

APPAREL RESOURCES

#1 Source
of Information
for the Apparel Industry

Media Kit

MISSION STATEMENT



Delivering Transparent Apparel and Textile News for the Last 25 Years...

Apparel Resources is a sourcing platform bringing years of experience in serving the entire textile value chain.

We are a vast knowledge resource for contemporary, insightful and compelling information and analysis of apparel, textile and fashion industries from around the globe. We are backed by our rich experience and deep understanding of the garment and textile industry, both domestic and international.

Focus on Apparel and Textile Industry

Our expertise lies in extensive and transparent reporting on sourcing strategies, textile sustainability, benchmark production practices, global business trends, issues impacting retail markets and manufacturing destinations, garment manufacturing technology, products, fashion influences, management tools, global policies and more.

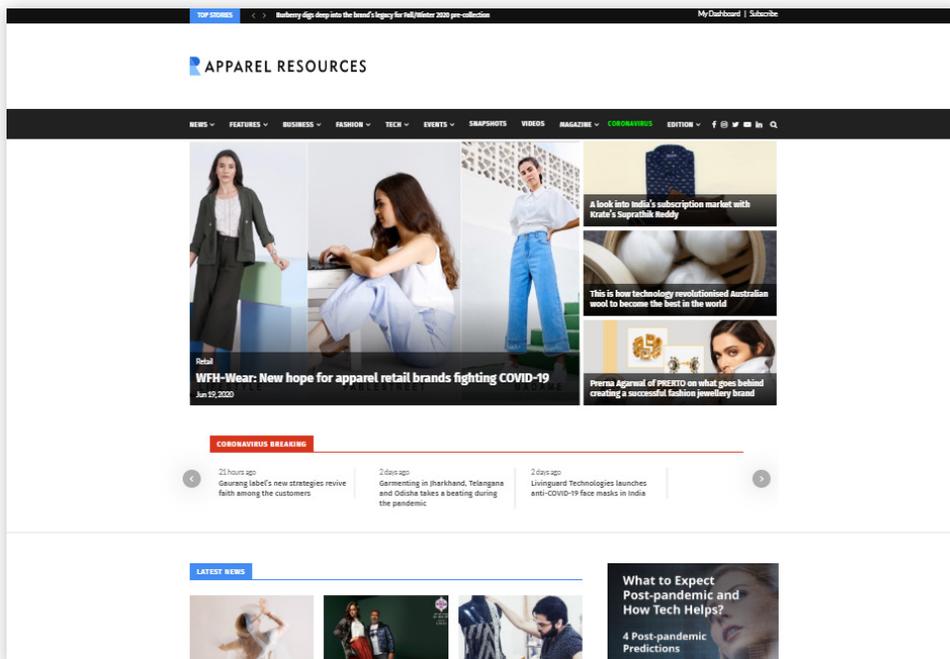
Why Apparel Resources?

Need relevant, in-depth information on the latest happenings and developments in the apparel, textile and fashion industries? You have landed at the right place!

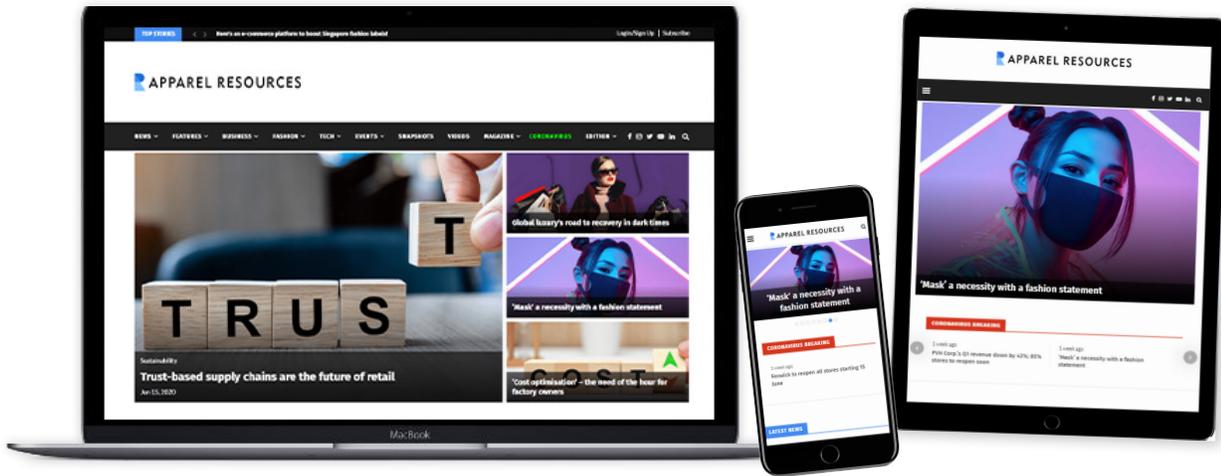
- Delivering authentic information
- Real-time industry updates
- Relay on-site event news
- Apparel and textile market analysis
- Dissect retail & manufacturing markets
- Market growth monitoring and projections
- Trade data monitoring and projections
- Insightful trade reports
- Buyer-supplier surveys
- Fashion updates and trend reports

Our Publications

Our print verticals are among the most read magazines in their respective domains. Our successful magazines include: Apparel Online India, Apparel Online Bangladesh, Apparel Online Vietnam, Resource Guide, StitchWorld and FFT Magazine.



