

ragtrader

Australia's premier fashion business magazine



YOUR BUSINESS ESSENTIAL

Putting you in front of
the **people that matter**

**EXCITING NEW
MONTHLY FORMAT**

WHO READS *RAGTRADER*?

- Chain stores
- Department stores – Myer, David Jones, K-Mart, Big W, Target
- Designers
- Accessories outlets
- Students
- Manufacturers
- Australia wide

WHY THEY READ *RAGTRADER*.

- **Ragtrader** is known for exclusive and up to the minute news coverage, informative features and insightful profiles on leading industry practitioners plus lively debate on hot industry topics
- **Ragtrader** tackles the big issues and gets the relevant information to assist in the fashion retail business
- **Ragtrader** is a powerful source to inform, educate and shape opinions and perceptions
- **Ragtrader** contributors offer unique insight into the business of fashion
- **Ragtrader** covers major industry topics every month

WHAT THIS MEANS TO YOU.

- You have a platform offering a highly engaged audience
- You reach the key decision-making executives looking to fast track their business/s to be the latest and most up-to-date for their customers.
- By partnering with leading fashion events Ragtrader offers you – the advertiser a bonus distribution and wider audience
- Partnerships with leading fashion groups: Highly respected amongst the BIG fashion events Australia wide.

WHO BENEFITS FROM INVESTING WITH *RAGTRADER*?

- Textile suppliers
- Major fashion manufacturing companies
- Fashion transport & logistics companies
- Retail store merchandisers
- Retail technology providers
- Retail development real estate
- Packaging suppliers
- Events organisers – local & international
- Consumer fashion titles
- Fashion Design training institutes
- Fashion TV channels
- Outdoor advertising companies



Ragtrader offers readers unparalleled access to key industry powerbrokers as well as in-depth news and analysis on legal, business and financial matters in the fashion industry. But don't take our word for it - here's what the influencers have to say:

THE CHAIN STORE: ARTHUR GALAN

"Ragtrader is a guide that gives broader context about our local industry. I enjoy reading local industry views."

ARTHUR GALAN

THE MANUFACTURER: STANDARDKNIT UNIVERSAL

"We have supported Ragtrader with our advertising program over a number of years now. This is in line with our customer feedback at our NSW Stock Service which suggests the clients have read about us in Ragtrader magazine."

CAROL CRAWFORD

RETAIL GROUP OF COMPANIES: RETAIL APPAREL GROUP

"All of the team at RAG (Retail Apparel Group) thoroughly enjoy reading Ragtrader. The magazine has broad appeal and is read by most people in our office including our General Managers, Buyers, Retail Teams and Creative. Reading the magazine will often get me thinking about our business whether it be from an article on on-line retailing and e-commerce to the latest in menswear accessories."

GARY NOVIS

THE DEPARTMENT STORE: MYER

"Ragtrader magazine keeps us close to the industry – emerging labels, changes to legislation, news in retail. It has been part of the Australian industry for much of my career."

JUDY COOMBER

THE CHAIN STORE: CUE

"We have a long term association with Ragtrader that goes back to the very beginning. In the very early 70's, Ragtrader featured a number of articles based on our then-revolutionary open order system of supply to Myer Department Stores. The product was supplied to the stores, but selections were made by us, the supplier yet the store paid for owned and took responsibility for the merchandise. Our arrangements of supply was the forerunner to today's "concession" arrangements. The articles featured in Ragtrader assisted in our early period of growth and also gained entry into other store groups that led to supply. Since, we have found Ragtrader to be the only ideal message service to deliver information or to promote our business achievements to the wider clothing and retail industries."

ROD LEVIS

RAGTRADER AT INDUSTRY EVENTS.

Ragtrader has forged official trade partnerships with Australian Fashion Week, Fashion Exposed and L'Oreal Melbourne Fashion Festival in recent years, as well as spearhead and support key seminars and conferences in the sector.

FASHION EXPOSED

"As Australia's largest trade fair, Fashion Exposed has enjoyed a long term partnership with Ragtrader. Our partnership incorporates the delivery by Ragtrader of a high quality show catalogue for our biannual event with a production run of approximately 5000. Ragtrader reaches across the Australian fashion industry connecting with fashion retailers, wholesalers, distributors and manufacturers. The magazine has consistently delivered a timely, newsworthy and insightful view of Australia's fashion industry."

MARIE KINSELLA, FASHION EXPOSED

L'OREAL MELBOURNE FASHION FESTIVAL

"Ragtrader is an indispensable industry resource. They are an invaluable partner of Loreal Melbourne Fashion Festival, helping us and working together to support our goal of nurturing the Australian fashion industry."

GRANT PEARCE, LMFF

- Australian Fashion Week
- Fashion Group International: fashion conferences and seminars
- WGSN: International trend reporter.

