

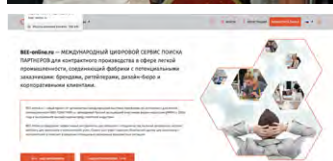
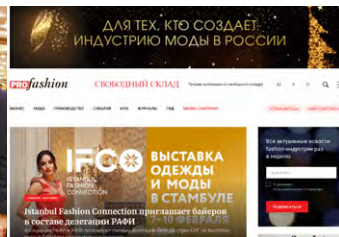
www.profashion.ru

MEDIAHOLDING

# PROfashion

MEDIAKIT

2024



# Media Holding PROfashion

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Media Holding PROfashion was founded in 2006. It consists 15 projects, including print editions, digital resources, consulting and communication agencies. Media Holding is the founder of the Russian Association of participants of Fashion Industry (RAFI).



PROfashion  
Publishing house



PROfashion digital



PROfashion Masters



RUSSIAN ASSOCIATION OF FASHION INDUSTRY

RAFI



BEE-together.ru



Free warehouse project



BEE-online.ru



Kids Catwalk CJF

# PROfashion magazine

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PROfashion – the analytic and the most informative russian B2B magazine about fashion industry.

Target audience: professionals of fashion market, including business owners and top managers

- ✓ has high reputation among professional audience
- ✓ is steadily developing
- ✓ is accredited at all major international exhibitions of clothing manufacturers, shoes, accessories, textiles and components
- ✓ publishes the most actual information about the fashion industry
- ✓ establishes direct communication between market players



Published since 2006 | 6 issues per year | Circulation: 10 000

## DISTRIBUTION CHANNELS

Showrooms in Moscow/ large Russian and CIS cities

Subscription

PROfashion mail delivery (depending on segment and occupation)

Fashion trade fairs, fashion weeks, forums,  
trainings, conferences and other fashion events

Advertisers

Total circulation (each issue)

4000–5000 copies

1700–2500 copies

3000–4500 copies

1000–6000 copies

300–1000 copies

10 000–19 000 copies

# Price PROfashion magazine

Position	Price, RUB
1st cover page	1 040 000
2nd cover page	416 000
3rd cover page	360 000
4th cover page	696 000
1st spread	696 000
2nd or 3rd, last spread	576 000
Spread	360 000
1 page next to Contents	288 000
1 page	280 000
1/2 page	160 000
1/4 page	96 000
1 page Editorial article or interview	280 000
Spread-article/ interview	440 000
Gate folder	696 000
Foldout (4 pages)	880 000
Foldout with an overlap (4 pages)	960 000
Foldout (hard cover magazine) (16 pages)	1 536 000
Foldout (hard cover magazine) (24 pages)	2 112 000
Foldout (hard cover magazine) (32 pages)	2 560 000
Inserts (without overlap), circulation: 5000 copies	
Less than 25 gm	208 000
26 – 50 gm	240 000
51 – 100 gm	304 000
More than 101 gm	on request
1 page + glued ad specials	400 000
1/1 page + Glued ad specials with an overlap	512 000

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1st cover page



Spread



Gate folder



Foldout






Foldout with an overlap

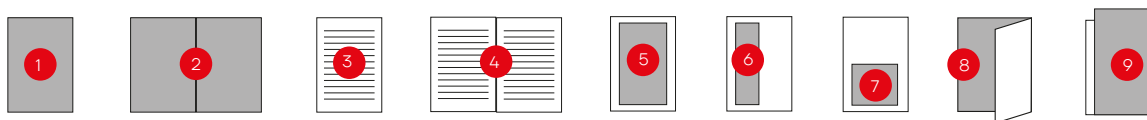


# RELEASE SCHEDULE 2024

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Nº	Deadline	Release date	
Nº1 Women's, men's collections	22/01/2024	5/02/2024	
Nº2 Children's collections	2/02/2024	19/02/2024	
Nº3 BEE-together outsourcing	19/05/2024	29/05/2024	
Nº4 Women's, men's collections	4/08/2024	14/08/2024	
Nº5 Children's collections	18/08/2024	28/08/2024	
Nº6 BEE-together outsourcing	27/10/2024	6/11/2024	

