‘19 MEDIA PACK

“The apparel supply chain bible”
Managing Director, Global Sales at Coats, Hong Kong

“just-style helps apparel sourcing professionals make better decisions”
just-style can help your business, and you, achieve your marketing objectives.

Dear advertiser,

In the apparel industry, everyone is looking for a competitive advantage.

Here at just-style, we have made it our mission to help textile, apparel, footwear professionals and many others, make better sourcing decisions. To deliver on this promise, we’ve spent lots of time listening to customers and have already started to reflect what we have learnt on our site. By doing so, we have been able to analyse and share opportunities for growth with more than 70K of our loyal users.

With 93% of the apparel companies in the Forbes 2000 list of the world’s leading companies using just-style as part of their competitive intelligence, we offer you the perfect place to showcase your product and influence the industry.

Leonie Barrie
managing editor, just-style

just-style’s monthly users would fill Madison Square Garden more than three times over”

Source: Google Analytics January 2017
just-style’s content is segmented into different thematic sections.

Key areas of the site include our continually updated news section, exclusive apparel executive interviews, expert comment & analysis and our sponsored Thought Leaders section.
just-style covers the complete apparel supply chain. Generally, our editorial team focuses on the following themes:

01 Apparel & Footwear
02 Retail
03 Sourcing, Fibres & Fabrics
04 Manufacturing & Technology
05 Financial
06 Social & Environmental

just-style is the apparel industry website with a truly global reach. With a 33% increase in users year-on-year, just-style remains the prime media outlet for marketers seeking to reach apparel sourcing executives worldwide.

**Total Audience**

<table>
<thead>
<tr>
<th>Monthly Users</th>
<th>Increase in users Y/Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>70,000</td>
<td>33%</td>
</tr>
</tbody>
</table>

**Audience by region**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>22%</td>
</tr>
<tr>
<td>Americas</td>
<td>40%</td>
</tr>
<tr>
<td>Asia &amp; Oceania</td>
<td>33%</td>
</tr>
<tr>
<td>Africa</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Google Analytics October 2018
Leonie Barrie, a business journalist with a background in fashion and textiles, joined just-style as managing editor 17 years ago. Under her leadership, just-style has raised its profile internationally, and today it boasts a global team of contributors. Leonie is a frequent keynote speaker, and she continues to write about the international apparel industry and the challenges and opportunities it faces.

Michelle Russell brings to just-style a decade-long career as a journalist, with experience in both consumer and trade publications. As the site’s deputy editor she writes news, comments and insight on the latest apparel industry issues. Particular interests include industry data, sustainability and the challenges related to supply chains.

In her role as news editor at just-style, Beth Wright oversees the site’s daily news feed, researching and writing news and analyses, tracking down exclusive stories, and interviewing industry executives for their insight into the key stories. With an English degree from the University of Leeds and NCTJ Diploma, Beth honed her journalism skills at a local newspaper.

Hannah-Farah Abdulla is news editor at just-style, having moved over from its sister publication, just-food. Prior to that Hannah held a number of international roles, including time as editor of Facilities Management Middle East, and assistant editor of John Lewis’ internal publication, The Chronicle. She has also written for Caterer Middle East magazine. Hannah holds a degree in publishing with English.

Dr Sheng Lu is an assistant professor at the Department of Fashion and Apparel Studies at the University of Delaware. His research focuses on the economic and business aspects of the global soft-goods industry. In 2014 Sheng received the Rising Star Award from the International Textile and Apparel Association (ITAA). He has previously worked with the US-China Business Council in Washington DC.

Mike Flanagan is CEO of Clothesource Limited, who provide a range of services, information and consultancy to the apparel industry, and a regular just-style contributor. Before setting up Clothesource, he held a number of senior international buying, marketing and operations posts in the retail divisions of groups such as Associated British Foods, British Petroleum and US Shoe.

Ivan Castano Freeman reports on the fashion, textiles, apparel and luxury industries in Mexico and Latin America. In this role he has written about national and regional garment and textile export industries, labour issues, trade trends and trade shows. He has previously written for Forbes, Thomson Reuters’ Venture Capital Journal, and WWD.com.

