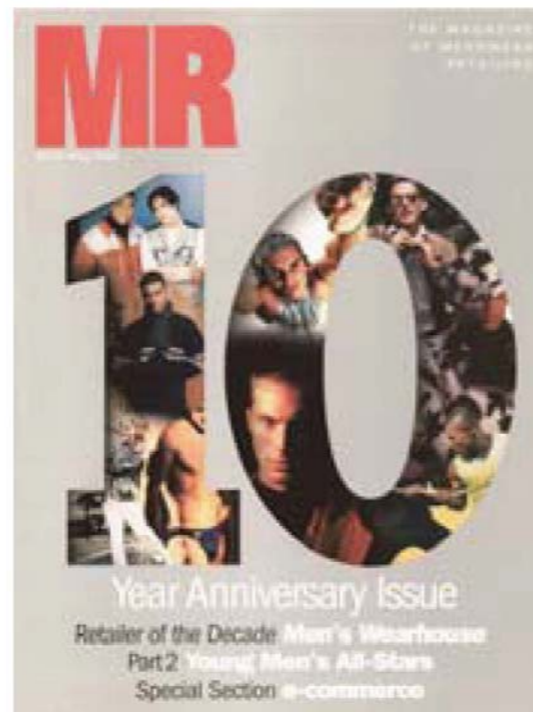


MWR

THE ONLY TRADE PUBLICATION IN THE
UNITED STATES DEDICATED TO THE MENSWEAR BUSINESS

OUR MISSION

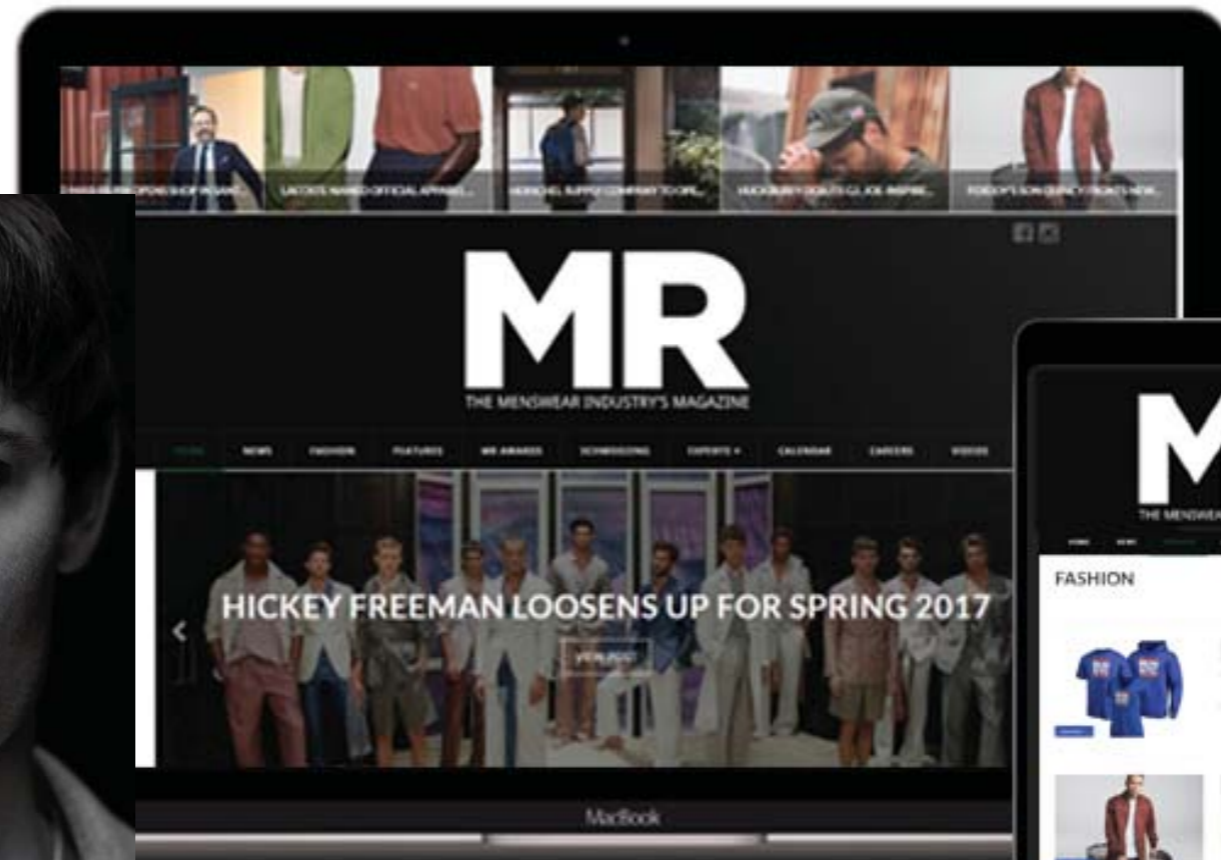
Since 1990, retailers, designers, menswear execs and fashion insiders have turned to MR Magazine for accurate information, insightful analysis, innovative ideas and trend spotting, as well an inside look at the people who drive the menswear business.



