

**MANN
PUBLICATIONS**

f m

FASHION MANUSCRIPT

MEDIA KIT

mannpublications.com

Z O I S M STATEMENT

CELEBRATING THE *FASHION INDUSTRY*

Fashion Manuscript is a monthly business-to-business magazine that delivers extensive photo coverage of top fashion industry events, well-penned columns by experts in the community, and profiles of the people and companies behind some of the biggest deals in fashion. Stories feature news from across the country—from emerging designers showing at New York Fashion Week to companies showing off their latest technological innovations at ReMode in Los Angeles. With a keen focus on bustling cities from coast to coast, Fashion Manuscript has gained access to some of the country's biggest trade shows, such as Dallas Market Center, AmericasMart Atlanta, CurvExpo, California Market Center, MAGIC, Liberty Fairs, WWIN, OFFPRICE, and many more.

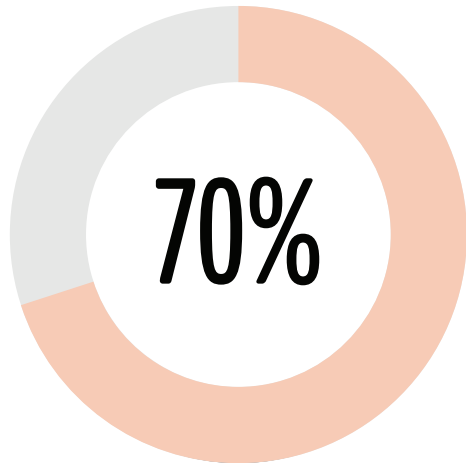
Fashion Manuscript's style—utilizing the perspectives of attorneys, accountants, boutique owners, career advisors, and tech innovators—is what differentiates it from other trade publications and makes it a must-read for those who wish to be well-informed on all things fashion.

AUDIENCE

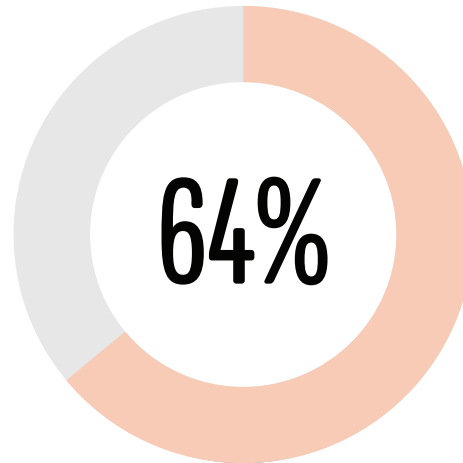
Fashion Manuscript reaches an average of 40,000 focused readers who welcome and gain insider knowledge of the fashion industry via their dedicated readership. Whether they're staying up-to-date on the latest fashion trends, designers, or industry acquisitions, our consumers trust *Fashion Manuscript* to provide the latest information for their businesses.

DEMOGRAPHICS

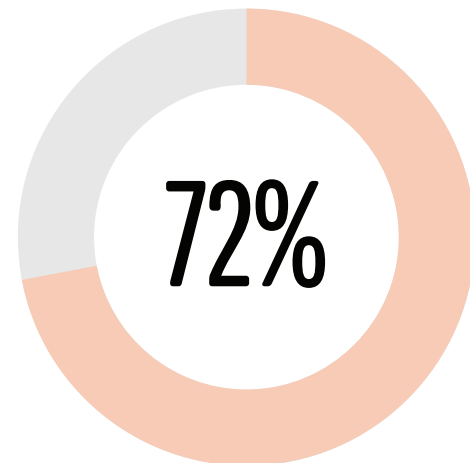
Online Readers who use a desktop versus a mobile and tablet device