David Birnbaum, co-founder of Birnbaum & Father Ltd, is a garment industry specialist who has been retained by importers, middlemen, and factories, as well as international institutions and governments. He is a leading expert in garment industry strategic development and transfer pricing, and is the author of nine books including “Birnbaum’s Global Guide to Agents and Buying Offices”.

Robert P Antoshak has more than 30 years’ of experience in the apparel industry having held positions with the Fiber Organon, AFMA, ATMI, Werner International, and INTL-FCStone. Currently he is the managing director of Olah Inc, the New York-based marketer of denim fabrics, and organiser of the global Kingpins trade show. Robert has also acted as an industry advisor to the US government.

Dr Sheng Lu is an assistant professor at the Department of Fashion and Apparel Studies at the University of Delaware. His research focuses on the economic and business aspects of the global soft-goods industry. In 2014 Sheng received the Rising Star Award from the International Textile and Apparel Association (ITAA). He has previously worked with the US-China Business Council in Washington DC.

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**THE JUST-STYLE USER**

*just-style continues to attract an influential, senior audience from apparel and footwear manufacturers and retailers.*

*Source: 2017 Readership Survey*

<table>
<thead>
<tr>
<th>72%</th>
<th>67%</th>
<th>63%</th>
<th>62%</th>
</tr>
</thead>
<tbody>
<tr>
<td>of just-style users are involved in sourcing.</td>
<td>of just-style users are involved in manufacturing.</td>
<td>of just-style users are in senior management, director or board level roles.</td>
<td>of just-style users work for an apparel or footwear manufacturer, supplier or retailer.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>82%</th>
<th>87%</th>
<th>78%</th>
<th>90%</th>
<th>93%</th>
<th>98%</th>
<th>99%</th>
<th>93%</th>
</tr>
</thead>
<tbody>
<tr>
<td>of just-style users agree that just-style helps them do their job.</td>
<td>of just-style users agree that just-style helps them find new products and services.</td>
<td>of just-style users agree that they use information from just-style in their decision making.</td>
<td>of just-style users use just-style to gain competitive advantage.</td>
<td>of just-style users pass on or discuss content from just-style with their colleagues.</td>
<td>of just-style users use just-style to gather information and inform the rest of their business.</td>
<td>of just-style users use just-style to stay up-to-date with what is happening in the apparel industry.</td>
<td>of just-style users use just-style to stay ahead of industry trends.</td>
</tr>
</tbody>
</table>
just-style users are the driving force behind many of the biggest companies in the apparel industry. And because almost three quarters of just-style users choose to visit just-style every week, you can be sure that they’ll be ready to read about your brand first.

just-style.com is the chosen go-to site for news and industry analysis. In fact, many just-style users have a departmental budget of over $1m, giving you the opportunity to put your products and services in front of an affluent, influential audience.

32% of just-style users work in organisations with over 10,000 employees

46% of just-style users work in organisations with turnovers in excess of $100m

74% of just-style users visit just-style at least once a week.

92% of just-style users visit just-style at least once a month.

42% of just-style users have a departmental budget of over $1m.

19% of just-style users have a departmental budget of over $5m.
PURCHASE INFLUENCERS
Percentage of just-style users involved in the purchasing decisions for the following products and services:

- Software / Technology Solutions: 59%
- Testing and Certification Solutions: 59%
- Fabrics and Materials: 51%
- Labelling: 47%
- Logistics: 47%
- Threads, Zips and Fastenings: 43%
- Equipment and Machinery: 43%
- Fibres and Yarns: 40%
- Dyes and Chemicals: 36%

Source: 2017 Readership Survey

RECEPTIVE AUDIENCE
Percentage of just-style users who buy the following products and services and who will be reviewing their supplier/suppliers in the next 36 months:

- Testing and Certification Solutions: 69%
- Fibres and Yarns: 71%
- Fabrics and Materials: 75%
- Labelling: 64%
- Threads, Zips and Fastenings: 69%
- Equipment and Machinery: 67%
- Logistics: 54%
- Dyes and Chemicals: 61%

Source: 2017 Readership Survey
ANNUAL BUDGET FOR TECHNOLOGY

What is your annual budget for the following technologies?

