

*The most powerful leading fashion newspaper in Korea!*

# The Apparelnews

## INVITATION

**The Apparelnews Co., Ltd.**

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## Overview

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### *The Apparelnews!*

*As the most leading fashion newspaper in Korea, we deliver the trustable information, fast and correct fashion news.*

*Visit [apparelnews.co.kr](http://apparelnews.co.kr)*

*You can get vivid apparel news on the internet as well.*

*You can take Korean fashion information quickly like Market Info, Trend View, Opinion, Hot Issue, Fashion Photo and The wants columns as well as daily fashion news.*

'The Apparelnews', a fashion newspaper published by The Apparelnews Co., Ltd. started with its first issue on September 23, 1992. We has maintained the top spot as Korea's best fashion and fabric distribution newspaper.

Our newspaper is currently published on Monday once a week under the motto of 'in-depth vivid practical information', 'advanced special articles and diverse news' and 'newspaper with readers under the best reading rate'.

16 pages are classified by clothing type and business type. And each section provides diverse news in every week. For differentiated information in the distribution field, department store sales performance and analysis on popular products are exclusively covered by our newspaper and they are enjoying a huge popularity.

Other information that cannot be contained in the main newspaper is covered through diverse special editions. In particular, 'VIEW', the special magazine published in the tabloid size every month is popular with many readers for its market information through in-depth coverage.

Our major readers are leading fashion advisers in Korea and our newspaper is acknowledged as an information source for designers, marketers, and marketing executives together with online and offline buyers and wholesalers such as department stores, major supermarkets, outlets, shopping complexes, agents, and online shopping malls.

The Apparelnews provides real-time information service on the Internet with a new layout suitable for its reputation as a source of advanced fashion information.

Currently our home page, [www.apparelnews.co.kr](http://www.apparelnews.co.kr) is ranked at the top in the field of fashion newspaper on [rankey.com](http://rankey.com), which is a website for home page visit ranking in Korea. [www.apparelnews.co.kr](http://www.apparelnews.co.kr) was established for the first time in Korea among the fashion newspaper & magazine. In particular, our daily news of website provides diverse information in real time and many fashion executives read it every day.

We promise to make constant efforts to meet the needs of our readers for the development of the Korean fashion and fabric industry as a leading fashion medium in the information age.

Thank you.

## Newspaper Outline

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☞ TITLE OF PAPER : **THE APPARELNEWS**

☞ FOUNDATION DATE : 1992.9.23.

☞ REPRESENT : SANG MU, KIM

☞ PAPER SIZE : 15Columns(51 cm)×37 cm

☞ PAPER PAGE : 16~40 Pages

☞ PUBLICATION : A circulation of 70,000.

☞ DATE OF ISSUE : Every Monday by weekly.

☞ MATERIAL GROUPING OF THE APPARELNEWS

- 2 Pages: Fashion, textile, distribution policy, etc.
- 2~5 Pages: Information of apparel circulation including department, agent, etc.
- 2~10 Pages: Information, analysis of domestic apparel industry
- 4~10 Pages: Woman's wear, men's wear etc., every fashion information of apparel company.
- 2~5 Pages: Department store, retail store, outlet etc., distribution channel sales & area trend news.
- 1~3 Pages: Information in connection with foreign fashion, garments, textile, machinery, etc.
- 1~3 Pages: Development Information regarding to textile materials of yarn, fabrics, dyeing, cotton, synthetic fiber, etc.
- 2 Pages: Fashion, people & people, fashion show, exhibition, etc.

## **Main Core Business**

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### **Publishing 'VIEW', the special tabloid**

'VIEW' delivers hot issues and the trend in the fashion industry. This special edition in tabloid format is published 10 times a year and provides diverse market information with information that cannot be contained in the main newspaper through in-depth coverage.

### **Awarding the best brand of the year for each clothing type**

The Apparelnews awards 'the brand of the year' and 'the best brand for each clothing type' which shows excellent performance for a year through a survey with department store buyers and business directors in the field and a survey on online customer satisfaction.