Returning visitors on the FM website

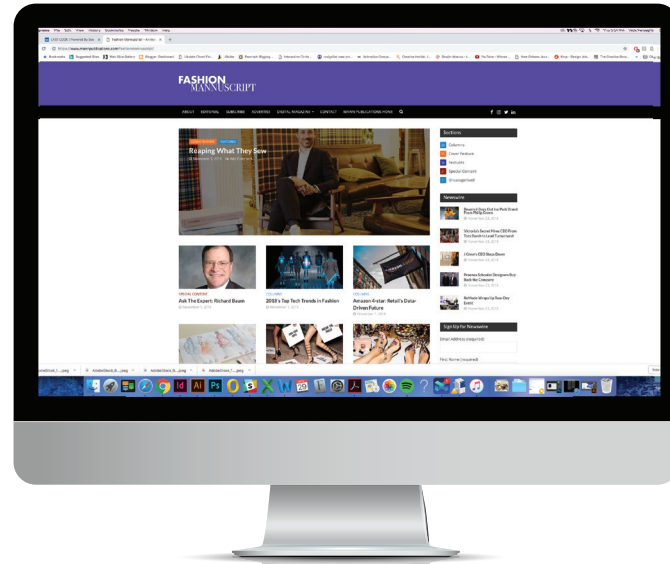


Readers who are in the professional/Managerial industry

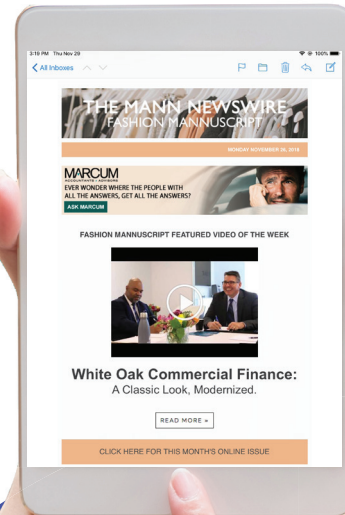
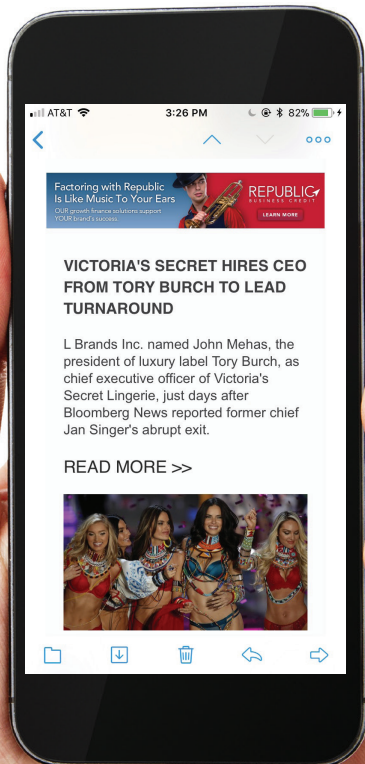


RATES & CIRCULATION

Mann Report rate base is 28,000 subscriptions. Due to our online presence since 2017, there has been a 316% increase in circulation