WHO WE ARE TODAY



PRINT



DIGITAL



MOBILE



MR MAGAZINE



Over 13,000 issues of MR Magazine are mailed four times a year (January, February, July, August).



90 percent of MR Magazine's readership is retail-based.



MR is the only publication exclusively serving the North American men's business.

MR-MAG.COM



14,000+
e-newsletters
sent daily



35,700+
unique visitors
per month



106,700+
unique page views
per month



MR AWARDS

Since 2006, the annual MR Awards has been the most prestigious event for the better menswear community

Top executives across menswear and apparel retailing in attendance

300+ retailers and brands in attendance

Held in July at Gotham Hall, NYC



PREVIOUS HONOREES INCLUDE:

Boyd's	Miltons
Brunello Cucinelli	Mitchells Family of Stores
Calvin Klein	Mr Porter
Ermenegildo Zegna	Neiman Marcus
Harrods	Nordstrom
Harry Rosen	Saks Fifth Avenue
Jeffrey	Stag
John Varvatos	Trunk Club
Joseph Abboud	United Arrows
Martin Greenfield	Vineyard Vines



TESTIMONIALS

“MR MAGAZINE HAS PERSEVERED THROUGH THE TOUGH TIMES TO BE OUR INDUSTRY’S LEADING VOICE IN THE MARKETPLACE. THANK YOU FOR ALL YOU DO FOR OUR FELLOW RETAILERS...”

RICHARD PATTISON, TAYLOR RICHARDS & CONGER

“WHAT A GREAT LEGACY MR HAS IN OUR INDUSTRY!”

LARRY ROSEN, HARRY ROSEN INC.

“MR MAGAZINE COVERS THE MENSWEAR INDUSTRY IN A WAY THAT NO OTHER PUBLICATION DOES. THEY HAVE GREAT ACCESS TO DECISION MAKERS, DESIGNERS, AND TREND SETTERS. IT IS REQUIRED READING IN MY COMPANY.”

KEN GIDDON, ROTHMANS

“YOU GUYS ARE THE ‘GLUE’ OF OUR INDUSTRY! THANK YOU!”