[Answered only by buyers of each technology]

Source: 2017 Readership Survey
CUSTOMER BUDGET FOR TECHNOLOGY

How much are you paying your current supplier a year for the following technologies?

Source: 2017 Readership Survey

**ERP - Enterprise Resource Planning**
- $0 - $500K: 60%
- $500K - $1M: 20%
- $1M - $5M: 20%

**PLM - Product Lifecycle Management**
- $0 - $500K: 64%
- $500K - $1M: 9%
- $1M - $5M: 27%

**3D - 3D Virtual Size/Fit/Samples**
- $0 - $500K: 73%
- $500K - $1M: 18%
- $1M - $5M: 9%

**SCM - Supply Chain Management**
- $0 - $500K: 60%
- $500K - $1M: 20%
- $1M - $5M: 20%

**CAD - Computer-Aided Design and/or Manufacturing**
- $0 - $500K: 78%
- $500K - $1M: 17%
- $1M - $5M: 5%
ANNUAL SPEND FOR TECHNOLOGY

just-style users involved in the purchase of a range of apparel technology solutions.

Source: 2017 Readership Survey

IT PURCHASE INFLUENCERS

just-style users involved in the purchase of a range of apparel technology solutions.

Source: 2017 Readership Survey

KEY

ERP - Enterprise Resource Planning
SCM - Supply Chain Management
PLM - Product Lifecycle Management
3D - 3D Virtual Size/Fit/Samples
CAD - Computer-Aided Design and/or Manufacturing

Percentage of just-style users who buy the following products/services and who plan to increase/maintain their spend in the next 12 months.

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>77%</td>
</tr>
<tr>
<td>SCM</td>
<td>78%</td>
</tr>
<tr>
<td>PLM</td>
<td>83%</td>
</tr>
<tr>
<td>3D</td>
<td>89%</td>
</tr>
<tr>
<td>CAD</td>
<td>86%</td>
</tr>
</tbody>
</table>

Percentage of just-style users involved in the purchase decisions for the following products & services.

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>42%</td>
</tr>
<tr>
<td>SCM</td>
<td>47%</td>
</tr>
<tr>
<td>PLM</td>
<td>48%</td>
</tr>
<tr>
<td>3D</td>
<td>39%</td>
</tr>
<tr>
<td>CAD</td>
<td>40%</td>
</tr>
</tbody>
</table>
just-style users is involved in the purchase of a range of apparel technology solutions.

Source: 2017 Readership Survey

Percentage of just-style users who buy the following products and services and who plan to review their supplier/suppliers in the next 12 months.

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>30%</td>
</tr>
<tr>
<td>SCM</td>
<td>30%</td>
</tr>
<tr>
<td>PLM</td>
<td>38%</td>
</tr>
<tr>
<td>3D</td>
<td>36%</td>
</tr>
<tr>
<td>CAD</td>
<td>30%</td>
</tr>
</tbody>
</table>

Percentage of just-style users who buy the following products and services and who plan to review their supplier/suppliers in the next 18 months.

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>36%</td>
</tr>
<tr>
<td>SCM</td>
<td>37%</td>
</tr>
<tr>
<td>PLM</td>
<td>41%</td>
</tr>
<tr>
<td>3D</td>
<td>40%</td>
</tr>
<tr>
<td>CAD</td>
<td>34%</td>
</tr>
</tbody>
</table>

Percentage of just-style users who buy the following products and services and who plan to review their supplier/suppliers in the next 24 months.

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>42%</td>
</tr>
<tr>
<td>SCM</td>
<td>47%</td>
</tr>
<tr>
<td>PLM</td>
<td>45%</td>
</tr>
<tr>
<td>3D</td>
<td>43%</td>
</tr>
<tr>
<td>CAD</td>
<td>39%</td>
</tr>
</tbody>
</table>

Percentage of just-style users who buy the following products and services and who plan to review their supplier/suppliers in the next 36 months.

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERP</td>
<td>47%</td>
</tr>
<tr>
<td>SCM</td>
<td>46%</td>
</tr>
<tr>
<td>PLM</td>
<td>51%</td>
</tr>
<tr>
<td>3D</td>
<td>51%</td>
</tr>
<tr>
<td>CAD</td>
<td>43%</td>
</tr>
</tbody>
</table>
TRADE SHOWS

just-style offers the perfect environment for event organisers to get their message out. Over a third of just-style users say they like to visit a trade show once every three months.