APPAREL RESOURCES OVERVIEW



Who's the Reader

Company Type

Apparel
Textile
Accessories
Footwear
Luggage
Technology

Department

Production
Retail
Sourcing
Design
Merchandising
Management

Age

18-60 years

Traffic at Glance

3.6+

Lakh
Uniques

10+

Lakh
page views

3.2

minutes
per session

Source: Google Analytics April 2017-June, 2017

Category of Content

News

Latest
Business
Fashion
Manufacturing
Technology

Business

Retail
Sourcing
Sustainability
Policy
Data
Trade

Fashion

Trends
Runways
Features
Innovation

Manufacturing

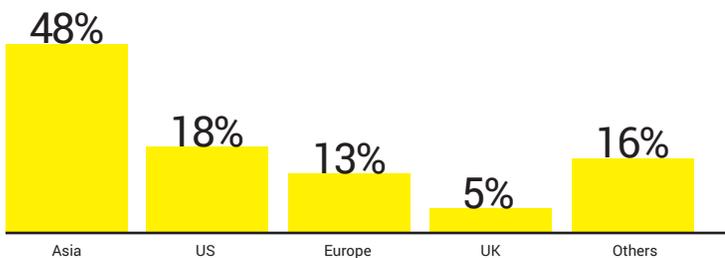
Production
Product
Human Resource

Technology

Production Technology
Knitting Technology
Information Technology
Industry 4.0

Events

Region-wise Traffic



Source: Google Analytics April 2017-June, 2017

ADVERTISEMENT POSITIONS



HOME PAGE

TOP STORES | [Home Page Collaborates with Aditi Shangkha to Support Local Artists](#) | My Dashboard | Subscribe

APPAREL RESOURCES Banner 730 X 80

NEWS | FEATURES | BUSINESS | FASHION | TECH | EVENTS | SNAPSHOTS | VIDEOS | MAGAZINE | COVID-19 NEWS | EDITOR | [f](#) [t](#) [in](#) [v](#) [q](#)

WFH-Wear: New hope for apparel retail brands fighting COVID-19
Jun 25, 2020

CRONAVIRUS RELIEFING

- 25 hours ago **Leaving India's new strategies revive faith among the customers**
- 2 days ago **Gamerting in Shikharad, Telangana and Odisha takes a beating during the pandemic**
- 2 days ago **Uppgaard Technologies launches anti-COVID-19 face masks in India**

LATEST NEWS

- What to Expect Post-pandemic and How Tech Helps?**
4 Post-pandemic Predictions

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CATEGORY / SUB-CATEGORY

TOP STORES | [Analyze the market with Suprathik Reddy](#) | My Dashboard | Subscribe

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Home | Features

FEATURES

- A look into India's subscription market with Krate's Suprathik Reddy**
Jun 25, 2020
Subscription is a growing industry as more and more people rely on monthly models to fulfill various needs. A dependence on social media and shifts from tier 2 and tier 3 cities to metros is driving demand for this model in the increasingly busy lives of the working class.

OUR NETWORKS

- Facebook**
- Twitter**
- LinkedIn**
- Instagram**
- YouTube**
- Email**

POPULAR FEATURES

- Wah! Bhoomi! reviving the aarakhi craft through 'treasured pieces'**
Dec 22, 2019
- Guidelines for reviving garment factories easier through 'treasured pieces'**
Apr 15, 2020
- Uppgaard for Top 100 apparel exporters of India**
Nov 11, 2019

Wah! Bhoomi! reviving the aarakhi craft through 'treasured pieces'
Jun 25, 2020
Fashion retail brands are working on their possible way to turn around this quarter and a number of people brands have resuscitated their Spring Summer lines as well from the new year of 2020 onwards.

Gamerting in Shikharad, Telangana and Odisha takes a beating during the pandemic
Jun 25, 2020
In the COVID-19 phase when well established companies are consolidating their businesses, laying off their employees, with the accompanying financial losses in emerging hubs a ground report on the same appears most of

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ARTICLE PAGE

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Home / Business / Retail / Feature

A look into India's subscription market with Krate's Suprathik Reddy

Subscription is a growing industry as more and more people rely on monthly models to fulfill various needs. A dependence on social media and shifts from tier 2 and tier 3 cities to metros is driving demand for this model in the increasingly busy lives of the working class.