TOM OTT, SAKS FIFTH AVENUE

STRENGTHS

Impressive reach and influence

High credibility

Strong relationships with top retailers

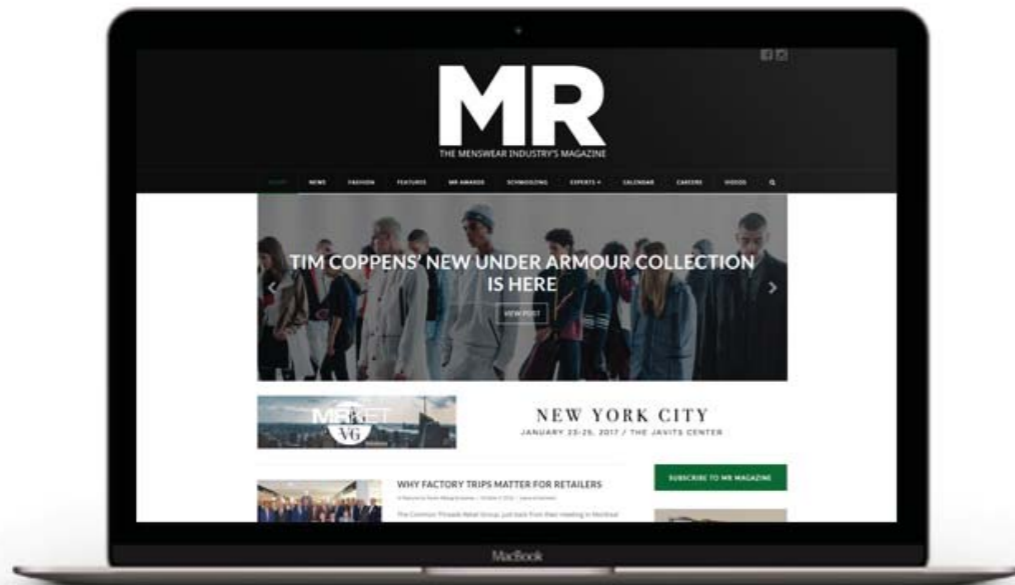
A powerful ad medium that works

The only trade event that has a highly credible and well-regarded publication with menswear retailers in the U.S. & Canada

Daily communication with the menswear community via our daily newsflash

Brands use MR as a research tool. MR profiles many of the retailers that brands want to do business with.

MR is a connector of the menswear business



Sitting in an hotel room overlooking the Amas during Pitti Uomo, where the sartorial atmosphere is "as if we were at an all-time high," it is immediately obvious that menswear sportswear is having a heyday. Even Pitti's own guest designers, Raf Simons and Gosha Rubtsov, are from the world of sportswear, with every attempt to show that menswear is having a heyday. "We're seeing a significant uptick in menswear and luxury sportswear," says Saks VP Fashion Director of menswear Eric Jenning. "Designer sportswear is benefiting from the tremendous influence of celebrities, social media personalities, and social media personalities, and luxury sportswear is benefiting from the need for a more casual and multi-functional wardrobe. It's actually a really great moment in menswear."

Bruce Pask, men's fashion director at Bergdorf Goodman says, "This athletic influence in menswear, truly putting the 'sport' into sportswear, will certainly come forward as the silhouette and silhouette trends continue to dominate casual dressing. The design components of these lines is complex with the creation of great new shapes and fabrics of classic sportswear."

At Goodson's, even as the menswear remains the same, the looks are consistently classic. "I'm always with the idea of a man to sell Thom Browne when he introduced his line of sport, rugged, 1980s-style suits," explains Pask. "We have seen that line evolve to include an offering of sweaters and jackets in the classic grey and navy with his signature line white shirts—they have become for us! The casualization of designer and luxury sportswear has given the category great momentum. Comfort is key and men love the high quality fabrics and new shapes that lines like Brunello Cucinelli and Loro Piana offer. This casualization of menswear is a reflection of our current culture and its shifting needs. In that respect, this athletic movement has been a great success."

"Our customers may not be wearing formal business attire as much as they did in the past, but that's OK," says Jenning. "We now have an opportunity to help them update and refresh a new type of wardrobe that is more casual yet still polished. We all share an increasing awareness to remain relevant to the needs of the modern professional."

"This casualization of menswear is a reflection of our current culture and its shifting needs." - Bruce Pask

OPPORTUNITIES



NYFWM - What's Next

predictions prevail about the end of Fashion Week as we know it changes. BY WILLIAM BUCKLEY

who started the...
and probably more to do with budgets. If you...
incubate setting, where those things i...
come out of that presentation are i...
bags embargoed and aren't shown to...
public. That's something that the...
buyers we're talking to are very...
with. The designer might agree that...
books from that collection can be releas...
a teaser or a way to kind of create some...
view or excitement. At the same time, it...
taking money from the big show...
activation that has been traditionally o...
only for trade, will be used to creat...
more consumer-driven opportunities, sho...
clothes that are close to in-store or acti...
in-store at that time. I think some peop...
outland and think that this increas...
portunity to gather menswear design...
one place for presentations and run...
shows will go away, but what's happeni...

{ FASHION }

...ingly a refocus on the way ac...
talking to their customers and the industry?"
... Steve Holl, CEO of the CFDA...
... "I think we're talking to our customers and the industry."
... "There's definitely a shift happening, but...
... of menswear, we're continuing on with New York...
... Fashion Week. March, because it's such a...
... critical juncture for everyone involved," he...
... says.

"First of all, it's not enough to get the...
... industry's head up and running. It was a...
... huge undertaking involving Steve Kline, A...
... Miché, Tracy Fiedor and all the designers...
... Every season has been incredible for us, so...
... far to walk away feeling so excited. We get...
... many compliments from that single event, but...
... we will have to make it more inclusive, so...
... we can be a step forward together."

