

imr

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

OUR MISSION

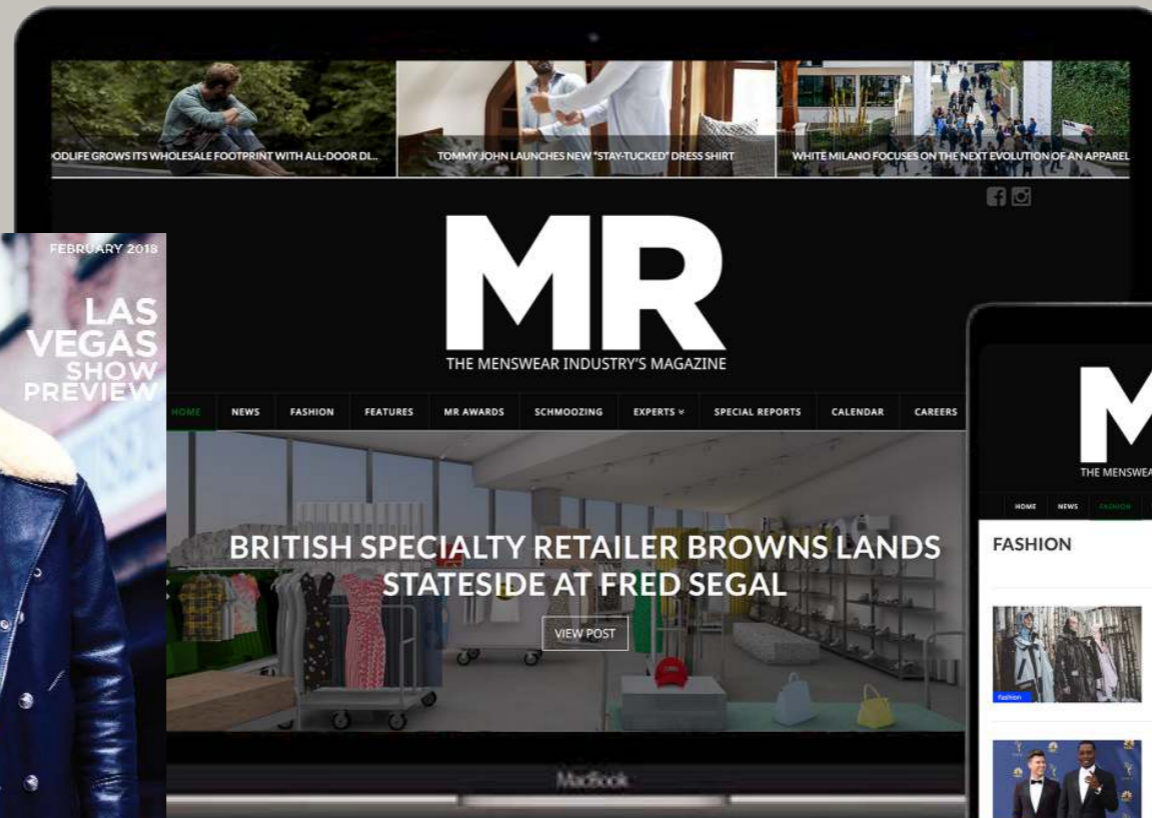
Since 1990, retailers, designers, menswear execs and fashion insiders have turned to MR Magazine for accurate information, insightful analysis, innovative ideas and trend spotting, as well as an inside look at the people who drive the menswear business.



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).



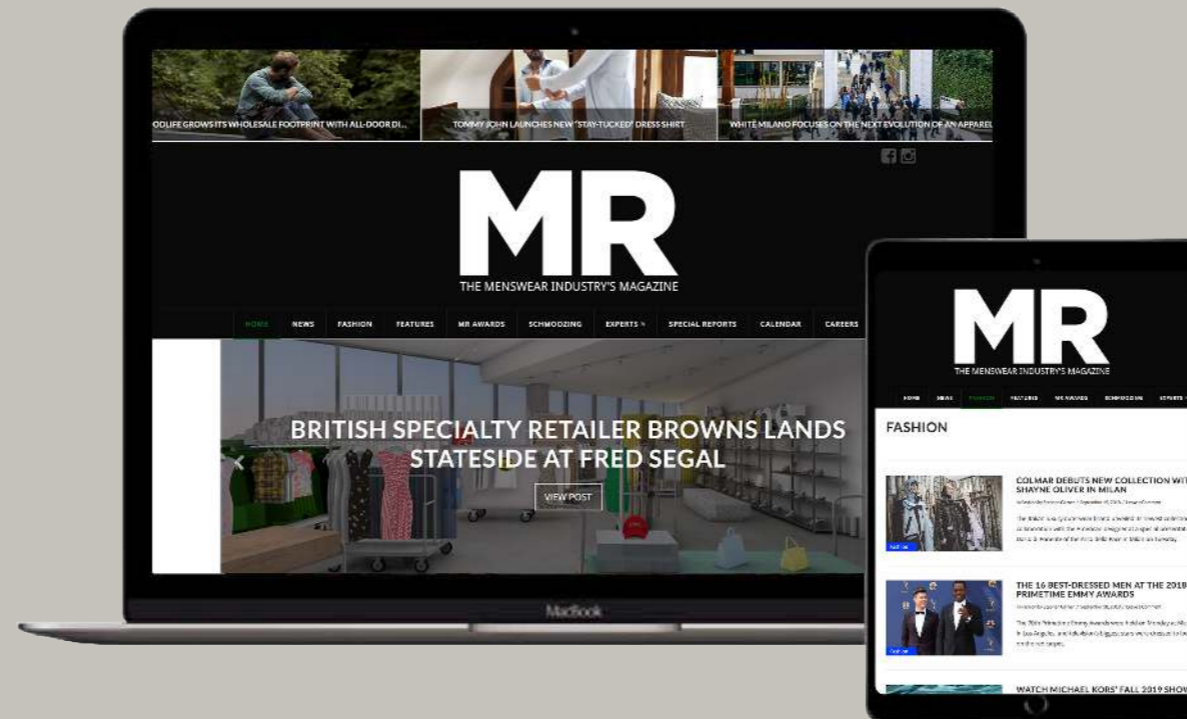
90 percent of MR Magazine's readership is retail-based.



