

FOCUS_{on}

FASHION RETAIL

MEDIA KIT 2010

©2009 Focus on Fashion Retail
(formerly Focus On Shoes)

DESCRIPTION:

FOCUS on Fashion Retail (FFR) is a printed business magazine designated for **apparel, footwear and fashion accessories** retailers. The main objective of this magazine is supplying readership the information vital for survival and success in the field of fashion retail. FFR is distributed by direct mail to qualified retailers (USA only) and not-targeted subscribers worldwide, also at selected trade fairs.

Influencing fashion retailers to accept and favorably regard featured brands is our specialty. The advertising program is focused on delivering promotional message(s) right in the hands of targeted prospects before, during, after shopping periods, thus generating maximum attention to featured advertising campaign. Impressive frame of a high-quality fashion magazine, informative editorial content will inevitably create a long-lasting POSITIVE OPINION associated with your brand.

FFR is one of a kind effective marketing vehicle: it is entirely designed for and distributed to **RETAILERS ONLY**. Direct mail reaches carefully pre-selected target audience and therefore, is far more productive and cost-effective than subscriptions offered by other magazines aimed at general readers. Excluding unwanted recipients from mailing lists has enabled us to dramatically reduce printing and mailing expenses and this is why FFR offers the most competitive rates in the industry with money back guarantee policy!

EDITORIALS:

FFR uses the "best of the best" when it comes to editorial content. Each author is an accomplished expert with the credentials to match. All our editorials have one common objective- providing informative facts, professional studies and educated advices on fashion, business and personal improvements. FFR magazine supplies extensive research so its readers don't have to.

The contents include, but not limited to topics: Fashion Trends; Trade Show Calendars With Ratings and Show Reviews; Product Reviews; Sales, Marketing & PR; Retail & Merchandising; Q&A's; Finances, Accounting & Taxes; Import-Export Regulations; Business Law & Legal issues; Market Forecasts & Retail Trends; Management & HR; Retail Technologies; Start-Up; Motivation, etc.

TARGET AUDIENCE:

FFR is distributed only to FASHION Retailers selling footwear, apparel and accessories altogether or separately. Direct mail distribution enables Advertisers choosing their own targets by (but not limited to):

STORE SPECIALTY:

- Womenswear/ And/ Or
- Menswear And/ Or
- Childrenswear
- Footwear, And/ Or
- Apparel, And / Or
- Accessories

ESTABLISHMENT TYPE:

- Independent stores and boutiques- 75-95% (±5%)
- Department stores- 5-25% (±5%)
- Chain Stores (1-4 locations) - 5-10% (±2%)
- Chain Stores (5+ locations) - 5-10% (±2%)
- Miscellaneous- 2% (±2%)

RETAIL PRICE POINT:

- Moderate
- Better
- Contemporary
- Bridge
- Designer
- Couture/Luxury

CIRCULATION:

FFR is distributed by direct mail, also at major US trade shows and by paid subscription to a worldwide audience.

- Direct mail allows the most **cost-effective** customized distribution, where Advertisers can select ANY target audience that suits them the best, choosing their own target markets.
- Distribution via publication bins at: WSA, MAGIC, FFANY, Project, Atlanta Apparel Market, LA fashion week, etc.
- Distribution to paying domestic and foreign subscribers not qualified to receive FFR by direct mail.

2010 Schedule. Subject to change without notice

	ISSUE	DISTRIBUTION	CIRCULATION	ARTWORK DUE BY	RELEASE DATE BY
1	January	Direct mail	10,000	January 8th	January 17th
2	February	Trade Show Issue	per show guidelines	January 21st	January 30th
3	March	Direct mail	10,000	March 2nd	March 16th
4	May	Direct mail	10,000	May 1st	May 15th
5	July	Direct mail	10,000	July 3rd	July 12th
6	August	Trade Show Issue	per show guidelines	July 17th	July 31st
7	September	Direct mail	10,000	September 5th	September 15th
8	November	Direct mail	10,000	November 5th	November 15th

- **January & July issues:** Pre- show advertising. Distributed by direct mail, reaches targeted retailers BEFORE they made it to the show. Great for invitations, introducing show specials, announcements, new line/product launch, etc.
- **February & August issues:** Show issues. Distributed only at the shows. Perfect for at the show marketing.
- **March & September issues:** Post- show issues. Distributed by direct mail to thank buyers for attending the show with a gentle reminder about your business. Additionally, these issue reach those who didn't make it to the show.

May & November issues: Pre-show issues. Distributed by direct mail AND at the show.