

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 an inside look at the people who drive the menswear business.

WHO WE ARE TODAY

PRINT



Over 13,000 copies 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 menswear business.

DIGITAL



14,000+ subscribers to the daily newsletter



@52,000 unique visitors per month



@123,000 unique page views per month

2020 mr AWARDS

JULY 20th, 2020

The Edison Ballroom
240 West 47th Street
New York, NY 10036



RESERVE YOUR SEAT

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

The annual MR Awards event recognizes industry innovators who have had a profound impact on the men's apparel and accessories business.

It is one of the most anticipated events in the industry, and with attendance limited to 300 guests, it's always a sellout.

In addition to the honorees and participating vendors, MR invites about 100 VIP retailers, including past recipients of our Lifetime Achievement and Hall of Fame awards.

TICKET & TABLE PRICING

Tickets: \$1,500*

Tables: \$9,000



SPONSORSHIP OPPORTUNITIES AVAILABLE!

*Tickets are \$1,500 for the first two tickets; any additional tickets purchased are \$750 per ticket.

mr THE BOX

Introducing...MR's "The Box," a themed preview of samples curated and shipped to key buyers!



This March, *MR* will ship a curated, themed parcel to the doorsteps of **100 leading buyers** nationwide! Included in each package will be key items retailers can peruse and get a jump on writing orders. In addition to detailed information of each participating brand, "The Box" will include a current copy of the magazine that dives deep into the season's hottest trends, latest launches and business strategies.

All products will be endorsed by *MR* and will be unboxed live on Instagram by an *MR* editor.
Each sponsor will be listed under the sponsor tab on mr-mag.com.

RATE: \$2,300*

*All sponsors must provide a minimum of 100 product items.

Limited space available.

SECURE YOUR SPOT TODAY!

MR 2020 EDITORIAL CALENDAR

JANUARY: Anniversary Issue

Highlights of the past 30 years of MR magazine
30 years of menswear advertising
Highlights of past 30 years of men's fashion
The Future: 20 in their 20's
Round-up: 2020 Vision
Deep dive: Tailored clothing

Ad Close 11/21, Materials Due 12/2

FEBRUARY: The Contemporary Issue

Celebrating Retail Stores Over 100 Years
L.A. Section Denim Update
Sneakers
Deep dive: Streetwear,
Deep dive: Outerwear

Ad Close 1/3, Materials Due 1/8

JUNE: Pitti Special Edition

Preview of Pitti vendors

Ad Close 4/10, Materials Due 4/17

JULY: The Awards Issue: Women in Menswear

Profiles on Award honorees
Deep dive: Social Media
Escapes
Succession secrets

Ad Close 6/8, Materials Due 6/12

AUGUST: The Sustainability Issue

Plus: Tomorrow's Trends
Cannabis and retail
Deep dive: Denim
Athleisure/Underwear/Loungewear
Get Smart
Special Section: Canada
Round-up: All I want for Christmas...
MR Gift Guide

Ad Close 7/1, Material Due 7/6

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*

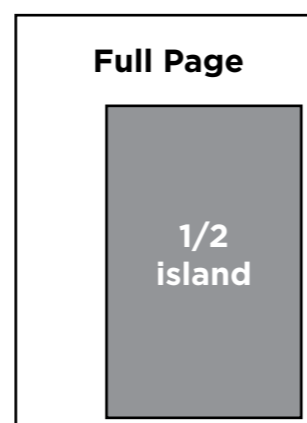
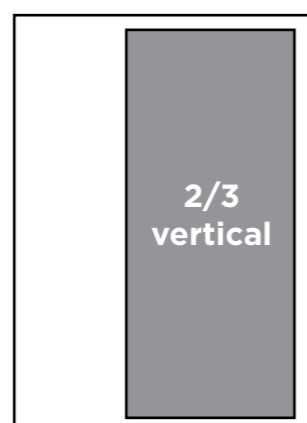
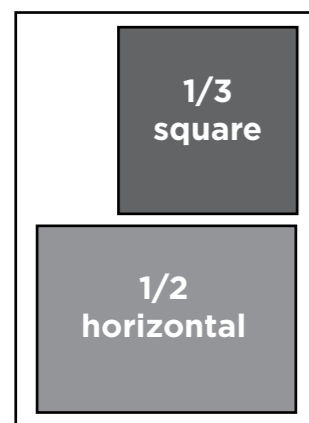
SIZE	1X	5X*	DIMENSIONS (INCHES)
Spread	\$9,390	\$7,043	2 Page Spread: 16.5 x 11 Trim at 16 x 10.75, gutter at 8.125, (Leave .25 safety)
Full Page	\$5,160	\$3,870	Non Bleed: 7 x 9.75 Full Bleed: 8.25 x 11, Trim at 8 x 10.75, (Leave .25 safety)
2/3 Page 1/2 Island	\$3,756	\$2,817	4.75 x 9.875 4.75 x 7.5
1/2 Page	\$3,315	\$2,486	7 x 4.75
1/3 Page	\$2,556	\$1,917	4.75 x 4.75

