



UNIFORM MARKET

Print & Online Magazines

EXCLUSIVELY SERVING THE UNIFORM,
FOOTWEAR, AND GEAR INDUSTRIES





Promote Your Brand & Products to Merchants and Other Significant Uniform Buyers

If you're looking to promote your brand and products to the merchant and other significant uniform buyers, then advertising in UniformMarket's print and online magazines is your best investment.

It might be uniform merchants who receive a call from large customers looking for new options in hi-visibility uniforms or accessories or the company that services hospitality accounts within a 100-mile radius.

They don't normally sell outerwear, but an existing customer has asked them to provide jackets, caps, and vests for the new valet service they're creating.

Perhaps a retailer specializing in medical scrubs gets a call from a government agency in need of new public safety uniforms. They're requesting a local supplier rather than an unknown source online.

For these uniform specialists and thousands more, MadeToMeasure is the surest way to begin their search.

And you'll want to be there when the search begins.



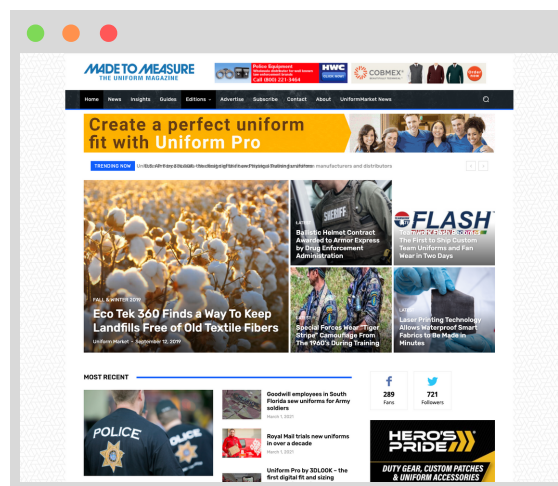


The Primary Source

MadeToMeasure and UniformMarketNews.com are the industry's primary sources of buying information.

Since 1930, we've exclusively served the uniform, footwear, and gear markets. Over the years, our magazine has grown and evolved to reflect the changing needs of the industry. There is no more trusted source than MadeToMeasure and there is no more frequently visited uniform news website than UniformMarketNews.com

Each issue features advertising from the leading suppliers of the market. Many of them have been loyal advertisers for generations and they wouldn't consider missing an issue. You shouldn't either.



Praise For Our Publications

"When I first opened after getting out of the menswear business, I got your magazine, called everyone in there, and was done stocking my store."
- Minnesota Retailer

"Over the years, we have opened more business from MadeToMeasure than any other place we've advertised."
-Texas Wholesaler/Distributor

"If we don't have a stock item for a customer, our service department refers them to MadeToMeasure. They know all the suppliers."
-Michigan Manufacturer

"We make sure all of our sales reps get a copy of MadeToMeasure each issue. It's a valuable resource for them."
-New York Importer

"We have been in business servicing fire departments, EMS, and Law Enforcement departments with their station wear needs. Such as uniforms, caps, t-shirts, jackets, sweatshirts, polo shirts, boots, etc. We also do custom embroidery and screen printing. The MadeToMeasure Magazine is a great tool for us to use."
-California Uniform Dealer