### **No.1 website in the field of fashion newspapers in Korea**

Our website ([www.apparelnews.co.kr](http://www.apparelnews.co.kr)) was established for the first time in the Korea industry of fashion newspapers and magazines. It provides daily news and PDF service. It is currently ranked at the top in the field of fashion newspaper on [rankey.com](http://www.rankey.com) ([www.rankey.com](http://www.rankey.com)), which is a website for home page visit ranking in Korea.

### **Publishing 'Korea Fashion Brand Annual' Book**

'Korea fashion brand Annual' is acknowledged as collected data of fashion brands distributed in the Korean fashion market. 'Korea fashion brand Annual' is published every year (every other year since 2010) after around 5 months of data collecting, analyzing and editing. It is evaluated as showing the flow of the Korea fashion distribution market where hundreds of brands emerged and disappeared every year.

## History

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- Aug. 01, 1992. Registered as a Periodical Publication by the Ministry of Culture and Public (No. Da-2358) in Korea.
- Sep. 03, 1992. Established The Apparelnews Co., Ltd.  
Kim, Sang Moo (CEO) was Inaugurated as The Publisher & Editor.
- Sep. 18, 1992. Certification of Business Registration.
- Sep. 23, 1992. Published The First Issue of The Apparelnews.
- Jan. 15, 1993. Approved as the Third-Class Matter (Grade Ga).
- Oct. 07, 1996. Registered in Publishing Business.
- Apr. 01, 1997. Published 'Korea Fashion Brand Annual' Book.
- Apr. 07, 1997. Implemented Horizontal Writing on all Pages.
- Jul. 25, 1997. Acquired Website Domain, [www.apparelnews.co.kr](http://www.apparelnews.co.kr).
- May 26, 1997. Issued 'Quarterly Tabloid Special' Magazine.
- Sep. 20, 1998. Launched Online Daily News Service.
- Dec. 01, 1999. Established Computer Network & EPS.
- Jan. 01, 2000. Implemented computerized Typesetting System (CTS).
- Nov. 01, 2000. Categorized Newspaper into Each Clothing Type.
- Aug. 01, 2001. Providing newspaper PDF service on website.
- Jan. 01, 2002. Reorganized to Team Based Organization System.
- Jan. 01, 2003. Increasing the Number of Pages to 16.
- Nov. 03, 2003. Hosted The 1<sup>st</sup> Fashion & Distribution IT Fair.
- Jul. 16, 2004. Moved into a New Building in Guro, Seoul.

- Jan. 04, 2005. Issued 'Monthly Theme Special' Tabloid Magazine.
- Jun. 01, 2006. An, Jeong-hwan was Inaugurated as the Chief Editor.
- Jun. 17, 2006. Hosted The 1<sup>st</sup> FS-Cup Soccer Competition for Fashion People.
- Jan. 02, 2007. Started E-mail Newsletter Service.
- Sep. 03, 2008. Hosted The 6<sup>th</sup> Fashion & Distribution IT Fair.
- Oct. 31, 2010. Hosted The 4<sup>th</sup> FS-Cup Soccer Competition for Fashion People.
- Jan. 01, 2011. Issued The Hot Issue Section of Monthly Theme Special.
- Mar. 26, 2012. Issued 'VIEW', The Special Tabloid for Hot Issues.
- Apr. 01, 2012. Provide Daily News to [www.naver.com](http://www.naver.com) (the No.1 website portal in Korea).
- May. 10, 2012. Established The Student Reporter Group.
- May. 30, 2012. Published '2012/2013 Korea Fashion Brand Annual' Book.
- Apr. 14, 2013. Registered The Base Camp as a Periodical Publication (Guro. Ra-00123).
- Jun. 01, 2013. Published The First Issue of The Base Camp (New Life Style Outdoor Fashion Magazine).

## Dear AD Client

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We wish your tremendous success in everything you do.

