

www.profashion.ru

PRO
top

fashion

The Fashion Magazine for Professionals

media kit



PROfashion



Catalogue of kidswear, shoes and accessories
B2B tool



The fashion magazine for professionals
Twice a month
B2B tool



The first professional award of the fashion industry
Annual brunch event

Russian Fashion Media
agency

Agency services:

- meetings with buyers and agents
- presentations
- fashion shows
- parties

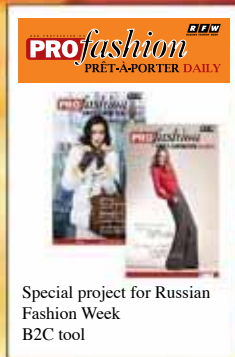
B2B + B2C tool

WEB-SITE

News, projects, on-line version of the magazine, banners
B2B tool



Special project for CPM fashion fair
B2B tool



Special project for Russian Fashion Week
B2C tool



Glossy magazine. Photo sessions: celebrities wearing your latest collection.
B2C tool

NEWS LETTER

News, projects, banners
Over 16,000 e-mails database
B2B tool

Magazine and readership profile

PROfashion is the informational and analytical fashion trade magazine. The name combines two notions — professionalism and fashion, which gives a clear picture of its target audience.

Target group

The whole range of fashion business specialists.

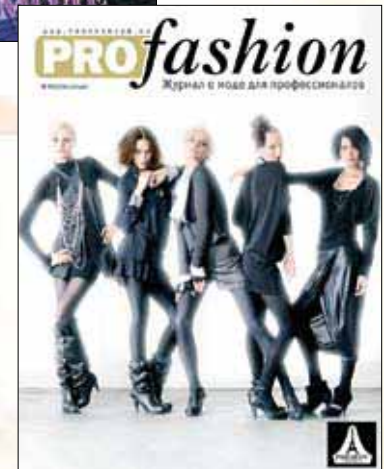
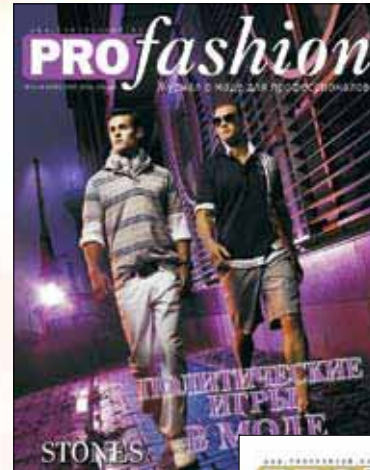
- Owners and managers of apparel, shoes and accessories shops
- Distributors, wholesalers
- Apparel, shoes and accessories producers
- Buyers
- Designers
- Merchandisers
- Shop window designers
- Business trainers
- Development companies' employees
- Marketing, advertising and PR managers and directors

General data

Periodicity: twice a month

Circulation: 10 000 copies

Number of pages: 48-96



Contents

Design

- design and fashion-industry news: new brands, new collections and limited production lines launch, new names, advertising campaigns, contracts and design projects, rebrandings;
- interviews with designers, creative directors of the most influential companies and fashion houses;
- opinions of specialists, buyers and fashion-critics on the seasonal collections presented by designers;
- next season trends analysis;
- overview of the world's leading fashion weeks

Retail

- retail news: new markets development; new retail outlets, boutiques, shopping malls; collections arrivals;
- interviews with the most significant retailers, owners and top-managers of the leading dealer networks;
- analysis of the situation on the Russian fashion market;
- marketing researches in different retail segments; analysis of Russian buyers' preferences.

Marketing

- marketing news: mergers and acquisitions, investments in fashion industry, financial reviews of the fashion industry leaders' activities, personnel replacements in the largest companies of the fashion market;
- financial analysis of international fashion markets
- opinions on development trends and criteria of business success in retail
- marketing specialists' advice on business development: principles of visual merchandizing, clients loyalty development programmes, shop windows design, personnel coaching, sales techniques etc.

As well as:

- columns: Showrooms, Logistics, Jobs, Must See, Exhibitions
- trade fairs calendar for the coming two months;
- guide to the world's fashion capitals (a practical guide for buyers).

Magazine and readership profile

Distribution

Distribution range: Moscow, St.Petersburg, Yekaterinburg, Novosibirsk and other Russian metropolises Distribution channels:

- Subscription
- VIP mailings
- Trade fairs and events
- Other

Weekly newsletter mailing – over 17,000 e-mails all over Russia, Ukraine, Kazakhstan and other CIS countries.

On-line flash version of each issue.