... Holl, Snyder readily admits that the...
... of participating in Fashion Week can...
... be prohibitive for some smaller brands. "The...
... if that, and everyone benefits?"

... Steve Crisp, menswear buying...
... at Bloomingdale's, also sees a bright fut...
... "The fashion week will bring...
... ways of showcasing collections will...
... brands that do their first look in the...
... menswear ways will be the most...
... The industry itself is about what...
... important that brands think...
... inclusivity...
... comes to all...
... their collect...
... "There's...
... analysis to...
... two very...
... for the...
... and it's not as...
... easy to...
... have to think...
... about...
... menswear...
... brands will...
... drive...
... and i...

“What's happening is simply a refocus on the way some brands are talking to their customers and the industry.”
— STEVEN HOLL, CEO, CFDA

... fact is, doing these shows on your own is...
... prohibitively expensive,” he says. “But the...
... idea for a show cost more of thousands of...
... dollars. What we all come together we can...
... share costs so more people can take advantage...



Offer our customers a fully integrated promotion strategy via MR Magazine.

Leverage a strong show partnership

Dive deeper into prospecting shoes, sourcing and contemporary

Seamless synergy with the shows to increase advertising amongst exhibitors

Continue to create events that are meaningful to our core readership

Offer education seminars on best practices for retail and brand growth

PRINT ADVERTISING

ALL RATES ARE NET - No Agency Discounts Allowed

Full page units include bleed at no extra charge. Per ad in a edition of *MR*

SIZE	NON-EXHIBITOR	UBM-EXHIBITOR	DIMENSIONS (INCHES)
Full Page	\$8,300	\$4,980	Non Bleed: 7 x 9.75 Full Bleed: 8.25 x 11, Trim at 8 x 10.75 (Leave .25 safety) 2 Page Spread: 16.5 x 11 Trim at 16 x 10.75, gutter at .125, (Leave .25 safety)
2/3 Page 1/2 Island	\$6,050	\$3,630	4.75 x 9.875 4.75 x 7.5
1/2 Page	\$5,340	\$3,204	7.25 x 4.75
1/3 Page*	\$4,120	\$2,472	4.75 x 4.75

*40% discount

MR 2017 EDITORIAL CALENDAR

JANUARY

*Halls 100th Anniversary,
Luxury Tailored Clothing*
Ad Close 12/9, Materials Due 12/16

FEBRUARY

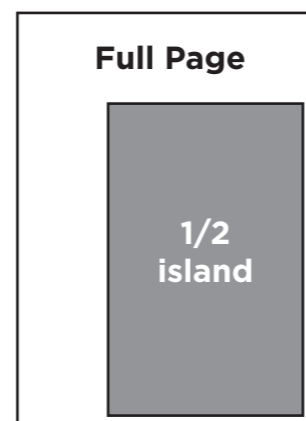
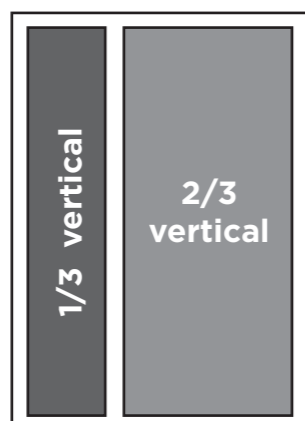
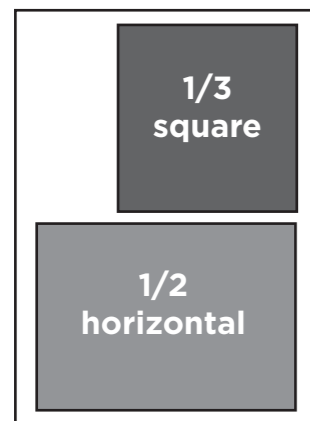
MR's First Annual Outerwear Issue
Ad Close 1/9, Materials Due 1/16

JULY

MR Awards
Ad Close 6/9, Materials Due 6/16

AUGUST

The Denim Issue
Ad Close July 10, Material Due July 17



DIGITAL ADVERTISING

ALL RATES ARE NET - No Agency Discounts Allowed

Full page units include bleed at no extra charge. Per ad in a monthly edition of *MR*

MR-MAG.COM

All prices are for one month per spot. You may buy more than one spot.
Ads may be available for shorter periods. Ads will float between positions,
and may appear on any page within the site.

