

A decorative background grid of 48 squares (8 rows by 6 columns). Most squares are solid orange. Some contain other geometric shapes: a circle, a dotted pattern, a diagonal line pattern, a triangle, or a ring. The text 'just-style' is in the top right, 'just-style media pack' is in the middle, and '2020 Edition' is in the bottom right.

just-style

just-style

media pack

2020 Edition



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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

www.just-style.com





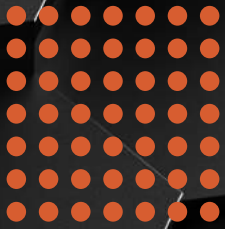
just-style's monthly
users would fill
the Royal Albert
Hall more than 12
times over"

Main Sectors

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.





01 News

02 Comment & Analysis

03 Retail Roundup

04 Hot Issues

05 Thought Leaders

Coverage by Topic

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

World Coverage

just-style is the apparel industry website with a truly global reach. With a 9% increase in users year-on-year, just-style remains the prime media outlet for marketers seeking to reach apparel sourcing executives worldwide.

Total Audience



Audience by region



Source: Google Analytics September 2019

Editorial Team

Leonie Barrie

Managing Editor

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

Deputy Editor

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.

Beth Wright

News Editor

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 Abdulla

News Editor

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.



Bob Antoshak

Regular Contributor & Commentator

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

Regular Analyst & Contributor

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.

Ivan Castano Freeman

Regular Contributor

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

Regular Contributor & Commentator

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".

The just-style User

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



Users who are involved
in sourcing



70%



Users who work for an apparel
or footwear manufacturer,
supplier or retailer



58%



Users who are involved
in manufacturing

65%



Users who are in senior
management, director
or board level roles

61%



The just-style User

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



91%

of just-style users agree that just-style helps them do their job.



84%

of just-style users agree that just-style helps them find new products and services.



93%

of just-style users agree that they use information from just-style in their decision making.



86%

of just-style users use just-style to gain competitive advantage.

A background image showing a group of people in a meeting, with hands visible holding pens and papers.

83%

of just-style users pass on or discuss content from just-style with their colleagues.

A background image showing a financial chart with multiple lines and data points.

97%

of just-style users use just-style to gather information and inform the rest of their business.

A background image showing a clothing store with various garments hanging on racks.

99%

of just-style users use just-style to stay up-to-date with what is happening in the apparel industry.

A background image showing a person's hands holding a tablet, with a laptop screen visible in the background.

96%

of just-style users use just-style to stay ahead of industry trends.

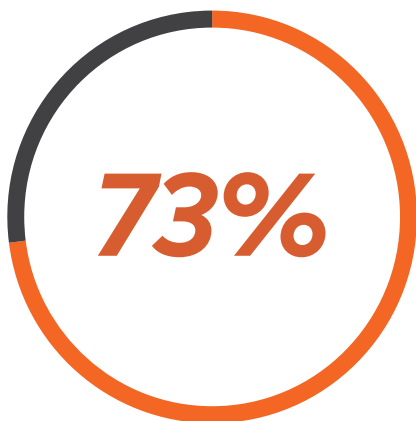
User Traffic



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.

Percentage of just-style users work in organisations with over 1,000 employees

48%



Visit once a **week**



Visit once a **month**

Departmental Budgets



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.

Percentage of just-style users work in organisations with turnovers in excess of \$100m

