

2012 RATES

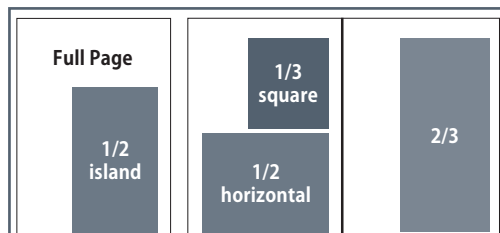
Net Rates (as of September 1, 2011)
All Rates are Net - No Agency Discounts Allowed

MR MAGAZINE

All rates are net. Full page units include bleed at no extra charge.
Per ad in a monthly edition of MR

	Dimensions (inches)	1x net	3x net	6x net	7x cont
Page, 4-color	7 x 9.75	\$9,950	\$8,600	\$7,300	\$45,500*
Page, B/W		\$8,375	\$7,225	\$6,175	\$38,470
2/3 or 1/2 island, 4-color	4.75 x 9.875 (2/3)	\$7,250	\$6,225	\$5,325	\$33,175
2/3 or 1/2 island, B/W	4.75 x 7.5 (1/2)	\$5,850	\$4,975	\$4,275	\$26,630
1/2 horizontal 4-color	7.25 x 4.75	\$6,425	\$5,500	\$4,700	\$29,280
1/2 horizontal B/W		\$5,200	\$4,425	\$3,775	\$23,520
1/3 square, 4-color	4.75 x 4.75	\$5,000	\$4,225	\$3,625	\$22,585
1/3 square, B/W		\$4,050	\$3,400	\$2,925	\$18,225

Continuity Special - Run in all 7 issues of MR. *Total annual cost \$45,500
Must run every month - Cannot skip one month and double-up in another



Bleed Sizes:

1 Page Bleed:

8.25 x 11 trims to 8 x 10.75. Leave .25" safety

2 Page Spread Bleed:

16.5 x 11 trims to 16 x 10.75 (Gutter at 8.125)
Leave .25" safety for live matter

Insert Rates: 2-4 pages: B/W rate per page.
Over 4 pages: rates on request

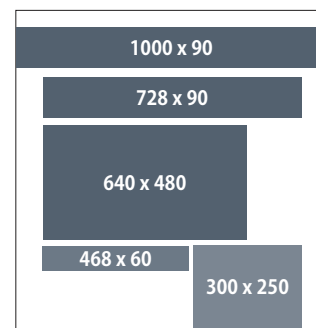
Reprints: Order with ad reservations.
Prices available on request.

MRKETPLACE.COM

All prices are for one month per spot. You may buy more than one spot.
Ads may be available for shorter periods.
Ads will float between positions, and may appear on any page within the site.

Peak Months are January, February, July and August. All others are off-peak.

	Peak	Off-Peak	Number of spots available
Leaderboard (728x90 or 1000x90)	\$4,000	\$3,200	4 per month
Rectangle (300x250)	\$3,000	\$2,400	8 per month
Banner (468x60)	\$2,000	\$1,600	4 per month
Welcome Ad (640x480)	\$3,000	\$2,000	one per week
Video	\$3,000	\$2,400	one per week



MR NEWS FLASH & E-BLAST

News Flashes are sent out every business day and carry one ad. e-Blasts are exclusive mailings to our MRketplace list.

Peak Months are January, February, July and August. All others are off-peak.

	Peak	Off-Peak	Number of spots available
News Flash (600x100)	\$875	\$700	1 per work day
Exclusive Ad or e-mail Blast	\$4,000	\$3,200	1 per week max

MR

2012 EDITORIAL CALENDAR

JANUARY

NEW YORK MARKET ISSUE

Better and Moderate Markets in New York. Bonus distribution at most trade shows -

- MRketNY Project, ENK, Capsule. Also Chicago Collective.
- Fall Outerwear
- Trade Show Calendar

Ad close: December 9

Files due: December 16

FEBRUARY

VEGAS SHOWS ISSUE

Comes out in early February to reach buyers before the Las Vegas shows-

- MRket, Project, ENK, Capsule
- MR DOWNTOWN- Special Section - Contemporary/Denim/ Fashion Forward Retailing

Ad close: January 12

Files due: January 19

APRIL

THE E-COMMERCE ISSUE

Top multi-brand e-tailers, Technology update, Flash sites, and more

- Brands to Watch – special advertorial section

Ad close: March 14

Files due: March 21

JUNE

THE DRESS UP ISSUE

Suits, dress shirts, neckwear, accessories

- Tailored Clothing Handbook
- Spring 2012 moderate market
- Mega Merchants – America's largest menswear retailers
- Summer/Fall Trade shows

Ad close: May 10

Files due: May 17

JULY

UPTOWN DOWNTOWN ISSUE

The Uptown DOWNTOWN Awards issue recognizes retailers who have distinguished themselves among their peers. It is the major event of the better apparel business and coincides with the annual awards dinner in New York.

- NY Better Market issue and regional shows – MRketNY, Project, ENK, Capsule.
- Bonus distribution includes Chicago and Charlotte

Ad close: June 8

Files due: June 15

AUGUST

VEGAS SHOWS ISSUE

Comes out in early August to reach buyers before the Las Vegas shows

- MRket, Project, ENK, Capsule
- MR DOWNTOWN – Special Section - Contemporary/Denim/ Fashion Forward Retailing

Ad close: July 6

Files due: July 13

NOVEMBER

AMERICA'S 10 BEST MEN'S BUYERS

Covering all categories – clothing, sportswear, contemporary, denim, collections, etc. at stores of all sizes and tiers

Ad close: October 5

Files due: October 12

MECHANICAL SPECIFICATION

1 Page Non Bleed: 7 x 9.75

2/3 page: 4.75 x 9.875

1 page Bleed: 8.25 x 11, trim at 8 x 10.75

1/2 page island: 4.75 x 7.5

2 page spread bleed: 16.5 x 11

1/2 page, horizontal: 7.25 x 4.75

trim at 16 x 10.75, gutter at 8.125

1/3 page square: 4.75 x 4.75

DIGITAL ADVERTISING SPECS

One ad ONLY per file accepted.

