

No. 1 B2B-magazine
about fashion in Russia

MEDIA KIT
2025

ЖУРНАЛ О МОДЕ ДЛЯ
ПРОФЕССИОНАЛОВ



P F

PROFASHION



PROFASHION media holding has been operating in Russia since 2006 and during this time it has gained the absolute leadership for the professional audience involved in the fashion industry. In 2024, the PROfashion magazine was totally rebranded to become even more trendy, relevant and up-to-date!

Over the past 18 years the **PROFASHION** media holding has not only easily surpassed all the crises and successfully adapted to the changes of the readership preferences, but also continues to develop, offering new unique formats to its regular advertisers. Thanks to this approach it has achieved:

- ✓ trust of readers and customers;
- ✓ reputation as an actively developing professional periodical;
- ✓ accreditation at all the world's largest exhibitions for manufacturers of apparel, shoes, accessories, fabrics and textiles, sewing supplements and components;
- ✓ status of the most up-to-date information source, reinforced with the direct access to all major market players;
- ✓ exceptional approval from its own online resources audience and from the events' participants.

PROFASHION strives to fulfill the following tasks: providing the fashion specialists and industry professionals with the relevant information and market analytics, creating a work platform for establishing ongoing contacts between all participants of the fashion industry.

TARGET AUDIENCE

- ✓ fashion industry professionals, including business owners and top managers of wide range of companies: apparel manufacturers, fashion brands, retailers;
- ✓ marketplace suppliers, designers, corporate customers, advertising agencies, marketplaces, garment online stores, government institutions, various service providers specializing in logistics, consulting, fulfillment, business analytics, finance, etc.

PF

PROFASHION

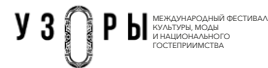
The **MAGAZINE DISTRIBUTION** is made over own subscribers' base (offline and online formats) and also covers all significant sites both in Moscow and in the regions: showrooms, relevant exhibitions, forums, fashion weeks, conferences and other events. Circulations start from 10,000-15,000 copies.



Fashion Consulting Group



NEW RETAIL FORUM



«ФЕНОМЕН РОССИЙСКОЙ ИДЕНТИЧНОСТИ» Института бизнеса и дизайна V&A



MAGAZINE'S RELEASE SCHEDULE AND TOPICS OF THE ISSUES*

2024

Nº	Release date	Topic of the issue
Nº1	February, 5	Women's and men's fashion: forecasts of what is going to happen in the Russian and world fashion industry in 2024
Nº2	February, 19	The industry of children's goods: Alpha as a new generation of consumers
Nº3, Nº4	May, 29	Outsourcing manufacturing in textile and apparel industry in different countries
Nº5	August, 14	Women's and men's fashion: adaptation to changes
Nº6	August, 24	The industry of children's goods: digital innovations and e-commerce
Nº7	November, 6	Outsourcing manufacturing in textile and apparel industry: customers' needs

2025

Nº1	February, 5	Women's and men's fashion: new Russian brands
Nº2	February, 19	The industry of children's goods: new consumer groups
Nº3	May, 29	Outsourcing manufacturing in textile and apparel industry: new outsourcing markets
Nº4	August, 14	Women's and men's fashion: technologies and innovations
Nº5	August, 20	The industry of children's goods: new market niches
Nº6	November, 6	Outsourcing manufacturing in textile and apparel industry: guide for effective outsourcing



*Topics of the issues may be updated according to relevant situation while the scheduling may be shifted slightly. Please contact your manager for the correct information.

PRICE LIST (valid until December 31, 2025)

Position in PROFashion magazine	Price, USD
TOP/IMAGE POSITIONS	
1st cover page	7700
2nd cover page	3850
3rd cover page	3300
4th cover page	5500
1st spread	5500
2nd, 3rd, last spread	5000
Spread	4000
1/2 page	1450
Spread - article/ interview	4500
Gate folder	6600
Foldout (4 pages)	9000
Foldout with an overlap (4 pages)	9500
Additional features	on request*
BESTSELLERS	
1 page image	2750
1 page - article/ interview	2750

* A magazine in a magazine format, an insert, advertising on a glue drop, etc.