Reach your target audience(s) in the Uniform, Footwear & Gear Industry

Print

MadeToMeasure Magazine



Email

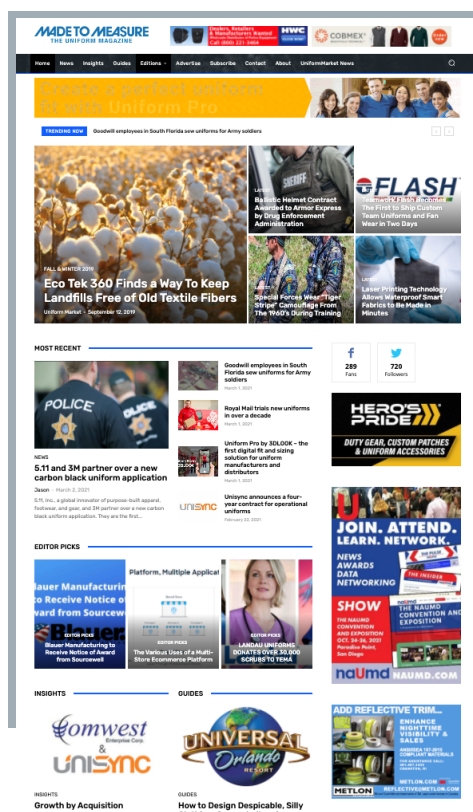
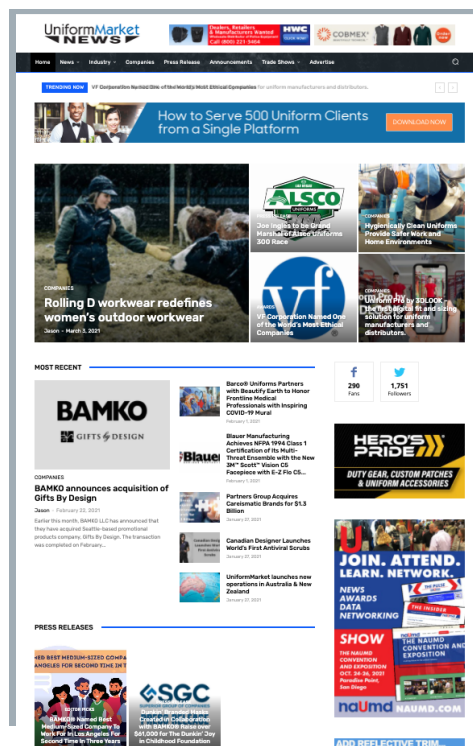
UniformMarket eNewsletter



Digital

uniformmarketnews.com

madetomeasuremag.com

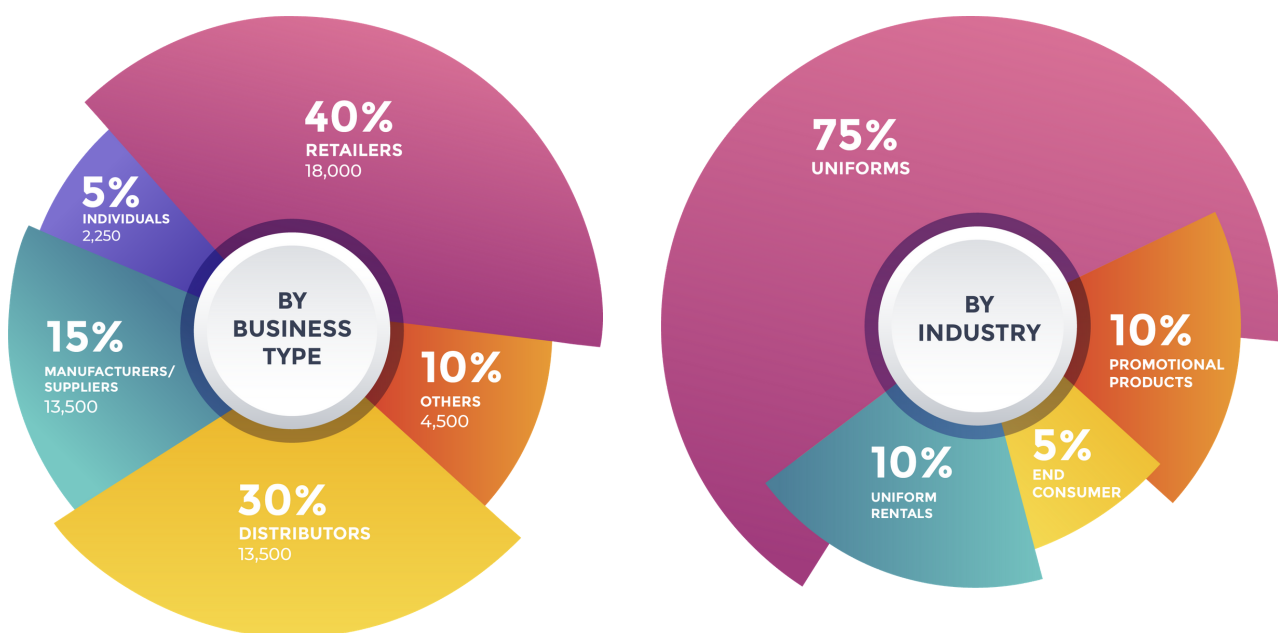




Audience - Demographic Breakdown

Since its inception, MadeToMeasure magazine's primary focus was to be the buying source of information between uniform manufacturers/suppliers and buyers.