(Spreads must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.)

FTP ads to: www.dotgeneration.com:8000/login; user: MR_upload; no password

NAMING YOUR ADVERTISING FILE: Ensure that your filename does not contain any spaces or special characters. When naming your ad file for company BrandX, for example: name it with the magazine name and issue date, i.e. BrandX_MR_January Issue 2012.

Format: PDF/X-1a:2001 ONLY

Hi-Res, printer-ready PDF files created with PDF/X-1a:2001 setting in Acrobat 4 or later with all fonts and images embedded.

No native application files accepted.

The Hi-res PDF files must have:

1. Final PDF file and color images must be saved in CMYK. Black and White converted to grayscale. Never RGB or LAB or embedded color profiles.
2. All spot colors MUST be converted to CMYK. No files with PMS colors accepted.
3. OPI must NEVER be included in the file.
4. Resolution: 300 DPI for all submitted images and files.
5. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

All ads should have a proof. The proof should be sized at 100%, look exactly as the advertisers expects and be generated directly from the file you submit. Proofs MUST be created with SWOP Web Offset gains. publication not responsible for variance between digital files. Proof must be screened at 150 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%. A color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color of proof. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Dept. *Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention.*

PAGE — NON-BLEED

7 x 9 3/4 inches

PAGE — BLEED

Trim: 8 x 10 3/4 inches

Keep important art 1/4 (.25") inches inside from trim

Bleed: add 1/8 inches (.125") all around to be trimmed

Advertising Office:

MR Magazine, 1384 Broadway, 11th Fl., New York, NY 10018 • Tel: 212-686-4412 • Fax: 212-686-6821

Publisher: Stuart Nifoussi, 212-710-7407, Stunifoo@MRketplace.com; Associate Publisher: Michelle Brown, 212-710-7413, MichelleB@MRketplace.com; Account Executive: Nancy Helman, 212-710-7440, NancyH@MRketplace.com

Mailing Instructions:

MR Magazine, Attn: Peg Eadie, Production Manager, 50 Day St., Norwalk, CT 06854 • Tel: 203-663-7838 or email: Peg@busjour.com

TERMS & CONDITIONS

Cancellations will not be accepted once the ad begins its contracted run on the site.

Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. ALL RATES ARE NET (no commission). Production charges are non-commissionable and are in addition to any quoted rate. If contract is not fulfilled within the contract period, advertiser is short-rated to the discount level earned for the dollar volume of ads run. A delinquency charge of 1-1/2 percent per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full.

Advertisers and/or agencies with accounts more than 60 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Advertisers sent for collections are responsible for all legal and collection costs.

- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the property.

- Customer understands that this property is one of many different available alternate advertising sources and that occasional errors of omission or commission occur. Once notified of the error, we will correct it as quickly as possible. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser notwithstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or publishing of its property shall be limited to the amount to be charged for such advertising.

The limitations of liability to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company and applies to claims in contract, tort, strict liability and specifically limit any claims for loss of business, profits, and additional consequential damages.

Business Journals, Inc. is not responsible for content in other websites that may have advertising or editorial links on MRketplace.com.

MRKETPLACE.COM & E-BLAST SPECIFICATIONS

LEADERBOARD 728 x 90 or 1000x90 pixels

RECTANGLE 300 x 250 pixels

BANNER 468 x 60 pixels

WELCOME AD 640 x 480 pixels

■ FORMAT:

- Animated sequences cannot loop more than 3 times.
- Maximum file size is 20K for leaderboard, 15k for all other ads
- Files should be gif or jpg files.

MAGAZINE SPECIFICATIONS

■ FTP UPLOAD INFORMATION

One ad ONLY per PDF/X1a:2001 accepted. (Spreads must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.)

NAMING YOUR ADVERTISING FILE

Ensure that your filename does not contain any spaces or special characters.

When naming your ad file for company BrandX, for example: name it with the magazine name and issue date, i.e. BrandX_MR_January Issue 2012.

UPLOAD FTP ads to:

www.dotgeneration.com:8000/login;
user:MR_upload; no password

One ad ONLY per file accepted.

(Spreads must be separated as two separate PDF files and marked for left and right, a combined file must be sent.)

Your file needs to be a Hi-Resolution, Printer-Ready PDFx1a:2001

■ PDF/X-1a:2001 ONLY:

Hi-Res, printer ready PDF files created with PDF/X-1a:2001 setting in Acrobat 4 or later with all fonts and images embedded.

No native application files accepted.

The Hi-res PDF files must have:

1. Final PDF file and color images must be saved in CMYK. Black and White converted to grayscale.
Never RGB or LAB or embedded color profiles.
2. All spot colors MUST be converted to CMYK. No files with PMS colors accepted.
3. OPI must NEVER be included in the file.
4. Resolution: 300 DPI for all submitted images and files.

5. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

All ads should have a proof. The proof should be sized at 100%, look exactly as the advertisers expects and be generated directly from the file you submit. Proofs MUST be created with SWOP Web Offset gains. publication not responsible for variance between digital files. Proof must be screened at 150 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%. A color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color of proof. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Dept.

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