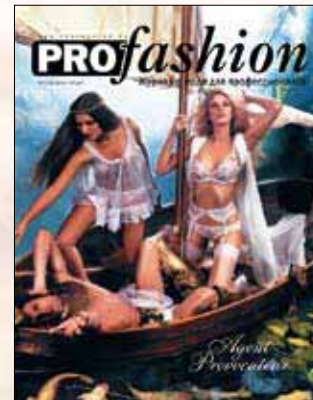
Advertising campaign

Participation in all major fashion trade fairs in Russia and abroad:

- CPD, Duesseldorf, Germany
- Pret-a-Porter Paris, Paris, France
- Premium, Berlin, Germany
- Bread and Butter, Berlin, Germany
- CPM – Collection Premiere Moscow, Russia
- Federal fair “Textillegrom”, Moscow, Russia
- Fashion Industry, St.Petersburg, Russia

Participation in fashion weeks:

- Russian Fashion Week
- Volvo Fashion Weeks in Moscow



Special projects

PROfashion magazine is also the initiator and organizer of the following projects:

PROfashion Awards – annual fashion business award

Pret-a-porter Daily – Russian Fashion Week Digest (twice a week, six issues)

CPM PROfashion calendar – CPM fashion fair business program schedule (twice a year)

PROfashion Kids – catalogue of kidswear, shoes and accessories (twice a year)

Kids Catwalk – kidswear and accessories fashion show in the framework of trade fairs CJF and Children's World (twice a year)

Russian and foreign fashion fairs calendar (twice a year)

Russian Fashion Media Agency

Russian Fashion Media Agency organizes all kinds of events in fashion industry:

- Fashion shows
- Parties
- Presentations
- Seminars, master classes, round tables
- Meetings with buyers



Client's feedback:

"Back in Munich I'd like to thank you very much for the professional organization of the Roekl event in Moscow last week. It was the first time we had such a presentation abroad with our brand Roekl. We felt very comfortable meeting customers and the press at that wonderful location".

Sincerely yours,

Annette Roekl

President of Roekl Company

Advertising and PR options

PROfashion magazine

- Image advertising (covers, main block)
- Company's offer (last block of the magazine, columns Showrooms, Classified, Logistics, Shop fitting, Trade fairs, Jobs)
- Special offer: an interview (with the company's owner, brand designer etc.), or an advertorial (advertising material (brand story, peculiarities of business on the Russian market etc.) presented under the guise of editorial material)

WEB — www.profashion.ru + Weekly newsletter (e-mailing)

- Banner (240x120, all pages)
- News on the main page (with the link to the company's web-page)
- News in weekly mailing (with the link to the company's web-page)

Participation in special projects

- PROfashion Awards
- PROfashion Kids Catalogue
- CPM Calendar
- RFW Daily
- Kids Catwalk



PROfashion magazine

1/1 single page	2500 Euro
2/1 spread	5000 Euro
1st spread	8000 Euro
2nd, 3rd spread	7000 Euro
4th cover	8000 Euro
3rd cover	4000 Euro
2nd cover	5000 Euro
1st cover	10000 Euro
Advertorial* (1/1)	2000 Euro
Advertorial* (spread 2/1)	4000 Euro

* Advertorial is an advertisement written in the form of an objective opinion editorial, and presented in a printed publication— usually designed to look like a legitimate and independent news story.

Discounts

2-3 publications — 20%
 4-7 publications — 30%
 8 and more — 40%

Special projects prices are available upon request

PROfashion Kids Catalogue

Periodicity: 2 times a year
 (for the trade fairs periods)
 Circulation: 15,000 copies
 Size: 125x210

Main block

1 st cover	1600 Euro
2 nd cover	900 Euro
3 rd cover	700 Euro
4 th cover	1200 Euro
2/1 spread	800 Euro
1/1 single page	500 Euro
logo	100 Euro

Discounts:

covers 2 times a year — 10%,
 inside pages 2 times a year — 5%

Franchising block

1/1 single page	400 Euro
2/1 spread	600 Euro

WEB — www.profashion.ru + mailing

“Test drive” fare — 115 Euro

Banner (240x120, all pages) — 10 days
 News on the main page (with the link to the company’s web-page) — 10 days
 News in weekly mailing (with the link to the main page) — 1 time

“Sensible” fare — 275 Euro

Banner (240x120, all pages) — 30 days
 News on the main page (with the link to the company’s web-page) — 30 days
 News in weekly mailing (with the link to the main page) — 2 times

“PROfashional” fare — 570 Euro

Banner (240x120, all pages) — 90 days
 News on the main page (with the link to the company’s web-page) — 90 days
 News in weekly mailing (with the link to the main page) — 6 times

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