

THE APPAREL TIMES
ADVERTISING RATES FOR 2020 / Per Insertion

AMOUNT	US Dollar
FULL PAGE	
4 Colour	630
2 Colour	360
Black/White	270
HALF PAGE	
4 Colour	360
2 Colour	270
Black/White	90
1/4 PAGE	
4 Colour	270
2 Colour	180
Black/White	45
FRONT COVER	900
INSIDE FRONT COVER	720
FRONT COVER GATE FOLD	720
DOUBLE SPREAD	720
TECHNICAL DATA	
FULL PAGE	
Overall Size	21 cm x 28 cm
Bleed Size	21.5 cm x 28.5 cm
HALF PAGE	
Overall Size	21 cm x 14 cm
Bleed Size	21.5 cm x 14.5 cm

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THE APPAREL TIMES

Media Kit **2020**

The Apparel Times Editorial Plan For the Year - 2020

January-February 2020

Embroideries and Sewing Machinery
Best Menswear Brand in Indian Market
Denim and Fashion
Digital Textile Printing
ITME Africa 2020 Special Issue

March-April 2020

Garment Accessories for Asian Market
Best Women's wear in Indian Market
Knitting
Denim and Fashion
Digital Textile Printing

May-June 2020

Denim & Fashions
National Garment Fair Issue
Digital Textile Printing
ITM 2020 Turkey Special Issue

July-August 2020

Survey of Asian Apparel Industry
Digital Textile Printing
Denim and Fashion

September-October 2020

Fashion Technology
Retailing Trends & Consumer Behaviour
Denim and Fashion
Digital Textile Printing
ITMA Asia 2020 Special Issue

November-December 2020

Lifestyle Brands in Asian Market
INDA ITME 2020 Special Issue
Digital Textile Printing
Denim and Fashion

All of the above mentioned editorials are in addition to our Regular News Report, Product Profiles, Mill Study, technical features and Guest articles, Cotton, Linen, Wool, Silk, Viscose, Lycra, Polyester, Modal, Business Newline, Dyes and Chemicals, Fashion Trends and Forecast, Innovation and Technology

THE APPAREL TIMES CIRCULATION DETAILS

Industry-wise Distribution of The Apparel Times

Exporters, Wholesalers, Distributors & Retailers	15000
Textile Processing Units	2000
Domestic Mfrs.	5000
Buying houses	2800
Home Furnishings	2000
Footwear	1200
Car interior Upholstery	600
Fashion Designers	400
Fashion Institutes and Students	2000
Trimmings & Embellishments	2600
Machinery Mfrs, Subsidiaries & Agents	3400
Ministries & Associations	600

**4300 additional copies to Bangladesh Sri Lanka Vietnam Thailand
Hongkong China Indonesia Apparel Industry**

Out of 38,000 copies-Region wise
Circulation of

The Apparel Times

North India -38 %
South India -38%
West India - 24%

Region-wise Circulation of The Apparel Times

New Delhi including Gurgaon, Noida, Ghaziabad & Faridabad	14400
Mumbai, Ahmedabad, Surat & Indore	9000
Tirupur	5000
Bangalore	4000
Chennai	2000
Erode, Coimbatore, Salem	3600