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



MR-MAG.COM



14,000+
e-newsletters
sent daily



51,880+
unique visitors
per month



122,400+
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



PREVIOUS HONOREES INCLUDE:

Boyd's
Brunello Cucinelli
Calvin Klein
Ermenegildo Zegna
Harrods
Harry Rosen
Jeffrey
John Varvatos
Joseph Abboud
Martin Greenfield

Miltons
Mitchells Family of Stores
Mr Porter
Neiman Marcus
Nordstrom
Saks Fifth Avenue
Stag
Trunk Club
United Arrows
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

“I have been reading MR magazine (and MR online) for years! Even having grown up in menswear, MR still continues to surprise me with brands and stories that were not on my radar. I find it both an excellent source of discovery and a wonderful way to keep on top of the changes in the menswear business.”

DANIEL LEPPA, BLOOMINGDALE’S

STRENGTHS

Impressive reach and influence across all segments of the men's business

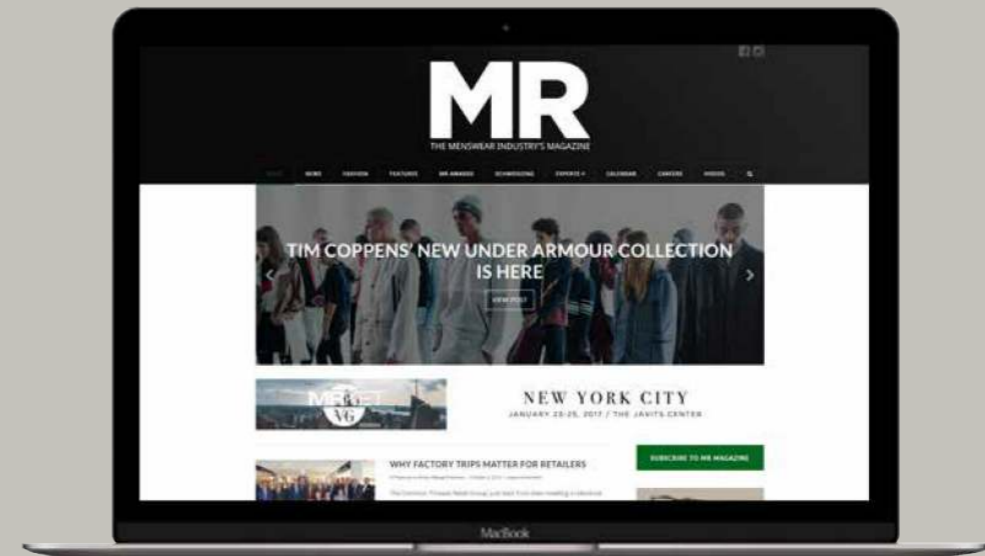
High credibility - Serving menswear buyers and sellers for over 25 years

Strong relationships with top retailers across North America

MR is your essential connection to the menswear community in the US and Canada.

A powerful ad medium that delivers results

Daily interaction with more than 14,000 menswear executives, via the MR Update newsletter means you can communicate your message quickly and with maximum impact



OPPORTUNITIES



Go beyond promotion with Wainscot Digital Services. We can help you get ahead of the competition with sophisticated digital and social media strategies.

Find new audiences. MR and MR-Mag.com reach across all market segments and price points to every corner of the men's market.

Increase your effectiveness at trade shows. Let us help you maximize your

trade show success through promotional strategies, retailer relationships and connections with our trade show partners.

Participate in MR events and other industry meetings to enhance your customer and colleague connections.

Rely on MR and Wainscot to supply the tools you need to succeed.