SIZES OF ADVERTISING MODULES (plus 5 mm per each outer edge)

Position in PROFashion magazine	Size, mm
<ul style="list-style-type: none"> ✓ Cover (any) ✓ 1 page (any) ✓ Foldout (without overlap) 	220 x 290
<ul style="list-style-type: none"> ✓ Spread (any) ✓ 1st Cover Gate folder 	440 x 290
Foldout (with an overlap)	220 x 305
1/2 page vertical	90 x 245
1/2 page horizontal	200 x 120

EDITORIAL MATERIALS

(article/interview)

1 page - article/interview
2500-2700 characters with spaces

Spread - article/interview
5000-6000 characters with spaces



FILE FORMAT

PDF of printing quality, TIFF, EPS, AI, INDESIGN
CDR files are not accepted.
Fonts in curves are to be provided for vector formats (EPS, AI).
Color profile: CMYK.
Image resolution: 300 dpi

NEW!

SPECIAL PROJECT

Your company's and the PROFASHION magazine's joint issue!

- ✓ Has your company prepared the franchise model for working with new partners?
- ✓ Is there a new brand to be launched?
- ✓ Is your company going to put into operation a new factory?
- ✓ Has your design team created an all-new collection?
- ✓ Is your company implementing rebranding?
- ✓ A new showroom was opened?

Any significant stage of your company's business development is a great opportunity to inform the professional community, your partners and customers about it.

The issue dedicated to the only company represents it as a trendsetter on the Russian market in such key areas as: design, retail, new markets expansion, launching new niches, introducing new products and categories, customer services, etc. Thus, a company which is starring the special issue, may serve as a facilitating model for the whole market by demonstrating its practical cases. Also the described topics will showcase the main directions of the fashion market development and indicate the most meaningful industry-related points.

All of the 4 corporate magazine covers will be issued only with the starring company's images!
There will be no third-party advertising in this issue of magazine!

2024' (295) 3№
www.profashion.ru

ACME GARMENTS UNIT
ВЕДУЩИЙ ПРОИЗВОДИТЕЛЬ
ДЕНИМА И ТРИКОТАЖА
В БАНГЛАДЕШ (стр. 20)

1991

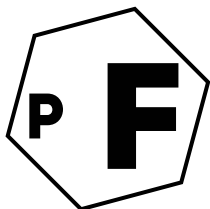
PROFASHION

QUALITY GUARANTEE

ЖУРНАЛ О МОДЕ ДЛЯ ПРОФЕССИОНАЛОВ

КОНТРАКТНОЕ ПРОИЗВОДСТВО | INTERNATIONAL

OTHER PROJECTS OF THE PROFASHION MEDIA HOLDING



PROFASHION Navigator

PROFASHION Outerwear

PROFASHION Masters

Profashion.ru website

Social media resources

Telegram-channels:

PROfashion Channel,

Outsourcing in textile & apparel

industry, Free Warehouse



PROFASHION NAVIGATOR

A special catalogue of current seasonal offers, released twice a year (in February and in August). It includes relevant collections, retail offers, warehouse programs, the timing for orders and pre-orders, as well as contacts of not only clothing and accessories manufacturers in Russia and the CIS countries, but also of suppliers of textiles, accessories and equipment, logistics and consulting providers.

The PROFashion NAVIGATOR catalogue is distributed at the CPM exhibition and via special database of offline and online subscribers.

