

MODA FORUM

MAGAZINE FOR FASHION PROFESSIONALS



| MAGAZINE

| PORTAL

| EVENTS

| TRADE COURSES

| SOCIETY

media info 2016

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ABOUT US

- Moda Forum is a solid business paper addressed to fashion professionals.
- Magazine, portal and mailings report on trends for the next season, news and business information of the fashion sector in all relevant spots in the world.
- Moda Forum is the opinion leader, forming discussion on the most important topics and problems of the branch.
- Moda Forum organizes discussion panels, seminars and courses for professionals.

READERS

The content is addressed to:

- buyers from retail chains and modern trade chains
- wholesale distributors
- retailers
- stylists
- bloggers
- e-commerce operators

from sectors: women- menswear, shoes, accessories, fashion jewellery

DISTRIBUTION

Moda Forum is distributed throughout many channels:

- subscription
- promotion distribution by wholesale distributors
- free handout during trade fairs
- free handout during private fairs and branch events
- rotational mailing to professionals

TECHNICAL INFORMATION

Publication: 4 times a year

Printrun: 6000 copies

Format: 212x272 mm






Portal: fashionsecrets.pl

Society: www.facebook.com/fashionsecrets

PUBLICATION SCHEDULE

ISSUE	PUBLICATION DATE	ORDER DEADLINE	DEADLINES FOR PRINTING MATERIALS
1-2/2016	18.02.2016	08.02.2016	10.02.2016
3/2016	20.06.2016	10.06.2016	12.06.2016
4-5/2015	22.08.2016	12.08.2016	14.08.2016
6/2016	16.12.2016	06.12.2016	08.12.2016



RATES AND FORMATS (NET PRICE)			
	1/1	212x272 mm	1 500 euro
	1/2	106x272 mm 212x136 mm	1 050 euro
	2 x 1/2	424x136 mm	1 800 euro
	1/3	70x272 mm 212x90 mm	750 euro
	1/4	53x272 mm 212x68 mm	550 euro

Advertorial	from 500 euro
Classified ad (90 x 100 mm)	250 euro
Ist cover	2 300 euro
IInd cover	1 860 euro
IIIrd cover	1 800 euro
IVth cover	2 200 euro
inserts	ON REQUEST
special formats	ON REQUEST



PORTAL: FASHIONSECRETS.PL; MAILINGS	
Billboard 980 x100 px	15 euro
Button 190 x180 px	12 euro
Button 190 x 60px	12 euro
Other Formats	Ask for Special Offer!
Moderated Data Base	25 EUR/year
Advertorial	from 10 eur
Mailing	30 EUR per 1000 records
Above rates are calculated in CPM model (per 1 000 impressions)	