However, over time, the magazine was diversified to provide vital industry information to a variety of audiences in the uniform supply chain like retailers, distributors, product designers, and also spread our branches to cater to multiple other industries like rentals and promotional products. Refer to the pie chart to better understand our audience demographics.



**Reach over 45,000 professionals in Uniform,
Footwear & Gear Industry**

Reservations

✉ sales@madetomeasuremag.com



Connecting To Uniforms, Footwear and Gear Suppliers

Across the United States, dealers, suppliers, and/or manufacturers in the uniform, footwear, and gear industry turn to MadeToMeasure and UniformMarketNews.com to solve their particular business needs every day.

Even in today's internet age our print magazine's coverage and product representation is so thorough that once an issue lands on the desk of anyone in the business, it will stay close by and be turned to for reference for perpetual future use.

Industry insiders know that when their customers request particular merchandise or services, the solutions lie in the pages of MadeToMeasure and UniformMarketNews.com. More so, current advertisers benefit from being a presence in the industry's leading publication.

MadeToMeasure Magazine stays in the merchant's significant uniform buyer's offices as their primary print reference document.

MADE TO MEASURE
THE UNIFORM MAGAZINE
FALL • WINTER 2017

The Winner's Circle
2017

Executive Apparel
In today's era of smartphones, your website is probably being viewed more frequently on a mobile device than on desktop. Taking that into consideration, it's safe to say designing a website that utilizes responsive design is super important!

Some content management systems have responsive design built-in, which means your website will automatically be optimized to best suit the device on which it's being viewed.

Some characteristics to incorporate into your B2B website design that will translate well in responsive views include:

This helps to ensure the website design doesn't look cluttered or become difficult to navigate once it's optimized for a mobile device. Make sure to test your website on different types of devices as well as different browsers before you launch to work out any kinks.

Here at UniformMarket powered by SellersCommerce, we provide you with tools such as B2B Program Manager and Retailer Pro, which can connect you with the products and data you need for your employees or business. Whether you are a uniform retailer or an energy company needing to fit your employees with new uniforms and gear, we have the tools and services for you. Contact us for a demo today!

Studio Collection
Redefining ladies career-casual apparel in 5 EASY PIECES.

day & coordinates, on-trend blouses, plus our new flattering pant and skirt.

GENUINE LEATHER
UNIFORM & GARRISON BELTS
MADE IN U.S.A.

WEB BELTS
1-1/4 inch width MILITARY WEB BELTS with NICKEL or GOLD BUCKLES cut 44" Stripes and Solid Colors Available

THE BELT WORKS, INC.
1-800-421-2321
www.thebeltworksinc.com



The Industry Insiders

With 90 years of knowledge and relationships, no one can cover the uniform, footwear, and gear industry like MadeToMeasure and UniformMarketNews.com. Our editorial is on top of the news, current trends, and exciting innovations. We explore emerging markets, follow the changes in existing business news, and always feature styles prominently with an emphasis on uniform programs and noteworthy awards.

Our editorials are written by industry professionals who contribute their expertise exclusively to MadeToMeasure and UniformMarketNews.com.

In each issue, several uniform dealers, distributors, and manufacturers are spotlighted with accompanying photos. Readers count on articles related to the marketing and selling of successful uniform programs. The editorial coverage educates, inspires, and brings motivated readers to your advertisement.





MadeToMeasure is the Indispensable Print Magazine for Brand and Product Information

Why do so many suppliers continue to count on MadeToMeasure and UniformMarketNews.com to help them achieve their advertising goals?

Because only MadeToMeasure has a national circulation of 45,000+ of the best prospects for anyone interested in the thriving, specialized markets represented in our readership. Only UniformMarketNews.com features 10,000+ opt-in industry merchants, too.

From the new entrepreneur looking to stock his share to the veteran distributor looking to broaden his reach, and for every merchant and significant uniform buyer in between, MadeToMeasure is their indispensable print magazine for brand and product information.