Circulation: 15,000+ copies

PRICE LIST

Position in catalogue	Price, USD
1st cover page	6500
2nd cover page	3550
3rd cover page	3100
4th cover page	4200
Central foldout with an overlap (4 pages)	5500
1st spread	4500
1 page-profile	900
1 page-image	1100
Spread (profile + image)	1650

Valid until December 31, 2025

RELEASE SCHEDULE

Nº	Deadline	Release date
Nº1'2025	February, 7	February, 20
Nº2'2025	August, 6	August, 25

Cover



Image



Spread (profile + image)

1-page profile



SIZES OF ADVERTISING MODULES

(plus 5 mm per each outer edge)

Position in catalogue-magazine	Size, mm
<ul style="list-style-type: none"> ✓ Cover (any) ✓ 1 page (any) 	220 x 290
<ul style="list-style-type: none"> ✓ Spread (any) ✓ 1st Cover Gate folder 	330 x 230

FILE FORMAT

PDF of printing quality, TIFF, EPS, AI, INDESIGN CDR files are not accepted.

Fonts in curves are to be provided for vector formats (EPS, AI).

Color profile: CMYK.

Image resolution: 300 dpi

PROFASHION OUTERWEAR

A special issue of the magazine with offers from companies selling outerwear, including: current collections, retail offers, warehouse programs, contact information of manufacturers, suppliers, showrooms and agents specializing in furs and outerwear. PROfashion Outerwear edition is released once a year for the height of the season (in February), and is distributed at all exhibitions throughout the year, as well as via the database of offline and online subscribers.

Circulation: 15,000+ copies

PRICE LIST (valid until December 31, 2025)

Position in catalogue	Price, USD
1st cover page	4500
2nd cover page	2250
3rd cover page	1700
4th cover page	2800
1st cover gate folder	2800
1st spread	2800
1 page (image or profile + 2 images + logo)	1150
1 page article about the company (+ 3-4 images)	1350
1/2 page (profile + 1 image + logo)	720
Profile with logo integrated into information block	180
Profile without logo/images (only contacts) integrated into information block	Free

TECHNICAL REQUIREMENTS

1 page profile – up to 2,000 characters with spaces;
 1 page editorial-article – up to 3,000 characters with spaces;
 1/2 page profile – up to 1,000 characters with spaces;
 Profile in information block - up to 500 characters with spaces

SIZES OF ADVERTISING MODULES correspond to the size of the PROfashion magazine – see the table on page 5

Cover



1-page image



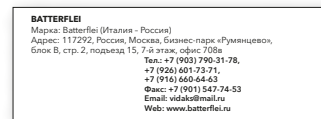
1-page profile



1/2 – page profile



Profile in the information block



RELEASE SCHEDULE

№	Deadline	Release date
№13'2025	February, 1	February, 18
№14'2026	February, 2	February, 20

PROFASHION MASTERS

The all-Russian competition PROfashion Masters is a platform for beginning and practicing fashion designers. It is:

- ✓ focused on making outerwear collections;
- ✓ held since 2014;
- ✓ lasts annually September-February.

PROfashion Masters is the only competition in Russia dedicated to creation of industrial collections and aimed at the preparing professional staff for Russian clothing manufacturers.

The jury of the competition consists of heads and chief designers of large factories, professors of specialized universities, analysts, consultants, journalists, buyers. In 2024, the competition received the support from the Presidential Grants Fund for the second time.



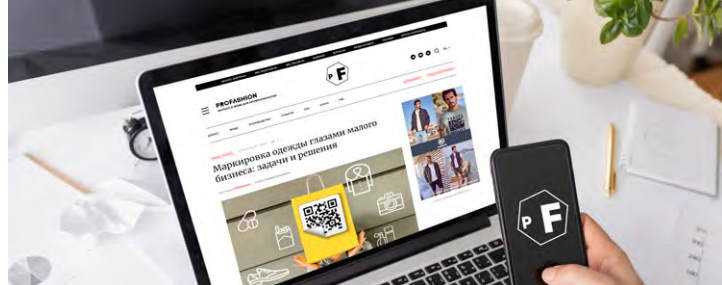
MENTOR'S PACKAGE INCLUDES THE FOLLOWING OPTIONS:

- ✓ being a member of the competition jury;
- ✓ right to choose particular designers among the finalists for providing consultations or other support;
- ✓ company information and logo published on the competition website;
- ✓ image advertisement published in the special issue of PROfashion Masters magazine;
- ✓ demonstrating of 5 items of your company collection on the podium of the CPM exhibition as a part of the final stage of the competition;
- ✓ establishing a special prize.

