



HOME NEWS FASHION IN BUSINESS BLOGS

HOT TOPICS>> MARKET REPORT MULTICHANNEL REPORT NEXT G.

**Welcome to the new Drapers**

From Friday 30th March to 6th April, Drapersonline.com will be free to access. **REGISTER TODAY ON THE NEW DRAPERSONLINE.COM** to sample all of

*/ Latest News /*



*/ More News /*

- » Shappo brands Portas Review critics "misinformed"
- » New H&M chain to be called "P Stories"
- » Forever 21 to downsize
- » Extended Summer Olympics



THE FASHION BUSINESS  
**Drapers**

**2012 MEDIA INFORMATION**

[drapersonline.com](http://drapersonline.com)

[m.drapersonline.com](http://m.drapersonline.com)

# 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**.

**FASHION INDUSTRY FACTS**  
Total UK clothing and footwear sales were worth **£33.4bn** in 2011<sup>6</sup>

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 9,384<sup>1</sup>, **drapersonline.com** reaching over 71,100 unique users per month<sup>2</sup>, **m.drapersonline.com** – our fully optimised mobile site generating over 52,700 hits per month<sup>2</sup>, 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 businesses<sup>7</sup>, 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.



<sup>1</sup> ABC Jul'10 – Jun'11 <sup>2</sup> Webtrends Sep'11–Feb'12 <sup>3</sup> Experian <sup>4</sup> Stingray Report Feb'09 <sup>5</sup> Zoomerang survey Sept'09 <sup>6</sup> Kantar World Panel data 2011 up to w/e27th Nov <sup>7</sup> Readership survey Sept'09

# READERS & ONLINE



- Drapers is read by over **30%** of all multiple fashion retailers and department stores<sup>3</sup>
- **40%** of Drapers' audience comprises **independent retailers**<sup>4</sup>
- **32%** of Drapers' audience comprises **fashion brands** and **wholesalers**<sup>4</sup>
- **60%** of Drapers' audience trades online<sup>5</sup>
- 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: 9,384<sup>1</sup>**

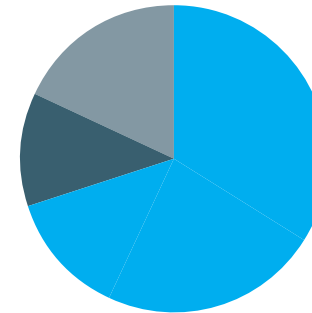


**Draperonline.com** is the UK's leading website for fashion business professionals. The site provides business-critical content including the latest news, trends, market insight and analysis to our audience of over **71,000 unique users** per month<sup>2</sup>. We also have a fully optimised mobile site, **m.draperonline.com**, keeping fashion professionals up-to-date, on the move.

- **91%** agree that **draperonline.com** is their preferred industry website<sup>5</sup>
- **85%** rely on **draperonline.com** to keep them informed about important industry news and issues<sup>5</sup>
- **66%** agree that **draperonline.com** is an essential source of information when deciding on new brands or suppliers for the business<sup>5</sup>

**Unique users: 71,100<sup>2</sup> Page impressions: 251,500<sup>2</sup>**  
**Mobile visits: 30,100<sup>2</sup> Mobile hits: 52,700<sup>2</sup>**

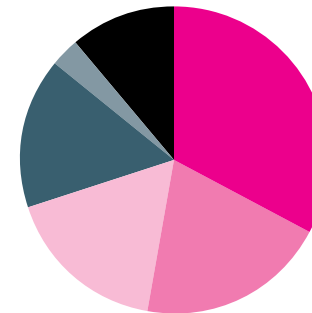
**25,514 @Drapers<sup>8</sup>** **8,385 Likes<sup>8</sup>**



## BY JOB TITLE

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

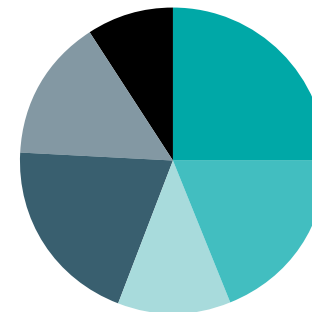
Source: Readership Survey Sept'09



## 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.draperonline.com  
Zoomerang survey Sept'09

<sup>1</sup>ABC Jul'10-Jun'11 <sup>2</sup>Webtrends Sep'11-Feb'12 <sup>3</sup>Experian <sup>4</sup>Stingray Report Feb'09 <sup>5</sup>Zoomerang survey Sept'09 <sup>6</sup>Value of Fashion Report 2010, British Fashion Council <sup>7</sup>Readership survey Sept'09

# 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

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)

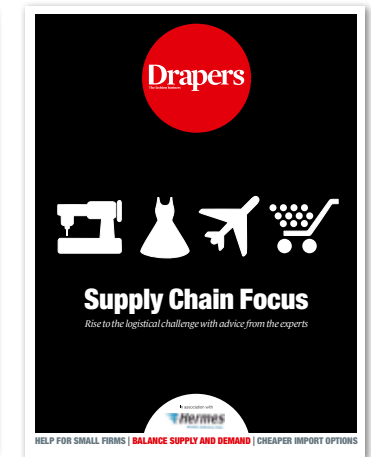
1-10 grams	£2,599
11-20 grams	£2,830
21-30 grams	£3,061
31-40 grams	£3,407
Bound (single sheet)	£6,064
Bound Card UK	£3,330



Advertorial



Business briefing



Supplement

## 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

# 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.

## 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

# 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*

<sup>1</sup>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 fashionetailers 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**<sup>1</sup>.

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



**‘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: 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 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](mailto:mandy.cluskey@EMAP.com)

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Laura Gee – Account Manager  
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Jo Lambert – Print Production  
T 020 7728 4110 E [jo.lambert@EMAP.com](mailto:jo.lambert@EMAP.com)

## Web specifications

### Site advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top leaderboard	728	90	40k
Slot 2	Top MPU	300	250	40k
Slot 3	Skyscraper	160	600	40k
Slot 4	Bottom MPU	300	250	40k
Slot 5	Bottom leaderboard	728	90	40k

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	40k
Slot 2	Skyscraper	160	600	40k
Slot 3	Bottom banner	468	60	40k

### Mobile advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top banner small	120	20	20k
Slot 1	Top banner medium	168	28	20k
Slot 1	Top banner large	216	36	20k
Slot 1	Top banner X-large	300	50	20k
Slot 1	Top banner XX-large	320	50	20k

\* Initial downloads only

All files should be emailed to [adops@EMAP.com](mailto: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](mailto:adops@EMAP.com)

### Accepted file types

Static GIF / JPEG .GIF, .JPEG

Animated GIF .GIF

Flash .SWF (see Flash spec below)

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