By Suprathik Reddy | 15 Jun 2020 | 1 min read



Gone are the days when shopping for new fashion was an obligation or it needed to drill a big hole in your pocket. Leaving behind the hassle of sipping out and trying myriad items before settling on one, the subscription industry is eliminating the woes of shopping by bringing everything from clothing to books to jewelers to your doorstep.

Subscription boxes started out as a concept that delivered a curated collection of essentials to you for a specific price per month, just like subscribing to a magazine. But, this concept has come a long way to adapt to the needs

Top Banner Right 320 X 80

Side Banner 320 X 210

Side Banner 320 X 320

Side Banner 320 X 450

Banner 510 X 80

SEARCH PAGE

TOP STORES | [Highlight to search e-commerce operations in Japan followed by physical stores](#) | My Dashboard | Subscribe

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Search apparel

All | Feature | News

Business | Tech | Fashion | Events

Search Results for : apparel (21815)

- Apparel store sales up by 18% in May; US retail sales jump by 17.7% in partial rebound**
- COVID-19 effect: Apparel imports of EU see serious dent in Jan-Mar '20**
- Pandemic hits Japanese apparel industry hard, imports down substantially in Jan-April '20**
- US denim apparel imports decline 55.30% in April '20**
- Technology integration to sustainability, that's how**
- Cores Digital, Res Q and Senai unveil massive**

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CLIENT LIST & ADVERTISEMENT RATES



Our Clients



Advertisement Rates

AR Instances*	Section	Type of Advt./Post	Cost in USD / Month
Apparel Resources Global https://apparelresources.com	Home Page	Header Banner 730 X 80	1,800
		Banner 510 X 80	650
Apparel Resources India https://in.apparelresources.com	Category Page	Header Banner 730 X 90	1,000
		Banner 1080 X 80	750
	Sub-Category Page	Banner 510 X 80	450
		Header Banner 730 X 80	1,000
Apparel Resources Veitnam https://vn.apparelresources.com	Search Page	Banner 1080 X 80	750
		Banner 510 X 80	450
		Header Banner 730 X 80	1,000
Apparel Resources Bangladesh https://bd.apparelresources.com	Article Pages of any one sub-category	Banner 1080 X 80	1,000
		Banner 510 X 80	750
		Top Banner Right 320 X 80	750
		Top Banner Right 320 X 210	450
		Side Banner 320 X 320	550
		Side Banner 320 X 450	650
		Banner Left 510 X 80	700
		"Sponsor Article (1000 words) with Logo (292 X 224)"	1,500
		Sponsor Logo 292 X 224	850

* Note that the rates mentioned are for any one instance only. Advertisement display in two instances will mean twice the cost though discounts will apply.



APPAREL RESOURCES

PACKAGES FOR ONLINE PROMOTIONS



Online Promotion for 3 Months:

- a. Three News on www.apparelresources.com.
 - i) The website receives 10,000 unique visits per day.
 - ii) The 3 news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.
- b. One Company Press Release will be sent to our industry contacts (approx. 1,80,000).
- c. Advertisement
 - i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 3 months.
 - ii) Banner advertisement in Apparel Resources' Weekly Newsletter – Twice in a period of 3 months. The same is sent to 75,000 newsletter subscribers.



Online Promotion for 6 Months:

- a. Six News & One Interview on www.apparelresources.com.
 - i) The website receives 10,000 unique visits per day.
 - ii) The six news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.
- b. Three Company Press Release will be sent to our industry contacts (approx. 1,80,000).
- c. Advertisement
 - i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 6 months.
 - ii) Banner advertisement in Apparel Resources' Weekly Newsletter – Five in a period of 6 months. The same is sent to 75,000 newsletter subscribers.



Online Promotion for 12 Months:

- a. Six News & two Interview on www.apparelresources.com.
 - i) The website receives 10,000 unique visits per day.
 - ii) The six news will be shared on our social media platforms such as LinkedIn, Twitter, Facebook and Instagram which have a collective following of more than 1,50,000 industry contacts.
- b. Six Company Press Release will be sent to our industry contacts (approx. 1,80,000).
- c. Advertisement:
 - i) Website Advertisement: Your company advertisement on the Right Side of all the articles under one category for a period of 12 months.
 - ii) Banner advertisement in Apparel Resources' Weekly Newsletter – 10 in a period of 12 months. The same is sent to 75,000 newsletter subscribers.
- d. Get 1-year content access worth USD 100 free of cost.