# Size (Width x height) plus 5 mm per outer edge



Magazine/projects	PROfashion magazine Fur & Outwear guide	Fashion Navigator
<b>1</b> 1st cover page 2nd cover page 3rd cover page 4th cover page 1page Foldout	215 x 275	165 x 230
<b>2</b> 1st spread 2nd spread 3rd spread Spread Last spread	430 x 275	330 x 230
<b>3</b> 1 page Editorial article or interview	2500 – 2700 symbols	
<b>4</b> Spread – article/interview	5000 – 6000 symbols	
<b>5</b> 1 page (Showrooms section)	180 x 238	
<b>6</b> 1/2 page vertical (Showrooms section)	88,5 x 235	
<b>7</b> 1/2 page horizontal (Showrooms section)	180 x 116	
<b>8</b> Gate folder	430 x 275	
<b>9</b> Foldout with an overlap (1cm)	215 x 285	165 x 235
<b>10</b> Logo in information block		20 x 50

File format: TIFF, EPS, AI, INDESIGN for MAC. File in CDR formats are not accepted.  
 Color profile: CMYK. Image resolution: 300 dpi

## BANNER ADVERTISING

			MAIN PAGE, PUBLISMENT, MAGAZINES, including subsections and detailed pages		SECTION: BUSINESS, FASHION, PRODUCTION, KIDS, one of the 4 sections	
FORMAT	Nº (on the image)	PERIOD	COST, RUB	WEEKLY TRAFFIC (PC/ MOBILE)	COST, RUB	WEEKLY TRAFFIC (PC/ MOBILE)
Branding	1, 2, 3, 5	1 week	80 000	9500/6500	88 000	12000/8000
Sync: upper banner + top right banner	1, 3	1 week	56 000	7000/5000	64 000	12000/8000
Top banner	1	1 week	40 000	6000/4000	48 000	9500/6500
Top sticky banner (right)	3	1 week	20 000	5500/3500	24 000	8500/4500
Top sticky banner (right)	4	1 week	10 400	4000/2000	12 000	7500/5500
Bottom Banner	5	1 week	8000	7000/5000	10 400	12000/8000



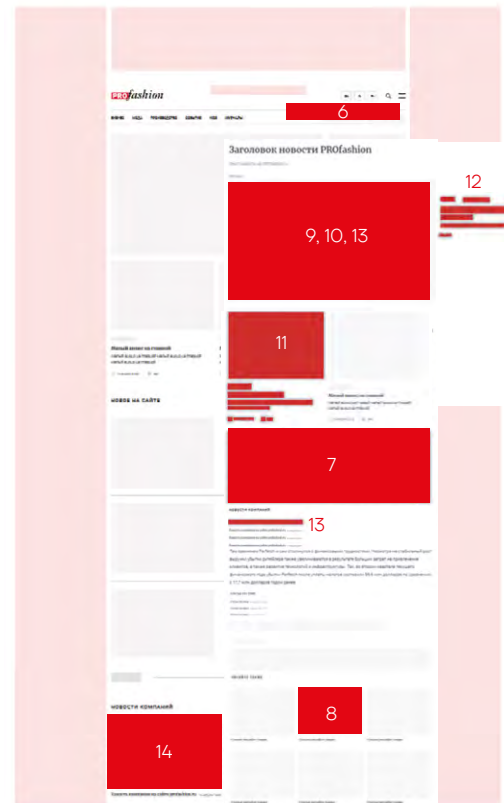
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## EDITORIAL ADVERTISEMENT

FORMAT	N° ON THE IMAGE	PERIOD	COST, RUB	WEEKLY TRAFFIC (PC/MOBILE)
Text and image in the header: Logo+Slogan+Link	6	1 week	40 000	12000/8000
Inner banner (except for the company news)	7	1 week	24 000	10000/7000
Interview («Basic») in the «Read more» section (all pages)	8	1 week	52 000	4000/2500
Interview «Premium»: Image on the main page (pinned article)+»Read more» (all pages)+banners	9	2 weeks	on request	6000/4000
Posting news (announcement) company)	14	one-time	36 000	6000/4000
Publication of announcing information about the event (including the preparation of content)	15	indefinitely	215 000	6000/4000

