



APPAREL RESOURCES

**#1 Source**  
of Information  
for the Apparel Industry

Media Kit

# MISSION STATEMENT



## Delivering Transparent Apparel and Textile News for the Last 25 Years...

Apparel Resources is a sourcing platform bringing years of experience in serving the entire textile value chain.

We are a vast knowledge resource for contemporary, insightful and compelling information and analysis of apparel, textile and fashion industries from around the globe. We are backed by our rich experience and deep understanding of the garment and textile industry, both domestic and international.

## Focus on Apparel and Textile Industry

Our expertise lies in extensive and transparent reporting on sourcing strategies, textile sustainability, benchmark production practices, global business trends, issues impacting retail markets and manufacturing destinations, garment manufacturing technology, products, fashion influences, management tools, global policies and more.

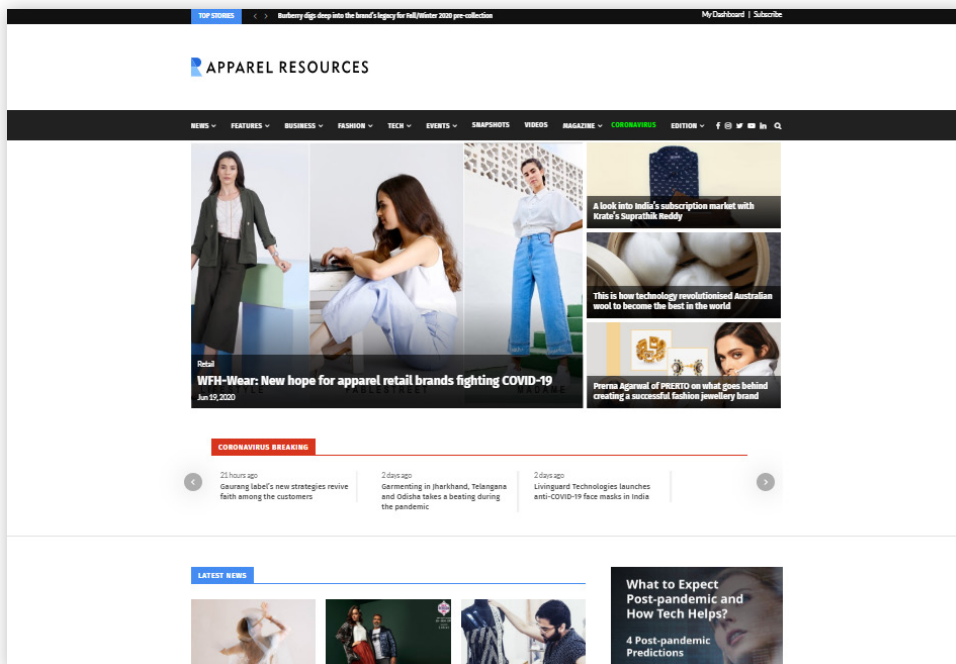
## Why Apparel Resources?

Need relevant, in-depth information on the latest happenings and developments in the apparel, textile and fashion industries? You have landed at the right place!

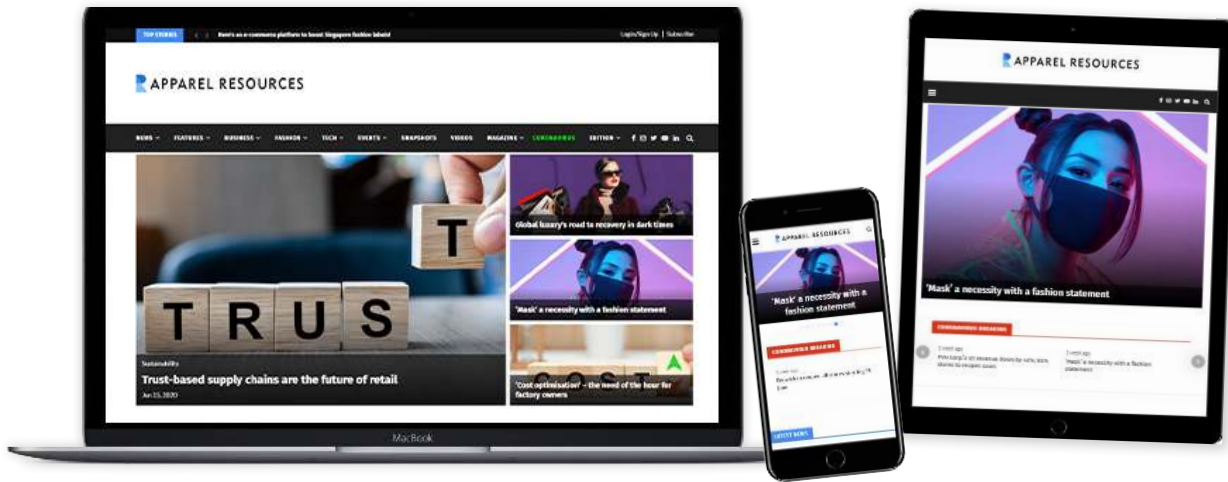
- Delivering authentic information
- Real-time industry updates
- Relay on-site event news
- Apparel and textile market analysis
- Dissect retail & manufacturing markets
- Market growth monitoring and projections
- Trade data monitoring and projections
- Insightful trade reports
- Buyer-supplier surveys
- Fashion updates and trend reports