2012 RAGTRADER FEATURES

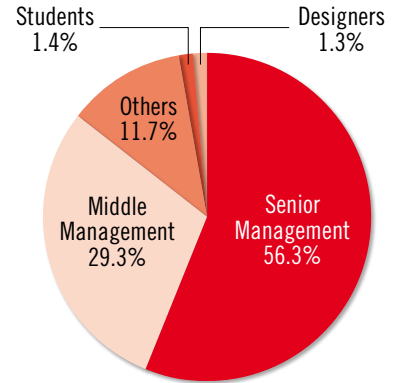
JAN	Fibres & Fabrics
FEB	Fashion Exposed
MAR	BONUS DISTRIBUTION LMFF BONUS DISTRIBUTION Logistics
APR	MAFW Fibres & Fabrics
MAY	Visual Merchandising Instore Fittings
JUN	Fibres & Fabrics
JULY	Logistics Retail Management Systems
AUG	Fashion Exposed BONUS DISTRIBUTION Fashion Technology
SEP	40TH ANNIVERSARY ISSUE Retail Development Logistics
OCT	Fibres & Fabrics
NOV	Trade Fair Calender Security
DEC	Retail Management Systems

NEW MONTHLY FOCUS!

Each issue of *Ragtrader* has an average reading of 15,500 and a distribution of 5000 copies.

READERS BY JOB TITLE

Senior Management	56.3%
Middle Management	29.3%
Others	11.7%
Students	1.4%
Designers	1.3%



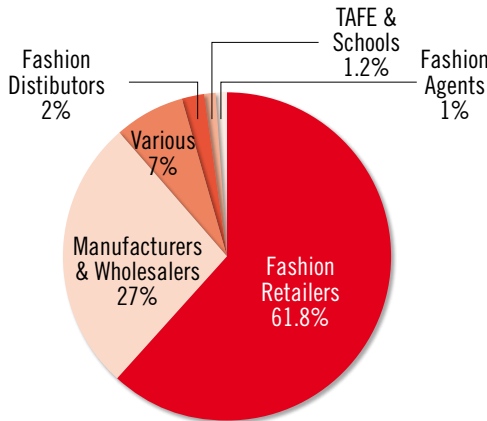
FAST FACTS

- Circulation 5,000*
- Readership 15,500*
- Frequency: monthly
- 40 years of editorial heritage

*Publisher's Statement

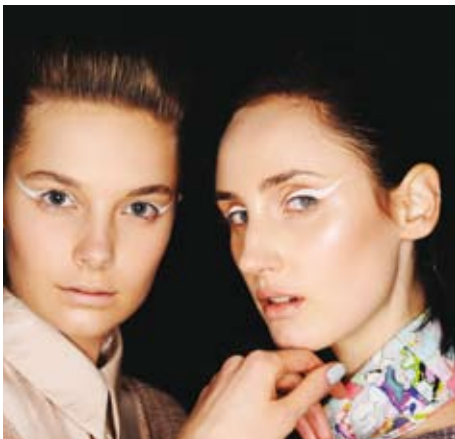
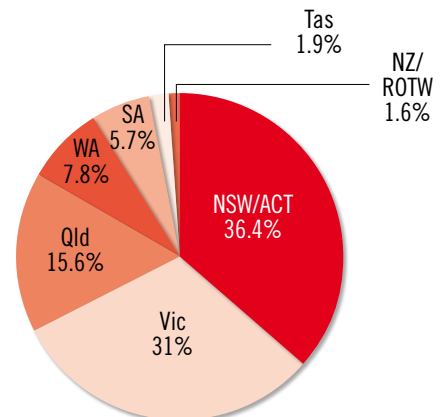
READERS BY INDUSTRY

Fashion Retailers	61.8%
Textile Fashion Manufacturers & Wholesalers	27%
Various	7%
Fashion distributors	2%
TAFE /Fashion Schools	1.2%
Fashion Agents	1%



CIRCULATION BREAKDOWN

NSW/ACT	36.4%
Vic	31%
Qld	15.6%
WA	7.8%
SA	5.7%
Tas	1.9%
NZ/ROTW	1.6%

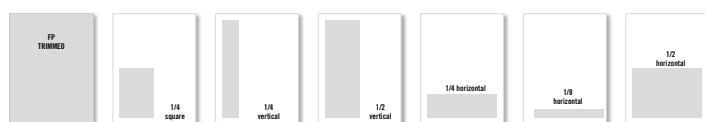


AD RATES, DEADLINES & MATERIAL SIZES 2012

4 COLOUR	CASUAL	3X	6X	12X
Full page	4810	4520	4150	3780
1/2 page	3680	3200	2790	2550
1/4 page	2500	2200	2000	1800
F. Cover	5800			