## PINNED ARTICLES AND IMAGES ON THE MAIN PAGE

FORMAT	N° ON THE IMAGE	PERIOD	COST	WEEKLY TRAFFIC (PC/MOBILE)
Pinned news on the main page (1 big preview on the 1st screen)	10	3 days	40 000	6000/4000
Pinned news on the main page (one of the two small previews on the first screen)	11	1 week	40 000	6000/4000
Red-flagged news «Editor's choice»	12	1 week	10 400	4000/2500
Red-colored newshead and pinned news in the «Company News» section	13	1 week	10 400	6000/4000

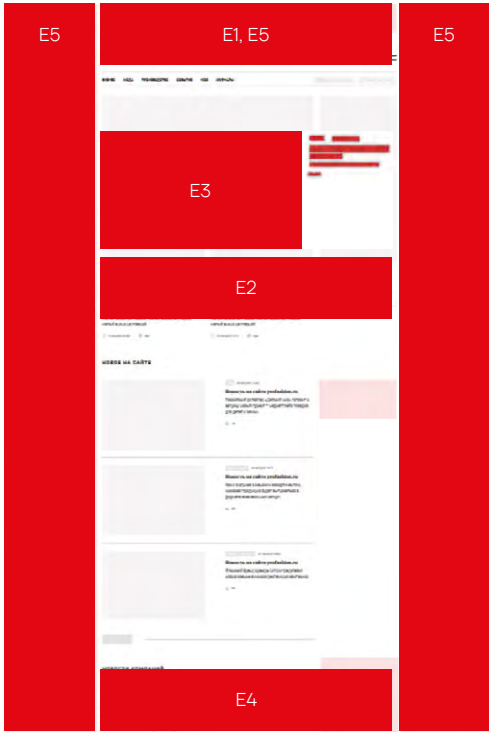




PROfashion database contains 65 000 e-mails of fashion industry specialists from Russia, CIS countries and Europe

FORMAT	Nº ON THE IMAGE	COST, RUB
Top banner in the newsletter	E1	52 000
Middle banner in the newsletter	E2	24 000
Company news in the newsletter	E3	50 000
Company news in the newsletter (including Posting news on profashion.ru)		64 000
Bottom banner in the newsletter	E4	16 000
Branding of the newsletter	E5	80 000
Advertising mailing (for brands and companies)	E6	260 000

PROfashion weekly newsletter (every Monday)



Advertising mailing (for brands and companies)



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# PROFASHION SOCIAL NETWORKS

## Vkontakte, Telegram



The package offer includes all 2 main social networks

**DIRECT ADVERTISING** — the customer provides prepared information. The PROFashion team edits and posts it in prime time.

**The cost is 30,000 rubles.**

**NATIVE ADVERTISING** — advertising within the “Brand of the week” section, the client fills out an editorial questionnaire about the main characteristics of the brand.

Provides photos, at least 6 pieces. The section is open to the public.

It includes: post and two stories marked with a brand account.

Spread without removing and repeating.

**The cost is 40,000 rubles.**

**INTERVIEW WITH A COMPANY REPRESENTATIVE** — text material.

The editorial prepare questions for the interview.

The customer sends 3–6 photos for illustration.

**The Cost - 45,000 rubles**

**SHOOTING OF COLLECTION MODELS IN THE STORE** — shooting and video editing, where you can showcase the brand space, bestsellers and new items.

**The Cost — 70 000 rubles**

**REPORTING FROM THE EVENT** — shooting and editing a video with the opening of a store or presentation of collection.

**The cost is 70,000 rubles.**

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# Fashion Navigator

**The most complete catalogue of companies, which includes the most current collections, retail offers, warehouse programs, the timing of orders and pre-orders, as well as contacts of Russian and CIS manufacturers. Fabrics, accessories and equipment, logistics and consulting companies. Suppliers of textiles, accessories and equipment, logistics and consulting companies.**

## DISTRIBUTION CHANNELS

PROfashion Magazine Subscribers.....	2000–2500 copies
Direct mailing on PROfashion buyers' database.....	6000–8000 copies
Professional exhibitions, Fashion Weeks, forums, seminars, conferences and other events of the fashion industry.....	11 000–13 000 copies
Advertisers.....	1000–1500 copies
Total circulation (each issue).....	20 000–25 000 copies