## Our Publications

Our print verticals are among the most read magazines in their respective domains. Our successful magazines include: Apparel Online India, Apparel Online Bangladesh, Apparel Online Vietnam, Resource Guide, StitchWorld and FFT Magazine.



# APPAREL RESOURCES OVERVIEW



## Who's the Reader

### Company Type

Apparel  
Textile  
Accessories  
Footwear  
Luggage  
Technology

### Department

Production  
Retail  
Sourcing  
Design  
Merchandising  
Management

### Age

18-60 years

## Traffic at Glance

**3.6+**

Lakh  
Uniques

**10+**

Lakh  
page views

**3.2**

minutes  
per session

Source: Google Analytics April 2017-June, 2017

## Category of Content

### News

Latest  
Business  
Fashion  
Manufacturing  
Technology

### Business

Retail  
Sourcing  
Sustainability  
Policy  
Data  
Trade

### Fashion

Trends  
Runways  
Features  
Innovation

### Manufacturing

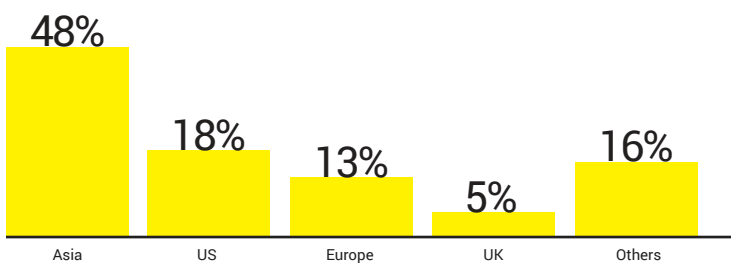
Production  
Product  
Human Resource

### Technology

Production Technology  
Knitting Technology  
Information Technology  
Industry 4.0

### Events

## Region-wise Traffic



Source: Google Analytics April 2017-June, 2017

# ADVERTISEMENT POSITIONS



## HOME PAGE

APPAREL RESOURCES Banner 730 X 80

NEWS | FEATURES | BUSINESS | FASHION | TECH | EVENTS | SNAPSHOTS | VIDEOS | MAGAZINE | COVID-19 NEWS | EDITORIAL | f | t | w | i | n | q

**WFF-Wear: New hope for apparel retail brands fighting COVID-19**  
Apr 20, 2020

**What to Expect Post-pandemic and How Tech Helps?**  
A Post-pandemic Predictions

Banner 510 X 80

## CATEGORY / SUB-CATEGORY

APPAREL RESOURCES Banner 730 X 80

NEWS | FEATURES | BUSINESS | FASHION | TECH | EVENTS | SNAPSHOTS | VIDEOS | MAGAZINE | COVID-19 NEWS | EDITORIAL | f | t | w | i | n | q

Banner 1080 X 80

**FEATURES**

- A look into India's subscription market with Krate's Suprathik Reddy**  
By Suprathik Reddy
- WFF-Wear: New hope for apparel retail brands fighting COVID-19**  
By Suprathik Reddy
- Learning in Thailand, Malaysia and Dubai takes a breather during the pandemic**  
By Suprathik Reddy

**POPULAR ARTICLES**

- WFF-Wear: New hope for apparel retail brands fighting COVID-19**  
By Suprathik Reddy
- Learning in Thailand, Malaysia and Dubai takes a breather during the pandemic**  
By Suprathik Reddy
- US denim apparel imports decline 55.34% in April '20**  
By Suprathik Reddy

Banner 510 X 80

## ARTICLE PAGE

APPAREL RESOURCES Banner 730 X 80

NEWS | FEATURES | BUSINESS | FASHION | TECH | EVENTS | SNAPSHOTS | VIDEOS | MAGAZINE | COVID-19 NEWS | EDITORIAL | f | t | w | i | n | q

Banner 1080 X 80

**A look into India's subscription market with Krate's Suprathik Reddy**

Subscription is a growing industry as more and more people rely on monthly models to fulfil various needs. A dependence on social media and shift from tier 2 and tier 3 cities to metros is driving demand for this model in the increasingly busy lives of the working class.

