

mmr

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

2021 MEDIA KIT

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 distributed five times a year (January, February, June, July, August).

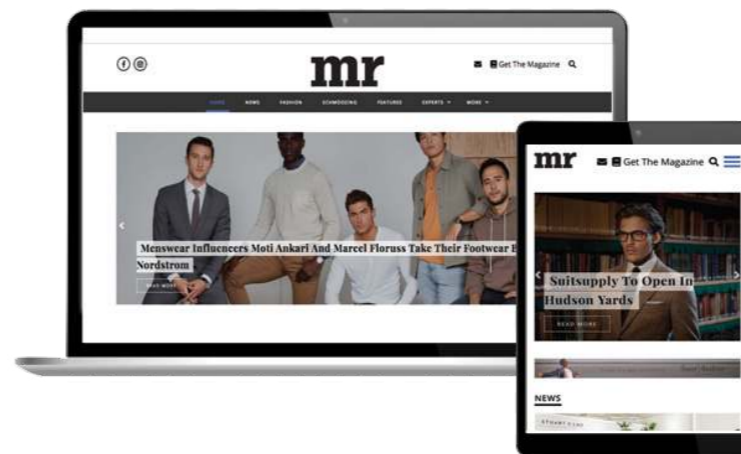


90 percent of MR Magazine's readership is retail-based.



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

WEBINARS: *Coffee & Conversation*

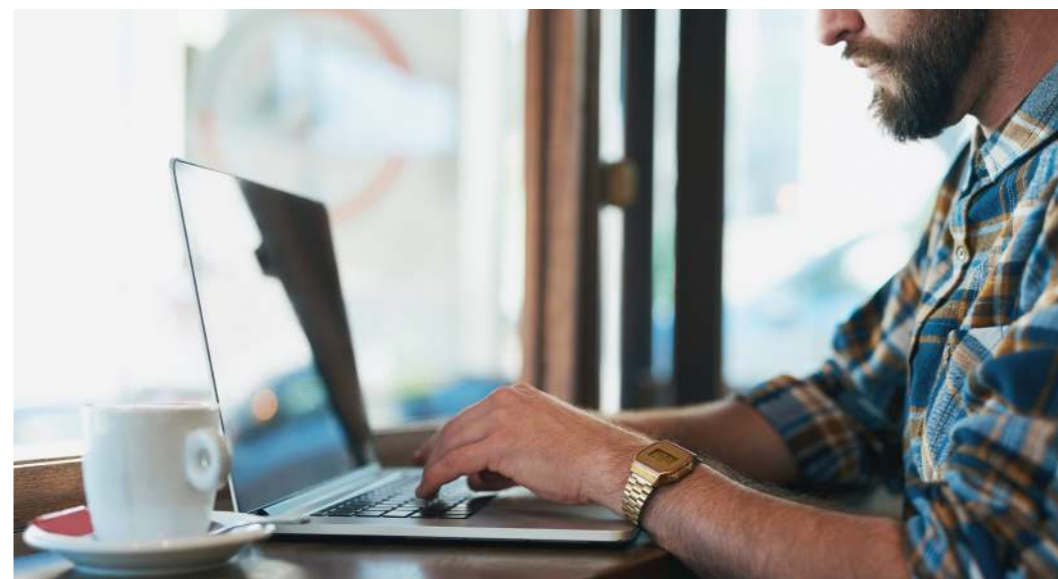
As we continue to adapt in the age of social distancing, MR has been working hard to create new and creative ways to connect you with brands and retailers.

MR is looking to partner with you to host a virtual coffee hour for menswear professionals nationwide.

What you'll get:

- A 60-minute webinar co-hosted with an MR editor on the date and time of your choice
- A designed email promoting the webinar, including:
 - Your logo
 - About the sponsor
- And much more!

RATE: \$1,995



SPONSORED PODCASTS

MR will be launching its very own podcast —providing another way to connect brands with retailers! Sponsorship opportunities available.

What you'll get:

- A 30-minute sponsored podcast hosted by an MR editor
- A designed email promoting the podcast
- Podcast will be posted on various social sites

RATE: \$695



VIDEO: *Perfect Pitch*

Do you have a perfect pitch? MR wants to host your best video pitch on your brand's newest product offerings, enabling you to reach our audience on **Instagram**.

With so many retail store owners not traveling for the unforeseen future, this is a way to present your line in a personal way, and videos have been proven to attract the most views and attention on IGTV – where these videos will be posted.

What you'll get:

- The editors at MR will post your “Pitch” (a 60-120 second video about your products and company) to our feed and IGTV with hashtags, contact information, etc.
- Any preferred hashtags or copy will be included in the post.
- Choose to add on an exclusive e-blast and listing on Mr-Mag.com for even more exposure.

RATE: \$450

(\$1,995 if adding on e-blast and website listing)

SPONSORED PROFILES

Looking to gain valuable exposure for your brand? An MR Sponsored Profile will provide your brand with just that!