MR 2019 EDITORIAL CALENDAR

JANUARY: The Reinvention Issue

Reinvention Success Stories
The Art of Reinvention
In-store tech that's transforming retail
Luxury Streetwear
By the Numbers: The Luxury Market
Sneakers and Dress Shoes for FW19
Trade Show Preview: Pitti Uomo
Best Bets in Florence
How to Get the Most Out of Upcoming Trade Shows
Travel Traumas - A Lighthearted Look from Industry Insiders
Ad Close 12/7, Materials Due 12/14

FEBRUARY: The Contemporary Issue

Making Money in Contemporary Sportswear
How to Make Social Media Influencers Work for You
Contemporary & Outerwear
By the Numbers: Outerwear
Boots for FW19
Trade Show Previews: Chicago and Las Vegas
Best Bets in Chicago and Las Vegas
How to Get the Most Out of the Chicago and Vegas Shows
Valentine's Day Confessions from Across the Menswear Industry
Ad Close 1/4, Materials Due 1/8

JULY: The Awards Issue

Profiles of Menswear Innovators
Perfecting the Customer Experience: How to Get It Right!
What Retailers Need to Know Now to Sell to the Millennial Consumer
Fashion Focus: Resort/Spring 2020
By the Numbers: Pants
Summer 2020's Hottest Shoes
Ones to Watch: New European Designers
Trade Show Preview: New York City Market Week
Travel Tips: Best Rooftop Bars in New York
How to Get the Most Out of the New York Shows
Learning from Big Mistakes - Inspiring Stories from Industry Leaders
Ad Close 6/14, Materials Due 6/17

AUGUST: MR's Top 20 for 2020

Top 20 Factors That Will Forever Change How You Do Business
Top 20 Predictions for the Next Decade in Menswear Retail
Top 20 Brands to Buy in 2020
A Primer on E-commerce and Social Commerce Options for Menswear Retailers
20 cool SS20 Looks to Beat the Heat
By the Numbers: How Department and Specialty Store Sales Compare
Sandals and Slip-ons for SS20
Trade Show Previews: Chicago and Las Vegas
Travel Tips: Best Bets in Chicago and Las Vegas
How to Get the Most Out of the Chicago and Vegas Shows
Dream Vacations of Industry Insiders
Ad Close 7/10, Materials Due 7/17

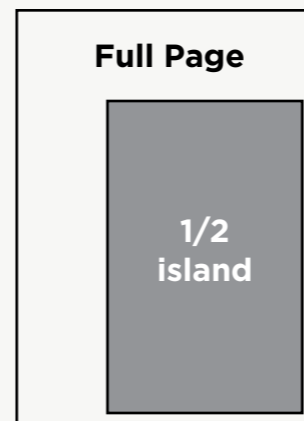
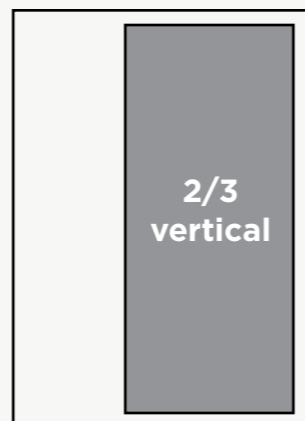
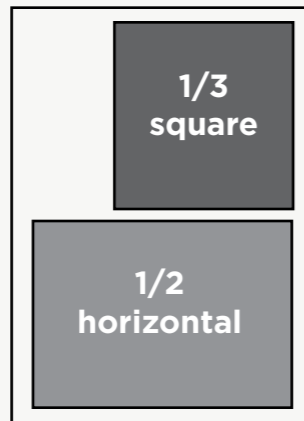
PRINT ADVERTISING

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	EXHIBITOR	DIMENSIONS (INCHES)
Full Page	\$8,600	\$5,160	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 8.125 (Leave .25 safety)
2/3 Page 1/2 Island	\$6,260	\$3,756	4.75 x 9.875 4.75 x 7.5
1/2 Page	\$5,525	\$3,315	7.25 x 4.75
1/3 Page	\$4,260	\$2,556*	4.75 x 4.75

**40% discount*



DIGITAL ADVERTISING

ALL RATES ARE NET - No Agency Discounts Allowed

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	EXHIBITOR	SPOTS AVAILABLE
Banner within Feature Story (829x150 or 500x300)	\$6,000	\$3,600	1 per week
Leaderboard (1200x120)	\$6,000	\$3,600	6 per month
Rectangle (300x250)	\$6,000	\$3,600	12 per month
Sponsored Profile	\$3,000	\$2,500	1 per week
Slide Show Ad	\$4,500	\$2,700	1 per week

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	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

PRINT ADVERTISING SPECS

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.

PROOF REQUIREMENTS:

- MR will no longer accept color proofs.
- Any proofs sent will be used for content only.
- MR will produce a SWOP certified proof from the uploaded PDF/x-1a file to be used as color guidance on press.

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:

MR MAGAZINE, Wainscot Media, 110 Summit Avenue, Montvale, NJ 07645

Shae Marcus - Senior VP/Group Publisher, 856.797.2227, Shae.Marcus@WainscotMedia.com

Production:

Christine Hamel - VP of Production & Circulation, 201.573.5541, MRadvertising@wainscotmedia.com

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 Wainscot Media, LLC, 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. Wainscot Media, LLC, is not responsible for content in other websites that may have advertising or editorial links on MR-mag.com.

THANK YOU