By Suprathik Reddy | 15 Jun 2020 | 1 min read

Top Banner Right 320 X 80

Side Banner 320 X 210

Side Banner 320 X 320

Side Banner 320 X 450

Banner 510 X 80

## SEARCH PAGE

APPAREL RESOURCES Banner 730 X 80

NEWS | FEATURES | BUSINESS | FASHION | TECH | EVENTS | SNAPSHOTS | VIDEOS | MAGAZINE | COVID-19 NEWS | EDITORIAL | f | t | w | i | n | q

Banner 1080 X 80

Search: apparel

Business | Tech | Fashion | Events

Search Results for: apparel (21815)

- Apparel store sales up 188% in May; US retail sales jump 17.7% in April rebound
- COVID-19 effect: Apparel imports of EU see serious dent in Jan-Mar '20
- Pandemic hits Japanese apparel industry hard, imports down substantially in Jan-Apr '20
- US denim apparel imports decline 55.34% in April '20
- Technology integration to sustainability, that's how
- Cores Digital, Res Q and Senai unveil massive

Banner 510 X 80

# CLIENT LIST & ADVERTISEMENT RATES



## Our Clients



## Advertisement Rates

AR Instances*	Section	Type of Advt./Post	Cost in USD / Month
Apparel Resources Global <a href="https://apparelresources.com">https://apparelresources.com</a>	Home Page	Header Banner 730 X 80	1,800
		Banner 510 X 80	650
Apparel Resources India <a href="https://in.apparelresources.com">https://in.apparelresources.com</a>	Category Page	Header Banner 730 X 90	1,000
		Banner 1080 X 80	750
	Sub-Category Page	Banner 510 X 80	450
		Header Banner 730 X 80	1,000
Apparel Resources Veitnam <a href="https://vn.apparelresources.com">https://vn.apparelresources.com</a>	Search Page	Banner 1080 X 80	750
		Banner 510 X 80	450
		Header Banner 730 X 80	1,000
Apparel Resources Bangladesh <a href="https://bd.apparelresources.com">https://bd.apparelresources.com</a>	Article Pages of any one sub-category	Banner 1080 X 80	1,000
		Banner 510 X 80	750
		Top Banner Right 320 X 80	750
		Top Banner Right 320 X 210	450
		Side Banner 320 X 320	550
		Side Banner 320 X 450	650
		Banner Left 510 X 80	700
		"Sponsor Article (1000 words) with Logo (292 X 224)"	1,500
		Sponsor Logo 292 X 224	850

\* Note that the rates mentioned are for any one instance only. Advertisement display in two instances will mean twice the cost though discounts will apply.



## APPAREL RESOURCES

### PACKAGES FOR ONLINE PROMOTIONS



#### Online Promotion for 3 Months:

- a. Three News on [www.apparelresources.com](http://www.apparelresources.com).
  - i) The website receives 10,000 unique visits per day.
  - ii) The 3 news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.
- b. One Company Press Release will be sent to our industry contacts (approx. 1,80,000).
- c. Advertisement
  - i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 3 months.
  - ii) Banner advertisement in Apparel Resources' Weekly Newsletter – Twice in a period of 3 months. The same is sent to 75,000 newsletter subscribers.



#### Online Promotion for 6 Months:

- a. Six News & One Interview on [www.apparelresources.com](http://www.apparelresources.com).
  - i) The website receives 10,000 unique visits per day.
  - ii) The six news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.
- b. Three Company Press Release will be sent to our industry contacts (approx. 1,80,000).
- c. Advertisement
  - i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 6 months.
  - ii) Banner advertisement in Apparel Resources' Weekly Newsletter – Five in a period of 6 months. The same is sent to 75,000 newsletter subscribers.



#### Online Promotion for 12 Months:

- a. Six News & two Interview on [www.apparelresources.com](http://www.apparelresources.com).
  - i) The website receives 10,000 unique visits per day.
  - ii) The six news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.
- b. Six Company Press Release will be sent to our industry contacts (approx. 1,80,000).
- c. Advertisement:
  - i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 12 months.
  - ii) Banner advertisement in Apparel Resources' Weekly Newsletter – 10 in a period of 12 months. The same is sent to 75,000 newsletter subscribers.
- d. Get 1-year content access worth USD 100 free of cost.