Uniform, Footwear, and Gear Merchants
Industrial Laundries
Embroiderers & Screenprinters
Uniform, Footwear and Gear Manufacturers
Promotional Product Distributors

45,000+

Made To Measure
Magazine Subscribers

5,000+

UniformMarketNews.com
Monthly Visitors

10,000+

Uniform Market News
eNewsletter Subscribers

7,500+

MadeToMeasureMag.com
Monthly Visitors

Significant Uniform Buyer Comments

"Please send us Made To Measure, we are looking for uniforms for our ambulance company with 250 employees"
-California

"We are a new subscriber. We need to outfit our restaurant chain and are looking for new ideas"
-Minnesota

"I use it to keep track of the trends in uniforms for our airline"
-Georgia

"Our department has a committee looking at redoing our uniforms and footwear. You Magazine has been very helpful"
-Florida



MadeToMeasure and UniformMarketNews.com features brand building and the latest products and services from leading suppliers in the listed market segments below.



Advertisers are organized to facilitate buyer enquiries in several resourceful ways including:

A well-used directory of advertisers organized by related product and service groupings.

An alphabetical listing of every advertiser. Many refer to the magazine as "The Phone Book" for the Uniform, Footwear, and Gear Industries. Includes websites and phone numbers right in the directory.

[illegible]



Advertising in

MADE TO MEASURE

THE UNIFORM MAGAZINE

Guaranteed Circulation 45,000+

Pricing Information

- Depending on the Ad size and type, the price varies from **\$900 to \$5400**
- Ad Sizes: **Full Page, 1/2 Page, 1/3 Page and 1/4 Page.**
- Ad Type: **Full Color Graphic Advertisement, Text Article.**

Closing Dates

SPRING AND SUMMER ISSUE:

Published in April, Reservation and Artwork - February 15th

FALL AND WINTER ISSUE:

Published in October, Reservation and Artwork - August 15th

General Regulations

AGENCY COMMISSION

A **15% Discount** is allowed to accredit agencies.

ADVERTISING COPY

Publisher reserves the right to reject any copy deemed fraudulent in statement or harmful to other advertisers.

PROOFS

Proofs not returned promptly with approval and/or corrections will be considered OK as submitted. Contracts for Advertising space are non-cancellable.