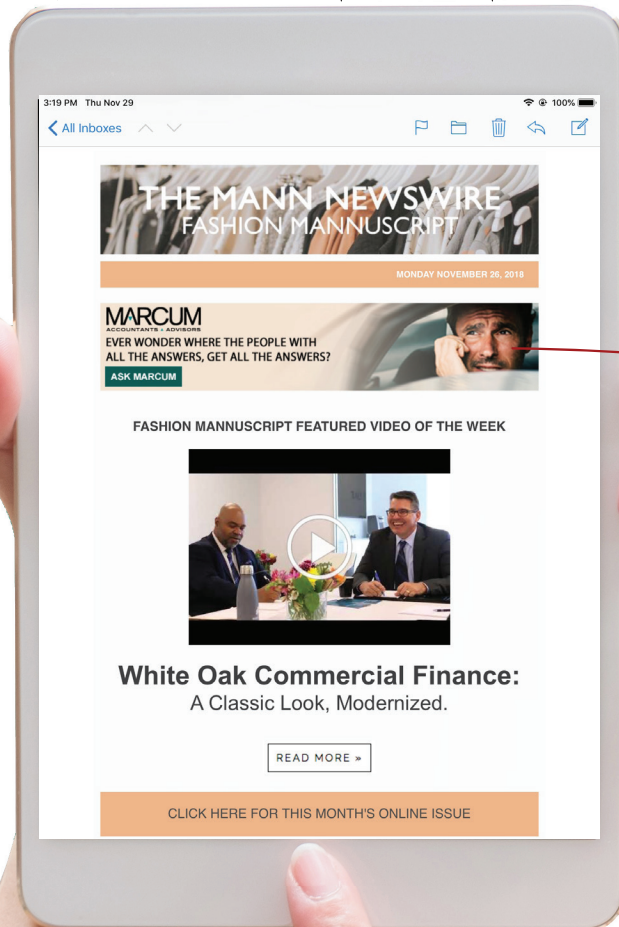


DIGITAL ADS



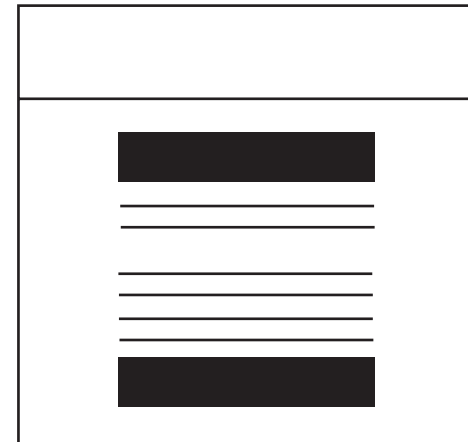
DIGITAL ADS

NEWSWIRES



NEWSWIRE BANNER ADS

Newswire Banner Ads are displayed in the weekly newswires. Ads must be submitted as .JPEG, .GIF, or .PNG files, sized 728 pixels wide by **90 pixels high**, at **72 dpi**. Ads must be sent with a link that the ad should be directed to.



728 x 90 pixels and 72 dpi

In addition to the articles and columns that make up our monthly print magazines, Mann Publications makes it a priority to cover news consistently throughout the month with our weekly email newswires.

Through our long list of PR contacts we stay up to date on what's happening in the real estate, property management, and fashion communities—each week we compile the most pressing stories and deliver them first thing in the morning, right to our readers' inboxes.

Advertising within our newswire means access to thousands of readers on a weekly basis, ultimately increasing the reach of your company.

DIGITAL ADS WEBSITE

WEBSITE BANNER ADS

Banner Ads are displayed across the top and bottom of every page on our website. Ads must be submitted as .JPEG, .GIF, or .PNG files sized 650 pixels wide by 130 pixels high, at 72 dpi. Ads submitted for placement on our homepage are sized slightly larger at 742 pixels wide by 130 pixels high, at 72 dpi.

DEMOGRAPHIC

40,000 Unique Readers

Median Age: 40

20-45: 50%

30-65: 70%

College Educated: 89%

Employed: 85%

Professional/Managerial: 72%

(Sources: Web-based analytics)

Read 8 or 10 out of 10 issues: 58%

Average time spent reading: 28 Minutes

(Sources: Web-based analytics)

RATES/CIRCULATION

Rate Base: 28,000 (Subscriptions)

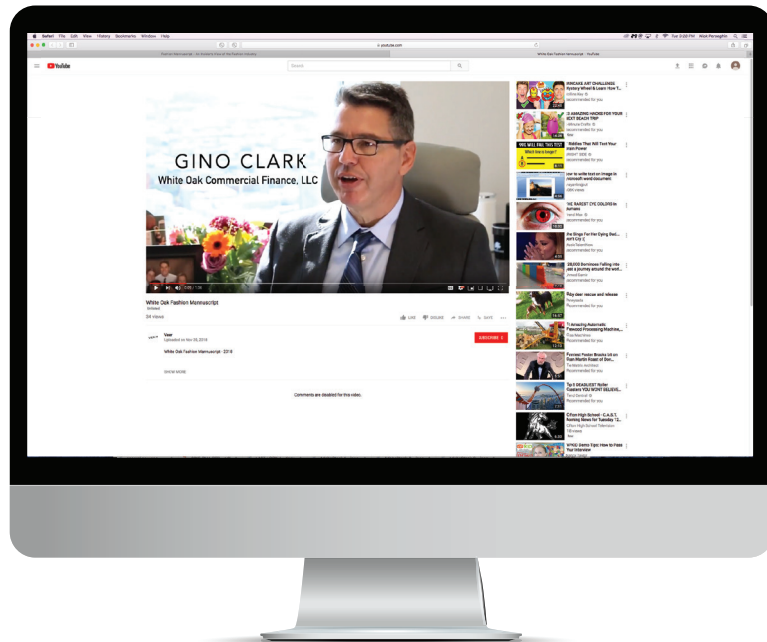


DIGITAL ADS VIDEOS

In addition to the articles and columns that make up our monthly print magazines, Mann Publications makes it a priority to cover news consistently throughout the month with our weekly email newswires.