Frequency: twice a year (August and February)  
Circulation: starting from 20 000 copies  
Number of pages: 48–72

## PRICE

Position	Price, RUB
1st cover page.....	480 000
2nd cover page.....	160 000
3rd cover page.....	120 000
4th cover page.....	240 000
Gate folder.....	200 000
1st spread.....	200 000
1 page-questionnaire.....	80 000
1 page.....	80 000
Spread (questionnaire+page).....	120 000



Nº	Deadline	Release date
Nº1'2024.....	5 February.....	19 February
Nº2'2024.....	11 August.....	25 August

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# PROfashion Fur & Outwear guide



№	Deadline	Release date
№12'24	31 January'24	12 February'24
№13'25	1 February'25	14 February'25

**PROfashion magazine supplement that includes analytical information, trend forecast, outwear market analysis, updated contacts of fur & outwear manufacturers, providers and agents.**

## DISTRIBUTION CHANNELSE

Moscow Fashion Days	4000–5000 copies
PROfashion fur & outwear buyers and showrooms database mailing	7000–8500 copies
Furs & Outwear specializing expos	7000–9000 copies
Advertisers	1000–1500 copies
Total circulation (each issue)	15 000–20 000 copies

Frequency: once a year (January)	Circulation: from 15 000 copies	Number of pages: 48 – 72
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## PRICE

Position	Price, RUB
1st cover page	400 000
2nd cover page	200 000
3rd cover page	152 000
4th cover page	256 000
Gate folder	256 000
1st spread	256 000
1 page	104 000
1 page editorial-article	120 000
1/2 page	64 000
Logo in information block	16 000

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# PROfashion special projects

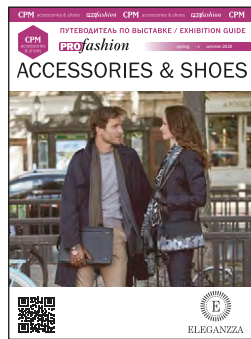
## Information and commercial materials in PROfashion magazine of the appropriate subject with separate covers



### PRICE

Position	Price, RUB
1st cover page .....	288 000
2nd cover page .....	120 000
3rd cover page .....	104 000
4th cover page .....	160 000
Gate folder, 2 pages .....	200 000
1st spread .....	160 000
Spread .....	104 000
1 page .....	80 000
1 page Editorial article or interview .....	96 000
1/2 page .....	48 000

Frequency: twice a year      once a year  
Circulation: 3000–5000 copies. Number of pages: 24–84



Frequency: twice a year  
Circulation 10 000–19000 copies. Number of pages: 48–112



## Kids Catwalk at CJF (Kidswear expo)



**Joint project of Expocentre Fairgrounds and PROfashion**

- ✓ twice a year: September, February
- ✓ 3 days of catwalks
- ✓ twice a day

### **ADVANTAGES FOR COMPANIES PARTICIPATING IN THE KIDS CATWALK:**

- ✓ the opportunity to declare your company and demonstrate a new collection;
- ✓ attract the attention of the maximum number of visitors to the buyers and press;
- ✓ highlight your brand among other exhibiting companies;
- ✓ get support in the relevant media.

### **STANDARD PARTICIPANT PACKAGE INCLUDES:**

- ✓ 6 model outputs in ready-made images (6 looks);
- ✓ photos and video project from the show;
- ✓ work of the show-director, sound engineer, stylist, make-up artist, hairdresser and models
- ✓ placing information about the company in the program of the event.

**Package price: 80 000 rub.**

\* The cost of each additional look: 5000 rubles.

\* Held twice a year since 2010



## PROfashion Masters – annual all-Russian competition of clothing designers

### OUR MISSION

Give an opportunity to young professionals to declare themselves in professional community, enjoy all the features of the designer profession in real and give the opportunity to present their collections at the largest clothing expo.

