

# FR

A FASHION BUSINESS MAGAZINE

**WE WILL HELP YOU  
TO BEAT COMPETITION.**

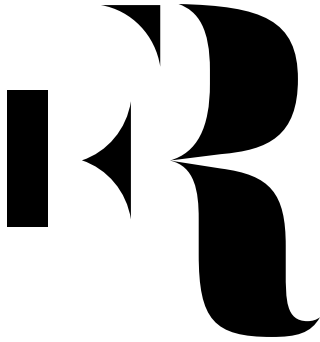
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**FASHION RETAIL**

[www.fashionretail.cz](http://www.fashionretail.cz)

**press 21**





## A FASHION BUSINESS MAGAZINE



### OUR READERS

- CLOTHING, FOOTWEAR AND FASHION ACCESSORIES CHAIN STORES
  - INDEPENDENT RETAILERS AND WHOLE-SALERS
  - CLOTHING, FOOTWEAR AND FASHION ACCESSORIES SUPPLIERS AND MANUFACTURERS
  - RETAIL TECHNOLOGY SUPPLIERS
  - INSTITUTIONS AND SCHOOLS
- + EVERYBODY INTERESTED IN THE FASHION BUSINESS

**FASHION RETAIL** ([www.fashionretail.cz](http://www.fashionretail.cz)) is a modern magazine for fashion, footwear and fashion accessories retailers and suppliers. It brings information about retail, suppliers, logistics and new retail technologies and many other topics concerning fashion retail. Fashion Retail and its homepage [www.fashionretail.cz](http://www.fashionretail.cz) provide the target group of professionals with current information useful for their everyday work.

### | A COMBINATION OF ELECTRONIC AND PRINT VERSIONS

To cater to a modern lifestyle, we chose an electronic version of the magazine together with its print version. This helps us to provide information to anybody who is interested.

### | REGULAR TOPICS

- Interviews with professionals and fashion designers
- Retail information
- Market information
- Fashion trends / season
- Store furnishings, technology and design
- Marketing
- Trade fairs and conferences
- Novelties on the market

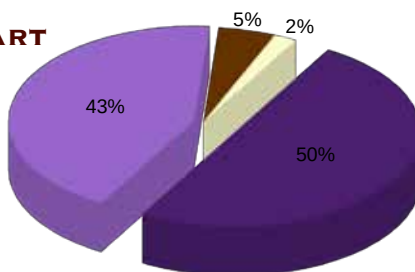
### | TARGET GROUP

- People with decision-making powers in retail, suppliers, manufacturers, retail technologies and design
- Specialized and economic institutions, high schools and universities



### OUR READERS – PIE CHART

Independent retailers 50 %  
Suppliers (production, import) 43 %  
Shopping malls 5 %  
Other 2 % (education,  
non-profit organizations,  
trade fair administrations, designers)



### DISTRIBUTION

Fashion Retail is published 6x a year.

10 000 print versions are distributed directly to store managers, suppliers, importers, manufacturers, importers, marketing managers, store technology suppliers, institutions and schools.

The print version of the magazine can also be subscribed. The annual subscription costs 414 CZK, i.e. 23.40 EUR.

The electronic version of the magazine is free of charge. It is distributed as a regular newsletter and available for tablets and smart phones. Besides the magazine, we also send out newsletters with current information about fashion retail free of charge based on registration. Thanks to the electronic version, Fashion Retail also reaches the Slovak market.

The electronic version, including a complete archive, can be downloaded free of charge at [www.fashionretail.cz](http://www.fashionretail.cz).

Magazine articles can be shared and used on social networks. Thanks to the combination of electronic and print versions, the magazine reaches approximately 22,000 readers.

### PARTNERSHIP

Fashion Retail cooperates with the Czech Association of Commerce and Tourism of the CR and fashion retail firms and institutions.

### TECHNICAL SPECIFICATION

– this does not have to be there, it depends on if there is enough room

Format: 210 x 276 mm (š x v)

Colors: 4/4 CMYK

Distribution: direct distribution, subscription and newsletter (electronic version)

Periodicity: 6 editions a year

Number of pages: at least 68

Cover paper: 200 g LK + 1/0 glossy laminate

Inside paper: 100 g LK

Binding: V2

Annual subscription: 414 CZK (or 23.40 EUR) + VAT

### CONTACTS

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## ADVERTISING PRICELIST

– formats (in mm)  
and advertising prices  
(in CZK without VAT)

(the dimensions in parentheses  
include the bleed)

<b>Second cover page</b>	70 000
<b>Fourth cover page</b>	80 000
<b>Novelties</b>	12 000

We charge 10% of the basic ad price  
for ad graphics.

An insert into a print edition  
up to 50 g / pc 6.00 CZK  
Maximum size: 210 × 276 mm

### A presentation in the electronic newsletter of Fashion Retail:

4 500 CZK / 728 – 90 px

### Banner at [www.fashionretail.cz](http://www.fashionretail.cz):

728 × 90 px: 10 000 CZK / month

250 × 250 px: 6 000 CZK / month

### A commercial article at [www.fashionretail.cz](http://www.fashionretail.cz) / middle column:

9 000 CZK

### A novelty at [www.fashionretail.cz](http://www.fashionretail.cz):

10 000 CZK

### Quantity discounts for repeated ads:

2 ×	5 %
3–5 ×	10 %
6–9 ×	15 %
10 × and more	20 %

Price for an inserted **video**

**presentation** + 20 % of the ordered  
ad price