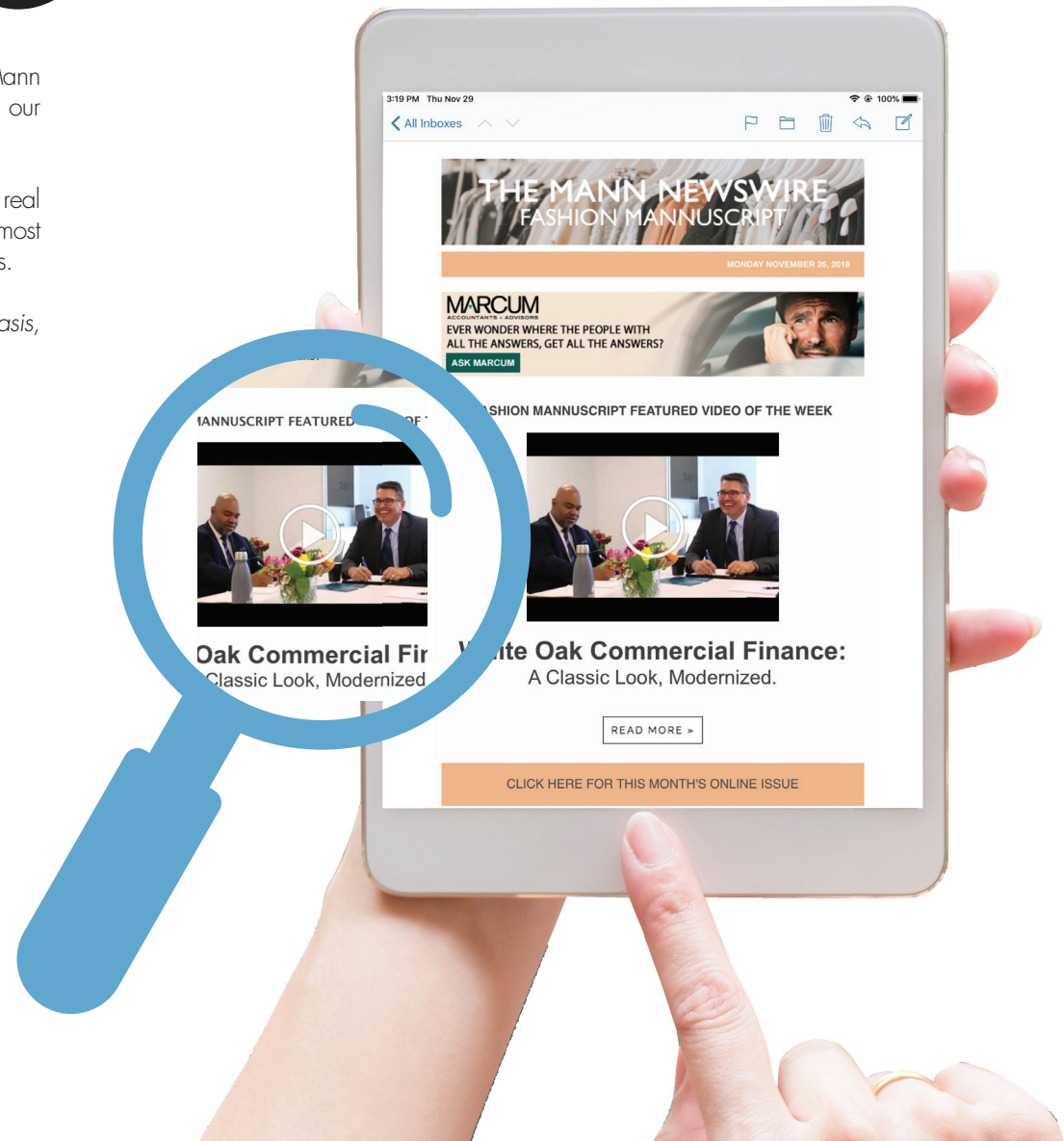
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EMBEDDED VIDEO

Embed video files directly into your existing magazine ad, or create a 'Digital Only' ad to showcase your video. Videos must be submitted as **.FLV video format** and **be under 100MB**. The recommended bitrate is between **300kb/s – 700kb/s**. Videos must have a minimum duration of at least 1 second. Supported video codec is Sorenson Spark. Supported audio codec is MP3. Don't have a video? Allow Mann Publications to handle all of the video production. Contact us for more info.