### PARTICIPANTS

- ✓ Students and graduates of specialized universities
- ✓ Young professionals
- ✓ Novice designers

### JURY

Members of the jury are the experts, heads of major industrial Russian and foreign companies, well-known designers, fashion editors and bloggers, stylists, shop-showroom owners, specializing in work with Russian designers.

### STAGES OF THE COMPETITION

1. Sketch Competition (August–November)
2. Defining the finalists during the PROfashion Awards (December)
3. Clothing Competition (January – February)
4. The final of the competition during CPM expo (February)

### PRIZES

- ✓ Materials and supplies for creating the competitive collection
- ✓ Participation in the runway show at one of the largest fashion exhibitions in the industry
- ✓ Prizes and gifts from partners and jury members

Media about PROfashion Masters  
The contest is highlighted by main federal and regional fashion press, including the print media, online portals and television

Become a PROfashion Masters **mentor**



# Advertising opportunities BEE-TOGETHER.RU and BEE-ONLINE.RU



Nº	Format	Position on the site (size)	Screen / image	Position on the mobile version of the site (size)	Term	Cost, euro
MAIN PAGE						
1	Honeycomb	900*1000		right after the key content	One week	350
2	Honeycomb * 5 (branding with a banner of the entire space)	900*1000*5		right after the key content	One week	350
3	Nº1" - horizontal banner under the "How it works" exhibition.	Desktop: 1120*240		Mobile: 440*125	One week	300
4	Nº2" - horizontal banner after the block» user Reviews"	Desktop: 1120*240		Mobile: 440*125	One week	250
5	Banner in the news, right	Desktop 265*440		25 000	One week	300
6	Placement of «company news» in the main feed on the main page. The publication is adapted to the platform format	2000-4000 characters + 1-3 photo		2000-4000 characters + 1-3 photo	All period	250
ALL PAGES EXCEPT THE MAIN PAGE						
7	Bottom banner	Desktop: 1920*60 (it is better to concentrate important information in the right part - the left part will be cut off on small monitors)		Мобайл: 480*60	One week	450
USER'S PERSONAL ACCOUNT						
8	The entry page	"Top banner" (the user is guaranteed to log in here after logging in). Desktop: 1080*230		Mobile: 440*125	One week	350
9	All pages except the entry page	"Bottom banner" - in each page Desktop: 1080*230		Mobile: 440*125	One week	250

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**PROFASHION CONSULTING IS A CONSULTING AGENCY THAT PROVIDES FULL-CYCLE CONSULTING SERVICES IN FASHION, TEXTILES AND LIGHT MANUFACTURING.**

## 1 TECHNOLOGICAL DESIGN OF GARMENT FACTORIES / WORKSHOPS

- ✓ Calculation of the cost of products.
- ✓ Preparation of confection cards and calculation of the consumption of raw materials.
- ✓ Design of premises in accordance with the process.
- ✓ Selection and placement of equipment.
- ✓ Calculation of power consumption in production.
- ✓ Calculation of labor productivity.
- ✓ Methods of increasing labor productivity in the clothing industry.

## 2 AUDIT OF EXISTING FACTORIES / WORKSHOPS

- ✓ Analysis and evaluation of the production capacity of the enterprise, methods of increasing productivity, analysis of «bottlenecks».
- ✓ Assistance in passing an audit (technological) for companies that would like to place production facilities in the territory of the Russian Federation.

## 3 DESIGN SUPPORT COMPANIES, THE DEVELOPMENT OF PATTERNS, GRADATIONS, TAILORING SAMPLES

## 4 TECHNOLOGICAL SUPPORT OF COMPANIES

- ✓ Preparation of technological documentation (layouts, the sequence of production operations, methods of processing products, etc.).
- ✓ Assistance in the launch of products in the workplace.

## 5 DESIGNING SUPPORT OF COMPANIES

- ✓ Development of clothing collections according to set parameters.
- ✓ Preliminary calculation of the cost of the model.
- ✓ Selection of raw materials

## 6 DEVELOPMENT OF BUSINESS PROJECTS FOR CLOTHING PRODUCTION

- ✓ Development of internal documentation.
- ✓ Building internal organization in the workplace

## 7 ASSISTANCE IN PAPERWORK

for subsidies and state support for small and medium-sized businesses



# Contacts

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