Percentage of just-style users who ATTEND at least one trade show per year.

76%

Source: 2017 Readership Survey

Percentage of just-style users who LIKE to attend at least one trade show every six months.

70%

PLM Buyers Guide

just-style’s PLM Buyers Guide exists to help apparel companies both understand the potential of PLM applications, and navigate through the vendor selection and implementation processes. Recently relaunched with a fresh look and feel, and brand new content, it provides the perfect vehicle for PLM/ERP advertisers to reach prospects at different stages in the buying cycle.
Most apparel industry websites offer advertising. just-style goes the extra mile.

Our Marketing Services team works with B2B marketers, like you, to develop impactful campaigns that generate both awareness and a real financial return.

This is our pledge to you:

1. You can always rely on us to deliver to our promises.

2. We don’t bombard our customers. We find that by doing this, customers are more responsive to the advertising messages we choose to share with them.

3. Unlike other media owners, we will always give you honest advice to help you build a successful, long-term campaign.

I would love to show you how just-style can be the key part of your next campaign. When you are ready, you can call me, Heather Thorp, directly on +44 (0) 1527 573 611.

I am looking forward to working with you.

Heather Thorp
Marketing Services Manager, just-style

www.just-style.com

MARKETING SOLUTIONS

From brand awareness campaigns to lead generation pushes, just-style is ready to meet your marketing objectives.

**Email Advertising**

Email remains one of the most popular and effective B2B marketing channels.

Our daily and weekly newsletters feature prominent text ad positions designed to drive traffic to your site.

Increase the reach and frequency of your activity by adding email marketing to your campaign with just-style.

**Webinars**

A hosted webinar offers the perfect vehicle to educate, involve and generate interest from just-style’s senior apparel audience.

This solution gives you first hand access to our knowledge-seeking executives and leads right to your sales team.

Including a full promotional programme before the event, plus recording, reporting and on-demand hosting post-event, a hosted webinar will showcase your expert events to the apparel, textile and footwear industry.

**Display**

just-style’s half-page and MPU ad formats deliver impact.

Our Google Ad Manager server lets you target users by country, and even by company.

By using our IAB-standard banner ad positions you will be able to build your brand and drive clicks and engagement.
Our thought leaders section lets you share your knowledge with decision makers actively seeking solutions and products. Whether your goals are to generate leads, educate, or to build brand awareness, we have options to suit your needs, these include:

- White papers
- Expert articles
- Advertorials
- Videos
- Customer case studies
- Informative infographics

Enjoy guaranteed exposure around just-style, including the homepage, plus a year’s worth of content hosting.

For those who prefer a mixture of all of these options we can provide a complete solution in the form of an Expert Resource page.

Influence the right people, and showcase your product

Advertising costs and package samples:

- Reach our validated subscriber database and drive traffic to your site/landing page from: US$ 760
- A focused branding and awareness campaign starting from as little as: US$ 1,502
- Lead generation and guest content publication including traffic driving promotions start from: US$ 5,544

“Our products and services won’t suit everyone’s needs, but that’s ok. Our clients receive tailored campaigns and a personalised service to suit each of their different requirements; a level of benefit everyone can expect when they work with just-style.

“If you’d like to find out whether just-style can help you, let’s arrange a quick telephone call and we can chat through your options”

Heather Thorp
Marketing Services Manager, just-style

Contact
Phone: +44 (0)1527 573 611
Email: heather.thorp@just-style.com
www.just-style.com
CONTACT US

You’ve seen what we have to offer. Are you ready to talk?

Editorial Enquiries
Leonie Barrie
Managing Editor
Phone: +44 (0)1527 573 728
Email: leonie.barrie@just-style.com

Advertising
Heather Thorp
Marketing Services Sales
Phone: +44 (0)1527 573 611
Email: heather.thorp@just-style.com

By Post
just-style c/o Aroq Ltd,
Aroq House,
17A Harris Business Park,
Bromsgrove,
Worcester,
B60 4DJ,
United Kingdom

Registered in England No: 4307068.