COVER DATE	BOOK/CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH/ MAIL DATE
Jan	6 Dec	13 Dec	6 Jan
Feb	9 Jan	16 Jan	31 Jan
Mar	8 Feb	13 Feb	28 Feb
Apr	12 Mar	19 Mar	3 Apr
May	10 Apr	17 Apr	1 May
Jun	14 May	21 May	5 Jun
Jul	4 June	11 June	26 Jun
Aug	9 Jul	16 Jul	31 Jul
Sept	6 Aug	13 Aug	28 Aug
Oct	10 Sep	17 Sep	2 Oct
Nov	8 Oct	15 Oct	30 Oct
Dec	12 Nov	19 Nov	4 Dec

MATERIAL SIZES	DEPTH (MM)	WIDTH (MM)
DPS trimmed*	320	470
FP trimmed*	320	235
1/2 page vertical	295	105
1/2 page horizontal	145	214
1/4 page square	145	105
1/4 page horizontal	72	214
1/8 page horizontal	36	214



AD AGENCY COMMISSION

10% agency commission allowed to approved advertising agencies. NOTE: These prices do not include GST.

SPECIAL COLOURS

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour.

SPECIAL POSITIONS

20% Loading on IFC, OBC and Special pages.

COVER ADS & INSERTS

All are subject to publisher's design and specifications approval prior to acceptance.

INSERTS

All are subject to publisher's approval prior to acceptance. Rates on application.

PRODUCTION CHARGES

Artwork and electronic files can be prepared by the Publisher and will be charged to the advertiser at trade house rates. Any changes made to repeat material or changes made to electronic files will also be charged at trade house rates. For more information and a guide to our charges please call the Production Coordinator on (02) 9281 2333.

MATERIAL DELIVERY

Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

MATERIAL REQUIREMENTS

- Digital files can be electronically transferred via Adstream or Websend.
- You can email your PDF file to production@yaffa.com.au where your production co-ordinator will pass the high resolution PDF through an Adstream approved flight check.
- Material supplied on CD/DVD and not saved as a PDF must be in Mac format, as an InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- Please ensure all fonts, scans and EPS/TIFF files are supplied with all colours created in CMYK. Yaffa will reject files that contain True Type fonts. All spot colours will be automatically converted to CMYK.
- Scanned images must be in CMYK with a minimum resolution of 280-300dpi at their final print size.

ONLINE ADVERTISING RATES 2012

Ragtrader Online is a 24/7 source of business information for the Australian clothing, footwear and accessories industry.

It has garnered a strong reputation for producing the latest breaking news on everything from fashion acquisitions and insolvencies to retail rollout plans and profit results from major chains and retailers.

In addition to the latest trade news, readers also have full access to blogs, look books and other interactive content aimed at unveiling Australia's bustling fashion trade.

CURRENT WEBSITE AD RATES*

PAGE/SECTION	AD SIZE	MONTHLY RATE
Homepage	Large Island	4000
	Leaderboard	2750
	Small Island	1550
	Tile	600
News	Large Island	4000
	Leaderboard	2750
	Small Island	1550
	Tile	600
Run of Site	Large Island	3200
	Leaderboard	1850
	Small Island	950
	Tile	525

*Excludes 10% GST

SPECS (PIXELS)

SIZE	WIDTH	DEPTH
Large Island	300	600
Leaderboard	728	90
Small Island	300	250
Tile	150	150

- Maximum file size 39K
- Include click-through URL
- Files can be Flash (swf files), static GIFs or animated GIFs
- Flash files should be in Flash 7 format
- If supplying Flash files a backup GIF must also be supplied
- The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternate GIF file supplied
- Animation must not contain strobing effects
- Looping should be continuous
- The creative should not disable fields or functionality of the site
- The creative should not disable browser back buttons or force any plugins to be downloaded
- Material deadline 5 days prior
- Send files to online@ragtrader.com.au



NOW 3 TIMES A WEEK!

EMAIL NEWSLETTER

The **Ragtrader** newsletter is sent three times weekly (minimum frequency) to a subscriber base of industry professionals who have opted in to receive breaking industry news headlines from **Ragtrader** delivered direct to their inboxes.

The newsletter has been designed to ensure maximum advertising exposure. A variety of advertising opportunities are available which can be secured weekly or monthly.

CURRENT WEBSITE AD RATES*

SIZE	WEEKLY RATE	MONTHLY RATE
Leaderboard	950	2900
Tower	500	1650
Tile	215	750
Text Link	50	175

*Excludes 10% GST

SPECS (PIXELS)

SIZE	WIDTH	DEPTH
Leaderboard	468	60
Tower	150	450
Tile	150	150

- Static or animated GIF files only
- No rich media or flash creatives
- Maximum file size 39K
- Include click-through URL
- Maximum 70 characters for text links
- Material deadline 5 days prior
- Send files to online@ragtrader.com.au