Reservations

☎ 847-656-5770

✉ sales@madetomeasuremag.com



Print Advertisement Rates

MadeToMeasure Magazine

Print Rates

Ad Size

Price

Standard Ads

Full Page **\$3,000.00**

1/2 Page **\$2,000.00**

1/3 Page **\$1,500.00**

1/4 Page **\$1,200.00**

Premium Ads

Front Inside Cover **\$6,000.00**

Back Inside Cover **\$5,000.00**

Back Outside Cover **\$6,000.00**

Page No.1 **\$5,000.00**

Text Articles

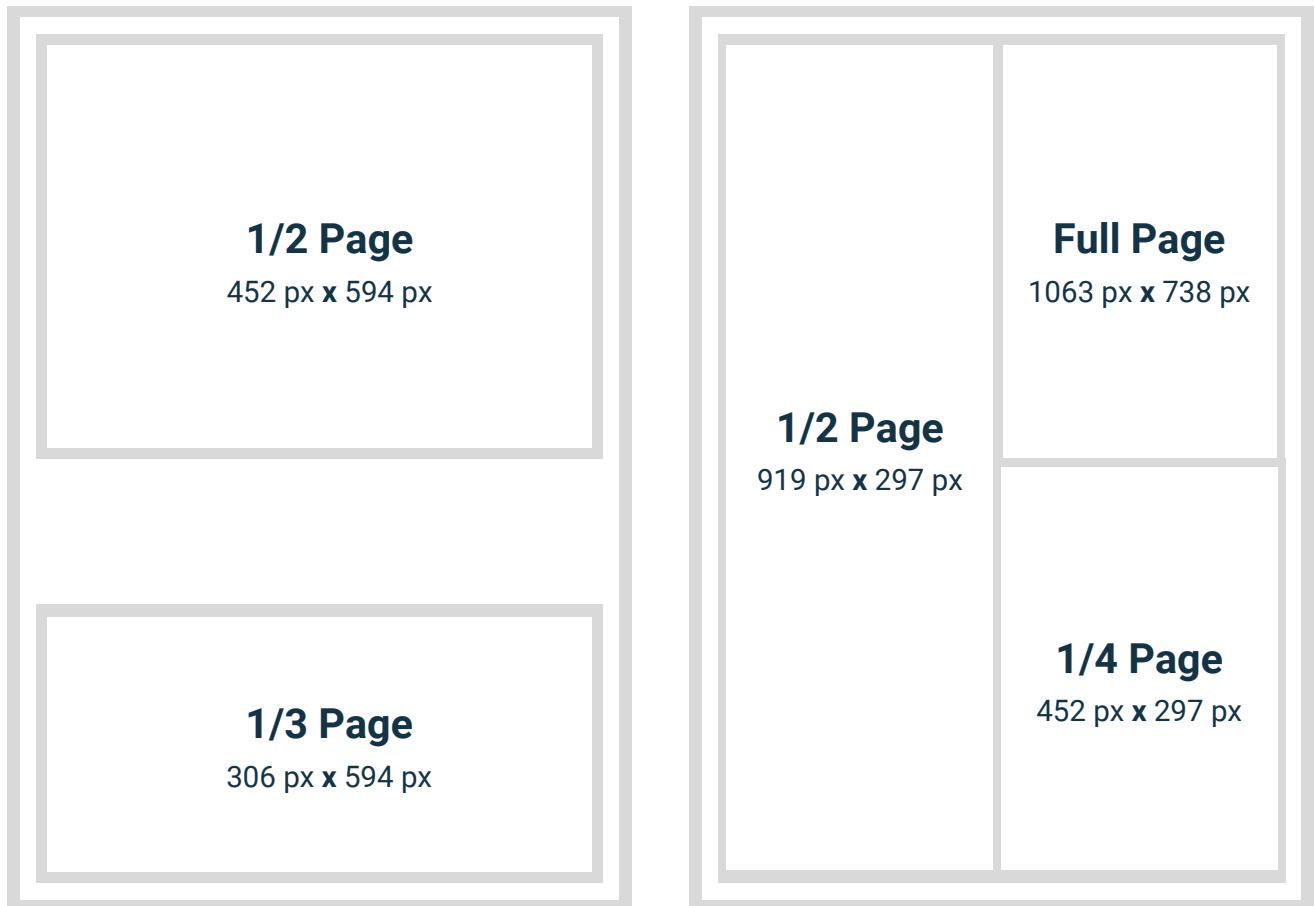
Spotlight Article **\$2,000.00**

10% OFF, if prepaid in advance for the next 2 editions





Height x Width



300 DPI or above

Ad Specs

- Photo Resolution minimum is a 300dpi to ensure the best print quality
- No web images accepted
- Recommended size for reverse type is 10 points
- Acceptable file formats are: .pdf, .jpg, .eps or .tif



Ad Sizes and Requirements

Magazine Trim Size

6.75" x 9.75 "

Bleed Pages

Size: Full Page **6.75" x 9.75 "**

Bleed: **0.125"** on all sides

Safety: Live reading matter must be at least **0.25"** from all sides after trim

Layout Programs/Formats

Accepted

Preferred **.pdf, .eps, .tif, .jpg (300 dpi)**

Native formats accepted:

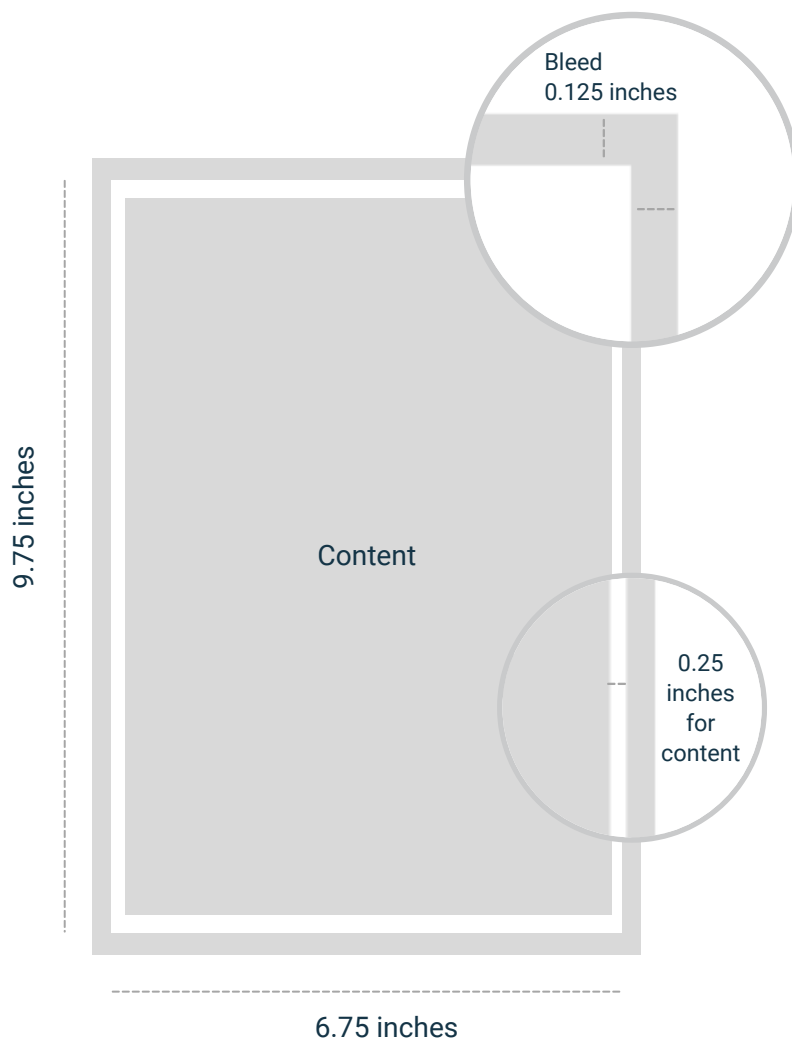
Adobe Illustrator, Adobe Indesign and Adobe Photoshop

Quality Control

Color: **CMYK (No RGB)**

Type: Include in .pdf or convert to outlines

No Pantones (Unless 2 or 5 colour ad)



Sending Options

- Include all fonts, images, and artworks
- Printed Proof Required
- Ship to: **Made To Measure Magazine, Uniform Market, LLC 1880 Oak Avenue, Suite 135, Evanston.**
- E-mail: sales@madetomeasuremag.com
- Telephone: **(847) 656-5770**



Digital Advertisement Rates

MadeToMeasureMag.com, UniformMarketNews.com, & Uniform Market eNewsletter

Digital Rates

Position

Price

Reveal Ad

Websites : **\$300/month**
eNewsletter : **\$200/month**
Both Media : **\$400/month**

Top Standard Banner

Websites : **\$300/month**
eNewsletter : **\$200/month**
Both Media : **\$400/month**

Premiere Banner

Websites : **\$200/month**
eMagazine : **\$150/month**
Both Media : **\$300/month**