PRINT ADS & DEADLINES



ISSUE DATE

DEADLINE

JANUARY 2022 NOV 22nd

FEBRUARY 2022 DEC 27th

MARCH 2022 JAN 31st

APRIL 2022 FEB 21st

MAY 2022 MAR 28th

JUNE/JULY 2022 APR 25th

AUGUST 2022 JUNE 27th

SEPTEMBER 2022 JULY 25th

OCTOBER 2022 AUG 29th

NOV/DEC 2022 SEP 26th

FILE FORMAT FOR ADS

All ads must be submitted as high resolution, print quality PDFs. All images at least 300 dpi, fonts embedded, and all colors CMYK. All Spot colors and RGB must be converted to CMYK. Please remove all ICC tags and OPI. PDF compatability mode must be **Acrobat 4 (PDF 1.3)**. Crop marks, registration marks, and color bars should be offset outside of the bleed area (.2222 inches).

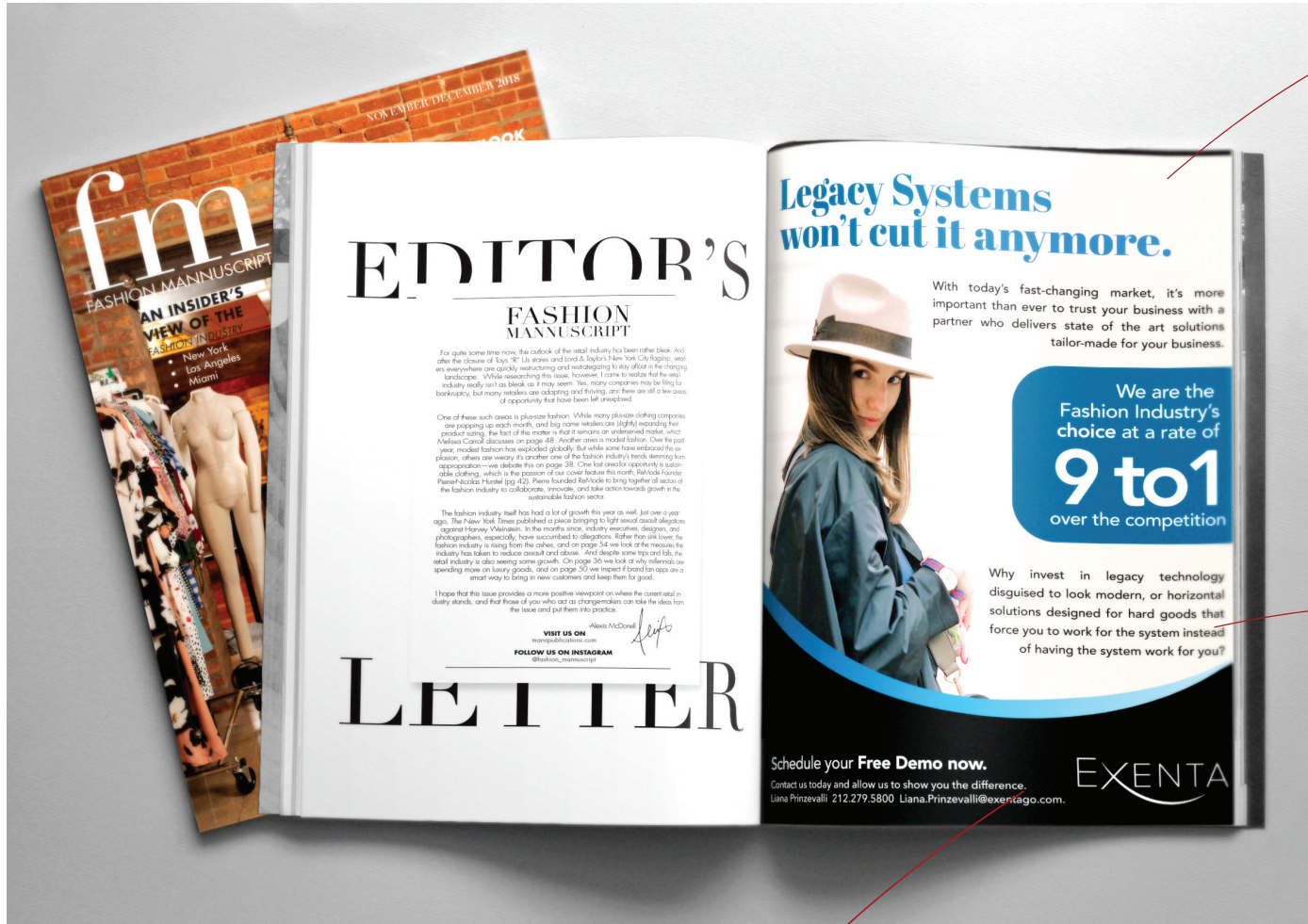
TEMPLATES

For your convenience, full page ad template files for Adobe InDesign, Illustrator, and Photoshop, as well as PDF export presets, are provided on the Mann Publications website at www.mannpublications.com/advertise.html

AD SUBMISSION

Please email all ads to kpeguero@mannpublications.com. Please direct any technical questions to Production at 212-840-6266 ext. 315.

FULL PAGE ADS



Trim Size

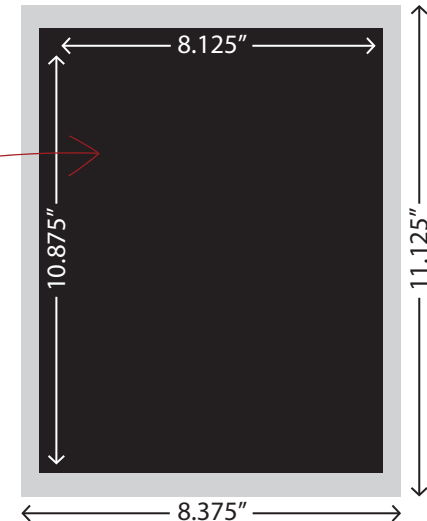
8.125" w x 10.875" h

All Full Page ads must include a 1/8" bleed on all sides.

All Full Page ads must include a 1/4" safety zone margin for text and images.

All essential information must fit inside artwork area (black area).

All finished artwork must be submitted as a PDF, and rendered at CMYK format.



FILE FORMAT FOR ADS

All ads must be submitted as high resolution, print quality PDFs. All images at least 300 dpi, fonts embedded, and all colors CMYK. All Spot colors and RGB must be converted to CMYK. Please remove all ICC tags and OPI. PDF compatibility mode must be **Acrobat 4 (PDF 1.3)**. Crop marks, registration marks and color bars should be offset outside of the bleed area (.2222 inches).

1. Rates are based on average total audited circulation from newswire and print magazines, effective with the magazine dated January 2018. Announcement of any change in rates and/or circulation rate base will be made in advance of the magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the magazine.
3. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
4. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
5. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the magazine, the agency and advertiser agree not to make any promotional or merchandising reference to the magazine in any way without the prior written permission of the Publisher in each instance.
6. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with, vary, or add to these Terms and Conditions will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
7. The Publisher has the right to insert the advertising anywhere in the magazine at its discretion, and any condition or contracts, orders or copy instructions involving the placement of advertising within an issue of the magazine (such as page location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the print edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
8. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the magazine because of strikes, work stop pages, accidents, fires, or any circumstances not in control of the Publisher.
9. Invoices are rendered on the sale date of the magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or at the highest rate of applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising by the magazine.
10. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
11. Publisher reserves the right to modify these Terms and Conditions.

TERMS & CONDITIONS



CONTACT INFORMATION

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Graphic Design Krystal Peguero E: kpeguero@mannpublications.com P: 212-840-6266 x315

SOCIAL MEDIA