PREMIUM POSITIONS

Cover 2/ Page 1 Spread	\$12,520
Cover 4/Back Cover	\$8,600
Cover 3	\$6,260
Page 2 -3 Spread	\$12,520
TOC	\$6,260

If digital is added to a print campaign of 4 or more insertions, receive 25% discount off the DIGITAL rate.

*25% discount



DIGITAL ADVERTISING

ALL RATES ARE NET - No Agency Discounts Allowed

MR-MAG.COM

MONTHLY

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	1X	6X	12X
Home Page Video Ad	\$3,900	\$3,120	\$2,730
Leaderboard (1200x120)	\$3,600	\$2,880	\$2,520
Rectangle (300x250)	\$3,600	\$2,880	\$2,520
Banner within Feature Story (829x150)	\$3,600	\$2,880	\$2,520
Classified Ad			\$400 OR \$2,500 one year unlimited

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	1X	6X	12X
News Flash Leaderboard (640x100)	\$2,400	\$1,920	\$1,680
News Flash 2nd Leaderboard (640x100)	\$2,400	\$1,920	\$1,680
News Flash Rectangle (300x250)	\$2,400	\$1,920	\$1,680
Exclusive Ad or e-mail Blast*	\$3,900	\$3,120	\$2,730
Sponsored Profile	\$2,500	\$2,000	\$1,750

*This rate is for 1 per day. All other rates are for 1 per week.

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 accept physical SWOP Certified Matchprints. Please send to the address below addressed to Advertising Department.

Advertising:

MR MAGAZINE, Wainscot Media, One Maynard Drive, Park Ridge, NJ 07656

Shae Marcus - Group Publisher, 856.797.2227, Shae.Marcus@WainscotMedia.com

Production:

Susan Windrum - Production & Circulation, 201.573.5541, MRadvertising@wainscotmedia.com



PRINT

ISSUES: January February March June July August

Size: Full Page 2/3 Page or 1/2 Island 1/2 Page 1/3 Page

Rate/Frequency: 1X 5X

Position requested:

DIGITAL

Product:

Size:

Rate:

Position requested:

THE BOX

Product:

Rate:

Order Date:

Customer:

Address:

m

Contact:

Phone:

Fax:

E-mail:

Website address:

Address:

Secondary Contact:

Phone:

Fax:

E-mail:

Address:

Per issue

Gross ad rate

Frequency discount

Subtotal

Production charges (if applicable)

Subtotal

Pre-payment discount

Total net rate

-

=

+

=

-

=

Billing comments:

Credit application

Credit card Check Merchant credit

Billing preference:

Billing, net 30. All payments past due 15 days will automatically be charged to the credit card listed below. Your Initials are required.

Automatically charge my credit card. Your initials are required.

Credit card type:

Card number:

Card verification #:

Expiration date:

Cardholder name:

Billing address:

City, State & Zip:

Client Signature

Date

Account Executive Signature

Date

PLEASE FAX THE SIGNED CONTRACT TO 1-240-269-7395.

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.