If you want an ad on our newspaper, you have to decide 'the date of publication', 'the number of times', 'ad size', 'ad page' and 'color'.

In our website, [www.apparelnews.co.kr](http://www.apparelnews.co.kr), you can check "The Unit Cost of Advertisement" on our newspaper. Please, refer to the doc for ordering.

If you give us an order for an ad, we will send the "ORDER CONFIRMATION" and "INVOICE" documents.

When you receive the documents, please send us the cost for your ad to finish the ad order procedure. Then we will publish your ad on our newspaper at the date.

Don't forget to send us your advertising materials 10 days earlier before the date we publish your ad newspaper.

You can send your advertising materials using Email([admin@apparelnews.co.kr](mailto:admin@apparelnews.co.kr)) or you can use our webhard([www.webhard.co.kr](http://www.webhard.co.kr), ID:appnews, Password:0891).

And if you give us your address, we will send the newspaper your ad on.

We really thank you for your attention and support.

We hope you can get much success in your business with our newspaper ad.

Thanks



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## Making & Sending Ad Materials

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### How to make the ad material?

- Keep the Size(width and height).
- The Resolution of Photo Image is higher than '300dpi'.
- If you use Adobe Illustrator, 'Out Line' the font and send us 'EPS' file with linked image and text font.

### How to send the ad material?

- Using E-mail :admin@apparelnews.co.kr
- Using webhard system : www.webhard.co.kr, ID:appnews, Password:0891
  - A. Type http://www.webhard.co.kr in your web browser.
  - B. Type "appnews" in ID box.
  - C. Type "0891" in Password box.
  - D. And press the login button.
  - E. Click "upload(올리기전용)" folder.
  - F. Click "ad data(광고데이터)" folder.
  - G. Make 'your company name' folder.
  - H. Click 'your company name' folder.
  - I. Click "upload(올리기)" button.
  - J. Select your ad files and upload.
- Email is better than webhard!

## The Unit Cost of Advertisement

( Monetary Unit : Korean Won )

Type NO.	Class	Unit Cost	Page	Size (width×height)	Cost (Won)
U1	Unicolor (B/W)	1column×1cm = 8,830 Won	Inside Page	width37 cm(12column)×length 17 cm	1,380,000
U2				width37 cm(12column)×length 24 cm	1,848,000
U3				width37 cm(12column)×length 27 cm	2,016,000
U4				width37 cm(12column)×length 34 cm	2,340,000
U5				width37 cm(12column)×length 51 cm	3,006,000
U6				Width 21 cm(7column)×length 29.5 cm	1,827,000
U7				Width 9 cm(3column) × length 17 cm	375,000
U8				Width 12 cm(4column) × length 17 cm	600,000
U9				Width 18 cm(6column) × length 17 cm	720,000
C1	Color	1column×1cm = 17,160 Won	First Page	width37 cm(12column)×length17 cm	5,040,000
C2			Inside Page	width37 cm(12column)×length17 cm	2,700,000
C3				width37 cm(12column)×length24 cm	3,528,000
C4				width37 cm(12column)×length27 cm	3,936,000
C5				width37 cm(12column)×length34 cm	4,584,000
C6				width37 cm(12column)×length51 cm	5,760,000
C7				width21 cm(7column)×length29.5 cm	3,118,000
C8				Last Page	width37 cm(12column)×length27 cm
C9			width37 cm(12column)×length51 cm		7,560,000

- Due date for your advertisement materials: By one week earlier Monday(10days) before we publish the issue.
- How to send your ad materials: You can send it by Email(jungw6020@naver.com) or upload it into our web hard (<http://www.webhard.co.kr>, ID:appnews, password:0891). Email is better than webhard!
- There is going to be 10% raise in cost if you ask your advertisement to be in specific section. Value added price will be additional.

## Contact Information

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To more information about ad, Please send Email([jongw@apparelnews.co.kr](mailto:jongw@apparelnews.co.kr)).



**Name :** An, Jeong-hwan

**Title :** The Chief Editor

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