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APPAREL ONLINE

ALL ABOUT FASHION BUSINESS



APPAREL ONLINE BANGLADESH – REACHING OUT TO 60, 000 INDUSTRY USERS

With over 20 years of credibility in the Indian textile and garment industry, Apparel Resources entered Bangladesh nearly 4 years ago with *Apparel Online Bangladesh (AOB)*. Today we enjoy a circulation of over 20,000 copies every month with a readership of over 60,000 industry-informed persons spanning the vast supply chain.

Creating a niche in the garment industry, *AOB* has interacted with over 400 exporters, 80 Country Managers and CEOs of buying offices, officials of numerous garment associations, top management professionals, technologists, processors, trimmings & embellishments manufacturers and suppliers, and many other people associated with the industry.

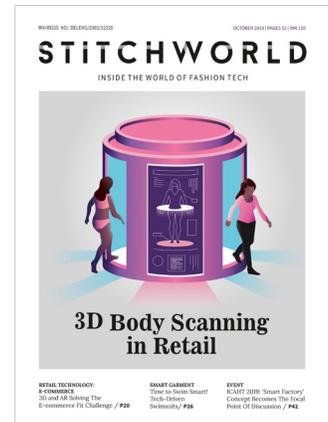
Garment exporters (Knit & Woven), buying houses, trimmings and machinery suppliers are the subscribers of the magazine.

The magazine has become an appreciated platform for knowledge sharing and a ready reckoner for sourcing of machines, accessories, fabrics and other industry needs. The content is a rich assortment of industry-focused research reports on markets and products, views and interviews of international buyers and retailers, sourcing strategies of companies and countries, technical inputs on how to be lean and productive and analyses of benchmark practices of exporting companies.

OUR COMPANY

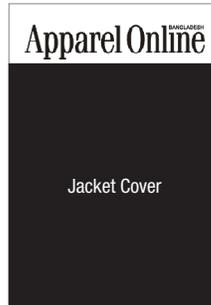
Apparel Resources with the tagline 'Everything Sourcing', is a media house that works towards bringing together both the manufacturer and the retailer on a local and international platform to enable a deeper understanding between the two about one another for better and prosperous business. Through our various products and publications, Apparel Resources highlights issues related to and for the apparel industry regarding products, markets, trends, sourcing strategies, technology solutions, production planning, manufacturing techniques, value addition options, compliance and human resource concerns through news, views and analyses, directly engaging the industry.

Some of our other prominent magazines are:





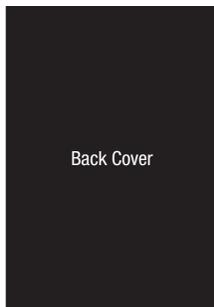
APPAREL ONLINE BANGLADESH RATE CARD



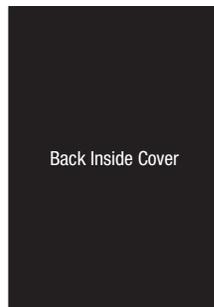
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USD 7,000



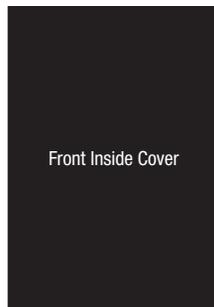
Bleed: Width 41 cm x Height 27.5 cm
Non Bleed: Width 39 cm x Height 26 cm
Centre Spread: **USD 3,500**
Double Spread: **USD 3,000**



Width 20.5 cm x Height 27.5 cm
USD 7,000



Width 20.5 cm x Height 27.5 cm
USD 3,500



Width 20.5 cm x Height 27.5 cm
USD 4,000



Bleed: Width 20.5 cm x Height 27.5 cm
Non Bleed: Width 18 cm x Height 25 cm
USD 1,500



Width 8.45 cm x Height 22 cm
USD 850



Width 17.5 cm x Height 10.5 cm
USD 850



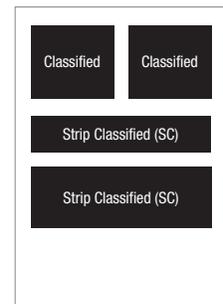
Width 17.5 cm x Height 9 cm
USD 600



Width 5.5 cm x Height 22 cm
USD 600



Width 8.5 cm x Height 11.5 cm
USD 600



Classified: Width 8.5 cm x Height 6.8 cm
USD 300
SC: Width 17.5 cm x Height 4.5 cm
USD 350
SC: Width 17.5 cm x Height 6.8 cm
USD 400

NOTE: 15% extra for special pages: (1) Opposite Content, Opposite Editorial, Mindtree, Opposite Back Inside, Opposite Data Pages and First 10 Pages
(2) Full page for special issues USD 2000

CIRCULATION 20,000 • READERSHIP 60,000
 INDUSTRY WISE CIRCULATION OF APPAREL ONLINE BANGLADESH