The cost of mentor's participation is 1100 USD
fashion-masters.ru

PROFASHION.RU WEBSITE

PROFASHION website is the leading online media about the fashion industry within the online area of Russia and the EAEU countries. Having started as a digital version of the print edition of the namesake magazine, the portal has grown into an independent media, which has become the main source of information for industry professionals. The site publishes up-to-date information about the market – news and analytics, comments and interviews of specialists, reviews on trends and exhibitions, as well as various data interesting to market participants.



AUDIENCE

The site is meant for professional audience and pays much attention to attracting only targeted traffic, without using the practice of «pumping» online visits of end users not interested in the professional content. The readers of the site as well as the invited authors and experts are business owners, top managers, designers, marketing and other practicing specialists engaged in the design, production and retail of fashion goods. Also the potential audience of PROFASHION.RU includes the managers of companies providing related services – logistics, consulting, banking, etc., and the government officials.

Average number of unique visitors – 44.6 thousand/month.



Here and further – the statistics of the period July 1, 2023 - June 30, 2024

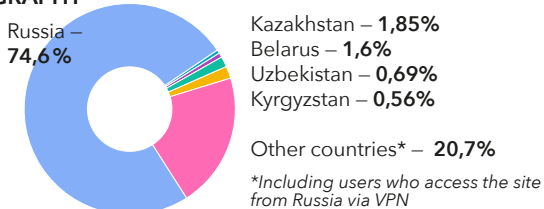
IEWS OF SECTIONS

Main page	5,600/month
About media holding	2,900/month
Magazines	2,500/month

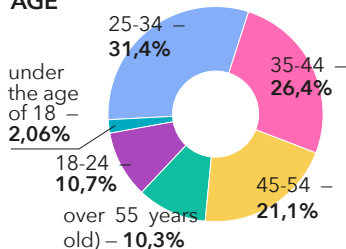
Totally 11,000/month

Business	35,500/month
Fashion	7,900/month
Production	4,100/month
Events	11,200/month
Kids	3,300/month
Guide	2,800/month

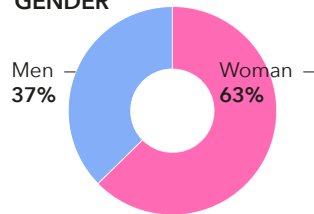
GEOGRAPHY



AGE



GENDER

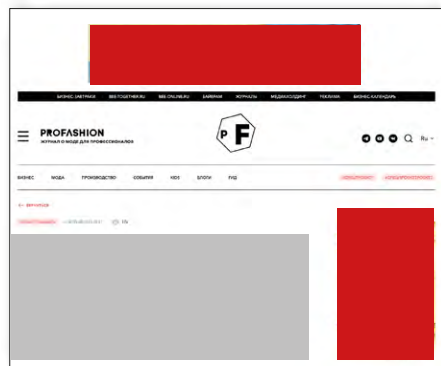


ADVERTISING FORMATS. THE PRICE LIST OF THE SITE

BANNER ADVERTISING (in rotation)				
Section	Upper banner	Right side banner	Traffic per week	Traffic per month
	USD, per week			
Business	580	310	8800	35 200
Main page, Magazines	400	225	3500	14 000
Events	330	290	2800	11 200
Fashion	225	165	2000	8000
Production	110	90	1000	4000
Kids	110	90	1000	4000

Longer period discounts: 20% for placing a banner for 2 weeks, 30% - for 3 weeks and 40% - for 4 weeks. The discount for placing a banner in one more section is 50% off the price in the section