58%

22%

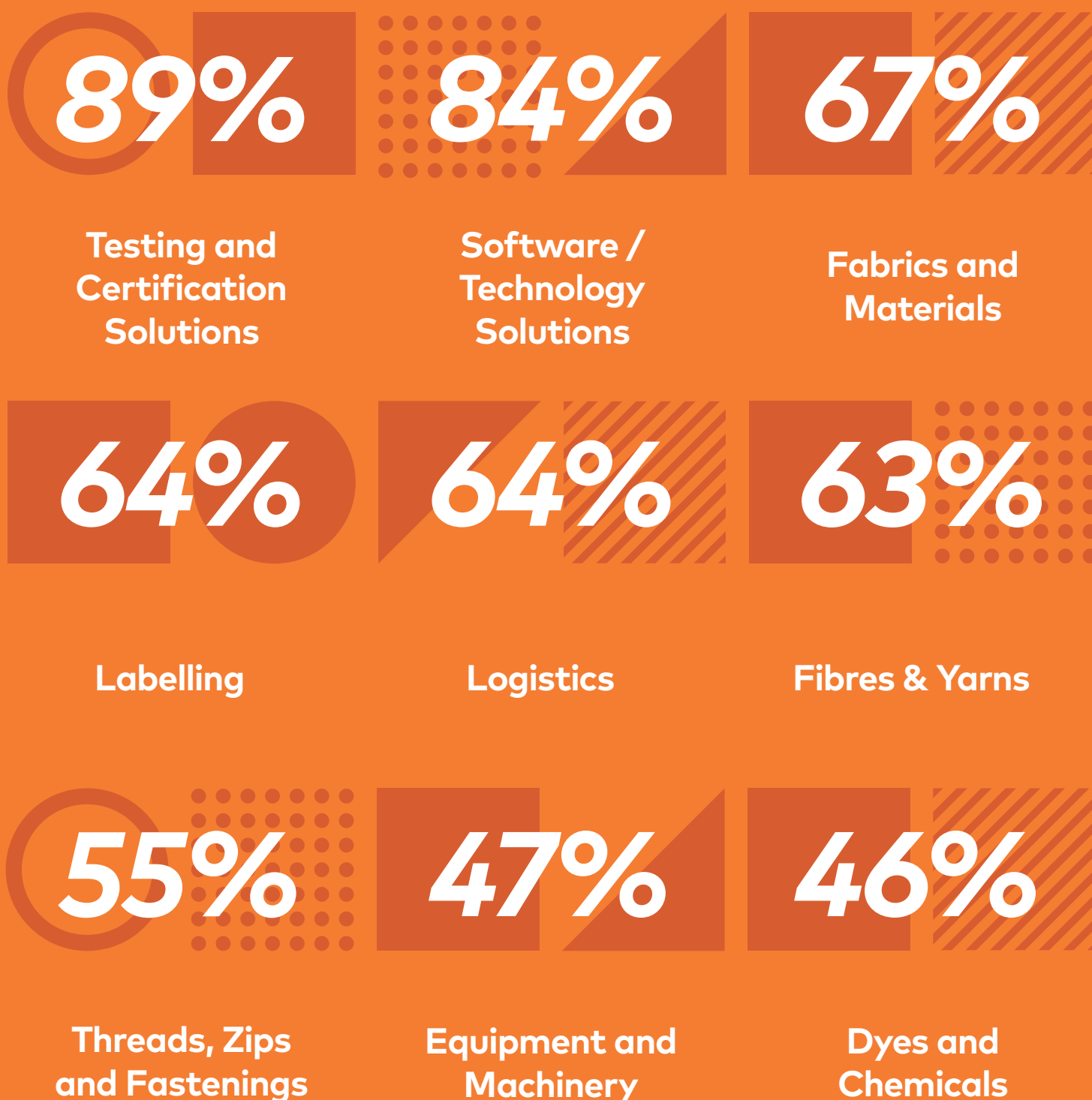
15%

Budget of over \$1m

Budget of over \$5m

Purchase Influencers

Percentage of just-style users involved in the purchasing decisions for the following products and services:



Receptive Audience

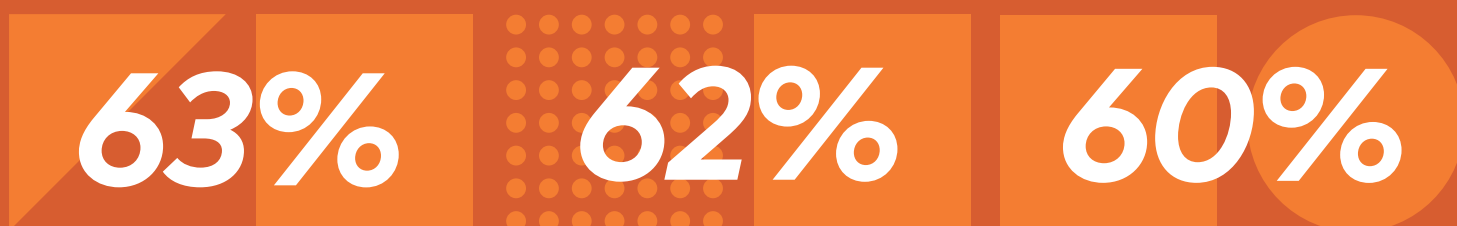
Percentage of just-style users who buy the following products and services and who will be reviewing their supplier/suppliers in the next 36 months:



Fibres & Yarns

Threads, Zips and
Fastenings

Dyes and
Chemicals



Fabrics and
Materials

Logistics

Labelling

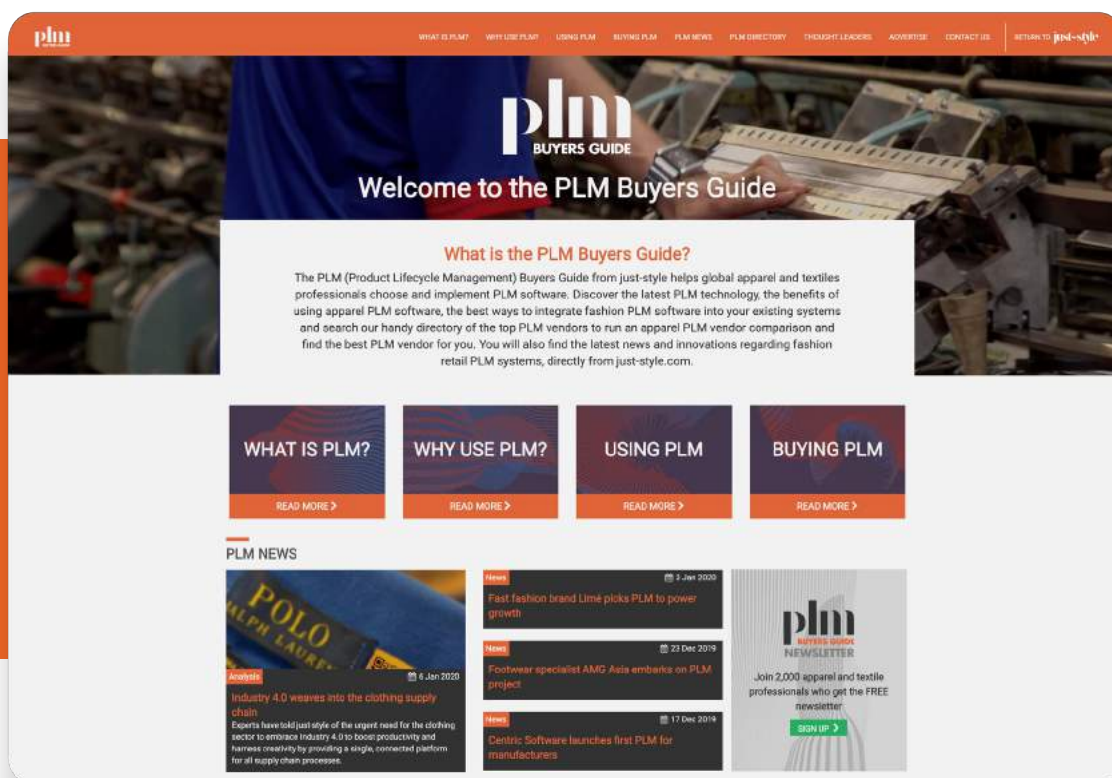


Equipment and
Machinery

Testing and
Certification
Solutions

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.



PLM Buyers Guide Newsletter

Call to find out more on:

+44 (0)1527 600 573

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.



77%

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

71%

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

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.



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.



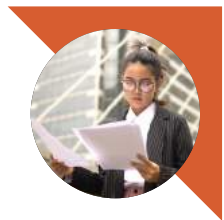
Webinars

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.

Thought Leaders



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:

Option 1

Reach our validated
subscriber
database and drive
traffic to your site/
landing page from

US\$ 760

Option 2

A focused branding
and awareness
campaign

US\$ 1,502

Option 3

Lead generation
and guest content
publication
including traffic
driving promotions

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 Us

You've seen what we have to offer. A

Editorial Enquiries

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Managing Editor

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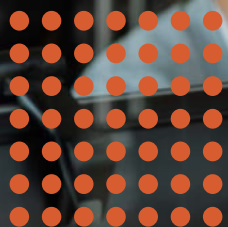
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are you ready to talk?

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www.just-style.com

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