs email adops@EMAP.com

### Accepted file types

- Static GIF / JPEG .GIF, .JPEG
- Animated GIF .GIF
- Flash .SWF (see Flash spec below)

#### 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:
   ```javascript
   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

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  - Bleed: 291 x 446mm

### 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 – Commercial Manager
  - T 020 7728 3551 E karen.fischer@EMAP.com
- Lucy Potucek – Account Manager
  - T 020 7728 3552 E lucy.potucek@EMAP.com
- Rebecca Soni – Account Manager
  - T 020 7728 3587 E rebecca.soni@EMAP.com
- Susan Hickmott – Account Manager
  - E susan.hickmott@EMAP.com
- Laura Gee – Account Manager
  - E laura.gee@EMAP.com
- Jo Lambert – Print Production
  - T 020 7728 4110 E jo.lambert@EMAP.com
- Sports Media Sales
  - T 020 7728 5110 E sportsmedia.sales@EMAP.com