Skyscraper

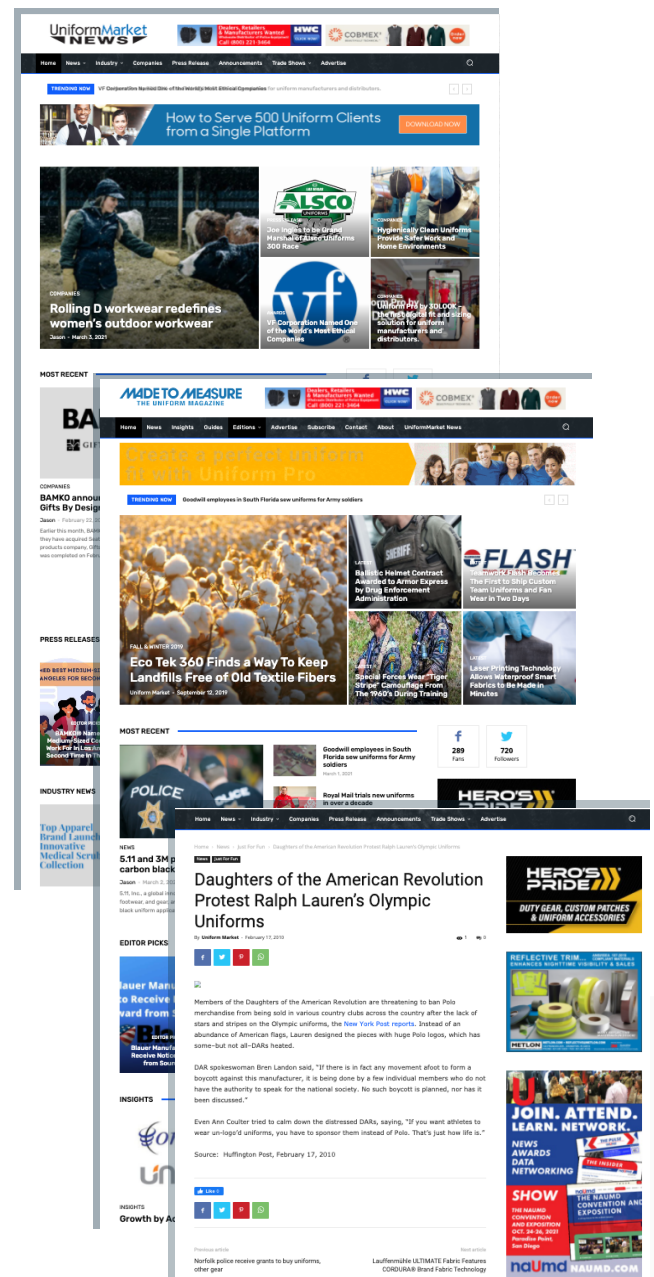
Websites : **\$150/month**
eNewsletter : **\$100/month**
Both Media : **\$200/month**

Bottom Standard Banner

Website : **\$150/month**
eMagazine : **\$100/month**
Both Media : **\$200/month**

Spotlight Text Article

Websites : **\$2000/month**
eMagazine : **\$1000/month**
Both Media : **\$2500/month**





UniformMarketNews.com

REVEAL AD REVEAL AD

TOP STANDARD BANNER

SPOTLIGHT ARTICLE SPOTLIGHT ARTICLE SPOTLIGHT ARTICLE PREMIERE BANNER

SKYSCRAPER

SKYSCRAPER

BOTTOM STD BANNER BOTTOM STD BANNER

MadeToMeasureMag.com

REVEAL AD REVEAL AD

TOP STANDARD BANNER

SPOTLIGHT ARTICLE SPOTLIGHT ARTICLE SPOTLIGHT ARTICLE PREMIERE BANNER

SKYSCRAPER

SKYSCRAPER

BOTTOM STD BANNER BOTTOM STD BANNER

Uniform eNewsletter

TOP STANDARD BANNER REVEAL AD

SPOTLIGHT ARTICLE

PREMIERE BANNER

SKYSCRAPER

SKYSCRAPER

SKYSCRAPER

SKYSCRAPER



Ad Sizes & Requirements

Reveal Ad

- Unit : 320x50
- Type : .JPG, .GIF
- Max Size : 30 kb

Top Standard Banner

- Unit :1070x100px
- eNewsletter: 728x90px
- Type : .JPG, .GIF
- Max Size : 100 kb

Premiere Banner

- Unit : 336x280
- Type : .JPG, .GIF
- Max Size : 50 kb

Full Skyscraper

- Unit : 336x600
- Type : .JPG, .GIF
- Max Size : 60 kb

Bottom Standard Banner

- Unit : 500x100
- Type : .JPG, .GIF
- Max Size : 50 kb

Spotlight Article

- Title : 10 words
- Excerpt : 20 words Max
- Article: 600 Words+
- Image: 560x315
- Max Size : 100 kb

Closing Dates

UniformMarket News eMagazine is published the 1st Tuesday of every month. Art deadline is Noon CST, one day before run date. Website placements are accepted anytime.

General Regulations

Agency Commission: A 15% discount is allowed to all accredited agencies.

Advertising Copy: Publisher reserves the right to reject any copy deemed fraudulent in statement or harmful to other advertisers. ***Contracts for advertising are non-cancellable.***

Reservations

✉ sales@madetomeasuremag.com



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www.uniformmarketnews.com