



Focus on Fashion Retail is a direct mail business magazine, distributed ONLY to targeted audience. If you have received this copy of FFR with the mail, it's because your business' description matched the criteria set by our advertisers. Please fill out the marketing survey below to be included in our database for a chance to receive FFR occasionally, regularly (or never again) - depending on marketing preferences of our advertisers (US retailers only).

**If you wish to receive FFR regularly by subscription, filling out the Marketing Survey portion is optional**

## SUBSCRIPTION

Send a check/money order (**\$30 for USA subscribers**) along with your address and contact information to our office. International orders- please contact office for rates.

Advice for a FREE SUBSCRIPTION: Ask our advertisers or your vendors to pay for your subscription!  
If your business is important to them, they may agree to by pay for your subscription from their marketing funds.

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

## MARKETING SURVEY

Please fill out this form completely, answering ALL questions. Incomplete or inaccurate entries will not be considered.

I certify that I am:  A Retailer \_\_\_\_\_ (signature) /  Not a Retailer

If a retailer, please tell about your store:

**Specialty:**     Men    Women    Children

**Age Group:**     Infants And Kids    Teens    20-30    30-45    45+

**Retail Price Point:**  Discount    Budget (\$20-40)    Moderate (\$40-70)    Upper Moderate (\$70-120)  
 Lower High End (\$120-\$200)    High-End (\$200-\$400)    Luxury (\$400+)

**Store Type:**     Independent    Boutique    Dept. Store    Chain Store 1-5 Locations    Chain Store 5+ Locations

**Merchandise:**     Shoes Only    Apparel Only    Accessories Only    All

**Type:**     Dress    Casual    Athletic    Comfort/Slippers    Special Occasions    Western  
 Dance    Medical    Shoecare/Footcare  
 Urban    Ethic    Beach    Gothic/Alternative/Other \_\_\_\_\_

**Best Selling Brands** \_\_\_\_\_

**Notes About Your Store** \_\_\_\_\_

- **Your Primary Business Sources** (describe):  
 Trade Magazines \_\_\_\_\_  
 Consumer Magazines \_\_\_\_\_  
 Trade Shows \_\_\_\_\_  
 Internet    Catalogs
- **How Do You Find New Merchandise?:**    At Trade Shows    Responding To Ads    Sellers Contact You
- **At Trade Shows You:**  
 Know Exactly What You Need And Who Sells It  
 Know Exactly What You Need But Don't Know Who Sells It  
 Just Looking
- **How Frequently Do You Purchase Merchandise For Your Store?:**  
 Every Month    Every 3 Months    Every 6 Months
- **Your Average Purchase Is:**    Less Than \$1,000    \$1-5k    \$5-10k    \$10k+
- **Your Priorities Are (Please RATE, 1 is most important):**    Price    Fashion    Brand    Quality    Other \_\_\_\_\_

- **RETAILER:** Please name your 3 biggest headaches to which you want to find a solution:  
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

• **What do you would like to see in trade magazine?** \_\_\_\_\_

• **Any Suggestions/ Comments to help FFR to become more helpful to your business?** \_\_\_\_\_