What you'll get:

- An editorial story that runs on MR-Mag.com
- The story will also appear in 5 consecutive Daily Newsletters and in 1 Week in Review Newsletter
- Final approval of copy and visuals

RATE: \$2,500
(1X RATE)

Strellson Makes Clothes For Guys Who Pursue Their Own Paths

BY MR MAGAZINE STAFF
DEC 23, 2020



As highly-respected global brand **Strellson** enters the U.S. market for fall '21, MR speaks with Strellson's head of design Marco Tomasi about why U.S. menswear stores need this fabulous fall collection. (Editor's note: Strellson and JOOP! are both divisions of Holy Fashion Group.)

Q: How would you describe the DNA of the Strellson brand?

A: Strellson is a modern, masculine, contemporary brand with a Swiss heritage. We see the Strellson customer as an independent, energetic young man, and when I say young, I mean in mindset. For sure he's authentic, as we view Strellson as a way of being rather than a way of dressing. Our brand description sums it up perfectly:

Joop! America's Next Hot Brand

BY MR MAGAZINE STAFF
JAN 22, 2021

Gregor Langenbacher

In an effort to bring to life the DNA of this iconic global brand, so perfect for a new consumer mindset that values comfort, style, versatility, and sustainability, we interview **JOOP!** head of design Gregor Langenbacher and Strellson North America Ltd CEO Mark Alkow.

Q: Could you first address your current distribution and why you're targeting U.S. specialty stores or this press release class?

Mark: JOOP! evolved from its roots as a German cult label to become an international lifestyle brand, now distributed in many Western European countries as well as in Russia. It was successfully launched in Canada almost three years ago and counts Harry Rosen and top independent stores among its customer base.

Even though current market conditions are challenging, we believe it's an ideal time to introduce the brand to the American market. Clearly, there's serious brand fatigue regarding many of the designer names of the last 20 years, due in part due to over distribution. So many of these tried designer labels can be found in department stores, off-price and discount outlets, mono-brand shops and their outlets, and various online channels.

Q: Who is JOOP!'s target customer?

Gregor: In general, we address men over 30. But our goal is to arouse desire, regardless of age, through a certain sophisticated aesthetic and style.

For us, the JOOP! man is a modern, confident guy who enjoys living life to the fullest. He represents urban style but with an elegant twist - no matter his age. This is exactly the approach we're taking with our collections. At the end of the day, it's the customer's inner mindset that counts. "Some people are old at 18 and some are young at 80." That's the motto that has guided us.

mr THE BOX

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



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 2021 EDITORIAL CALENDAR

JANUARY

Ad Close 11/21, Materials Due 12/2

FEBRUARY

Ad Close 1/3, Materials Due 1/8

JULY

Ad Close 6/8, Materials Due 6/12

AUGUST

Ad Close 8/5, Materials Due 8/10

OCTOBER: The Holiday Issue (DIGITAL)

Ad Close 9/15, Materials Due 9/22



EDITORIAL DEPARTMENTS

Editor's Letter

Fashion

Guest Editorial

Ones to Watch

Scene

The Last Look

PRINT ADVERTISING

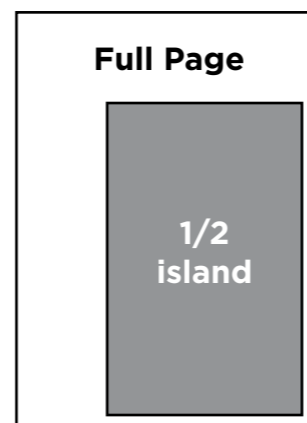
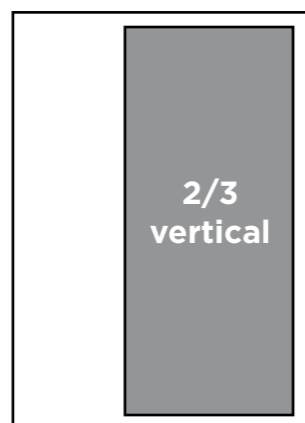
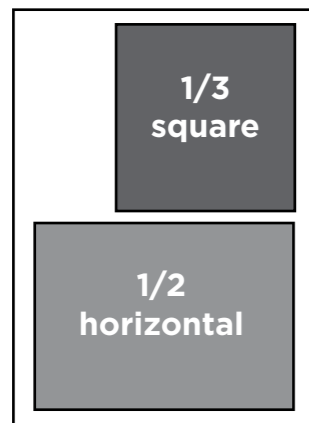
ALL RATES ARE NET - No Agency Discounts Allowed

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



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. 3OPI 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.

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.

TERMS & CONDITIONS

Cancellations will not be accepted after the ad closing date in the case of print or, in the case of online advertising, 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.

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 July August October
 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: _____ Position requested: _____
 Rate: _____

WEBINAR

Date: _____
 Rate: _____

PODCAST

Rate: _____

PERFECT PITCH

Date: _____
 Rate: _____

THE BOX

Product: _____
 Rate: _____

Order Date: _____
 Customer: _____
 Address: _____
 m
 Contact: _____
 Phone: _____
 Fax: _____
 E-mail: _____
 Website address: _____
 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.