SIZE	NON EXHIBITOR	UBM EXHIBITOR	SPOTS AVAILABLE
Leaderboard (1200x120)	\$6,000	\$3,600	6 per month
Rectangle (300x250)	\$6,000	\$3,600	12 per month
Home Page Banner (829x150)	\$3,000	\$1,800	6 per month
Welcome Ad (640x480)	\$4,500	\$2,700	1 per week
Video	\$5,800	\$3,480	1 per week
Sponsored Profile	TBD	TBD	1 per week
Slide Show Ad	TBD	TBD	TBD
Banner within Feature Story (829x150 or 500x300)			TBD

NEWSFLASH & WEEK IN REVIEW

News Flashes are sent out every business day and carry up to four ads. E-Blasts are exclusive mailings to our MR-MAG.com list. All ad prices are for one week per spot. You may buy more than one spot.

SIZE	NON EXHIBITOR	UBM EXHIBITOR	SPOTS AVAILABLE
News Flash Leaderboard (640x100)	\$4,000	\$2,400	1 per week max
News Flash 2nd Leaderboard (640x100)	\$4,000	\$2,400	1 per week max
News Flash Rectangle (300x250)	\$4,000	\$2,400	4 per week max
Exclusive Ad or e-mail Blast	\$6,500	\$3,900	1 per day

TERMS & CONDITIONS

Cancellations will not be accepted once the ad begins its contracted run on the site. Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. ALL RATES ARE NET (no commission). Production charges are non-commissionable and are in addition to any quoted rate. If contract is not fulfilled within the contract period, advertiser is short-rated to the discount level earned for the dollar volume of ads run. A delinquency charge of 1-1/2 percent per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full. Advertisers and/or agencies with accounts more than 60 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Advertisers sent for collections are responsible for all legal and collection costs.

- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the property.
- Customer understands that this property is one of many different available alternate advertising sources and that occasional errors of omission or commission occur. Once notified of the error, we will correct it as quickly as possible. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser notwithstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or publishing of its property shall be limited to the amount to be charged for such advertising.
- If advertiser requests that Publisher make any additions or deletions to digital files previously supplied by advertiser, the Publisher shall bear no liability in connection with such additions or deletions. In addition, the Publisher is not responsible for any changes made after the relevant published closing date for that advertising. The limitations of liability to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company and applies to claims in contract, tort, strict liability and specifically limit any claims for loss of business, profits, and additional consequential damages.

UBM plc. is not responsible for content in other websites that may have advertising or editorial links on MRketplace.com.

ADVERTISING SPECS

One ad ONLY per file accepted.

(Spreads must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.)

**FTP ads to: www.dotgeneration.com
USERNAME: MR_upload; no password**

NAMING YOUR ADVERTISING FILE: Ensure that your filename does not contain any spaces or special characters. When naming your ad file for company BrandX, for example: name it with the magazine name and issue date, i.e. BrandX_MR_January Issue 2016.

FORMAT: PDF/X-1a:2001 ONLY

**Hi-Res, printer-ready PDF files created with PDF/X-1a:2001 setting in Acrobat 4 or later with all fonts and images embedded.
No native application files accepted.**

The Hi-res PDF files must have:

1. Final PDF file and color images must be saved in CMYK. Black and White converted to grayscale. Never RGB or LAB or embedded color profiles.
2. All spot colors MUST be converted to CMYK. No files with PMS colors accepted.
3. OPI must NEVER be included in the file.
4. Resolution: 300 DPI for all submitted images and files.
5. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

All ads should have a proof. The proof should be sized at 100%, look exactly as the advertisers expects and be generated directly from the file you submit. Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital files. Proof must be screened at 150 line screen on publication base, color calibration SWOP Standards, Density max 260% -280%. A color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color of proof. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Dept.

Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention.

Advertising Office:

MR MAGAZINE
UBM Fashion
2 Penn Plaza, 15th Floor
New York, NY 10121

Stu Nifoussi - Group Publisher, 212.600.3382, Stuart.Nifoussi@ubm.com
Michelle Brown - Associate Publisher, 212.600.3325, Michelle.Brown@ubm.com

Production Office:

MR MAGAZINE
UBM Fashion
535 Connecticut Avenue, # 300
Norwalk CT 06854

Peg Eadie, Production Manager, 203.523.7064, Peggy.Eadie@ubm.com

THANK YOU