Upper banner and right side banner



EDITORIAL AD MATERIALS		
Format	Size	Price
Interview/article* - "Basic" package (writing, publishing on the website, adding to the weekly newsletter)	Up to 10,000 characters	450 USD - 1 month 675 USD - 3 months 900 USD - 6 months
Interview/article* - "Premium" package (writing, publishing on the website, fixing on the main page for a week, fixing in the «Read more» block, announcements on social media, adding to the weekly newsletter)	Up to 15,000 characters	900 USD - 1 month 1350 USD - 3 months 1800 USD - 6 months
1 news (editing and publishing)	Up to 3,000 characters	180 USD - 1 month 270 USD - 3 months 400 USD - 6 months
1 news (writing and publishing)*	Up to 3,000 characters	225 USD - 1 month 330 USD - 3 months 450 USD - 6 months

HIGHLIGHTING THE MATERIALS	
Format	Price*
Fixing news/article on the main page of the site (one big preview on the 1st screen)	450 USD
Fixing news/article on the main page of the site (one of the two small previews on the 1st screen)	330 USD
* for fixing the material during 1 week	

* Including the work of an editor

ADVERTISING FORMATS. THE PRICE LIST OF THE SITE

BESTSELLERS

ARTICLE INTEGRATED BANNER

This is the most clickable banner advertisement on the site, with a high CTR. It is displayed in articles of all news sections («Business», «Fashion», «Production», «Events», «Kids»), except for «Company News». This gives maximum audience coverage, and the location inside the text provides additional attention to the banner so that the offer will definitely not go unnoticed.

Position	USD, per week
All news sections: «Business», «Fashion», «Production», «Events», «Kids»), except «Company News».	600

SPONSORSHIP OF THE PROFASHION GUIDE SECTION

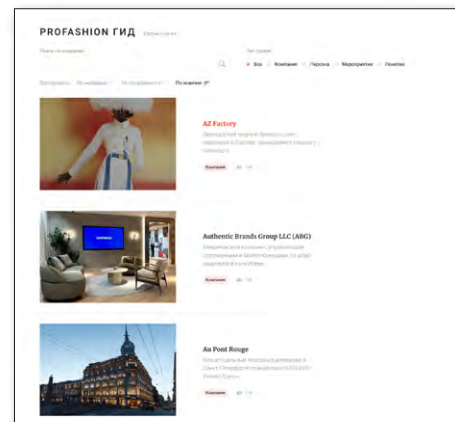
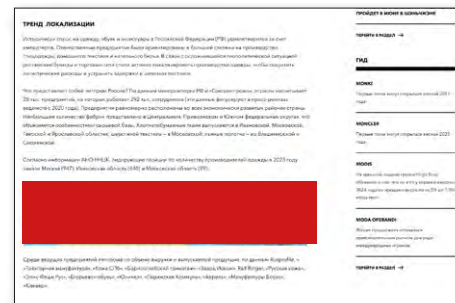
The directory of informational profiles «PROfashion Guide» attracts increased interest of the site's readers. It is additionally promoted with the links driven from the other texts on the site and from the materials published in social media. The sponsorship of this section serves as an image indicator of the advertiser and helps to present the company as an authority in the fashion world. In addition to the ad integrated directly into the pages of the "Guide" section, we offer indicating the sponsorship in the e-mail newsletters – in regular weekly newsletter and in the «Topic of the month» newsletter.

Upper banner	Price per month, USD	Traffic per month
	400	3000+

As a bonus there will be prepared an article about your company for the «Guide» section (the article will stay in the section on constant base). Types of articles: about a person, a concept, a company, an event. Indication of sponsorship in the weekly newsletter is provided during 1 month and in the newsletter «Topic of the month» – 1 time.

Leave your mark in modern fashion history!

ARTICLE-INTEGRATED BANNER



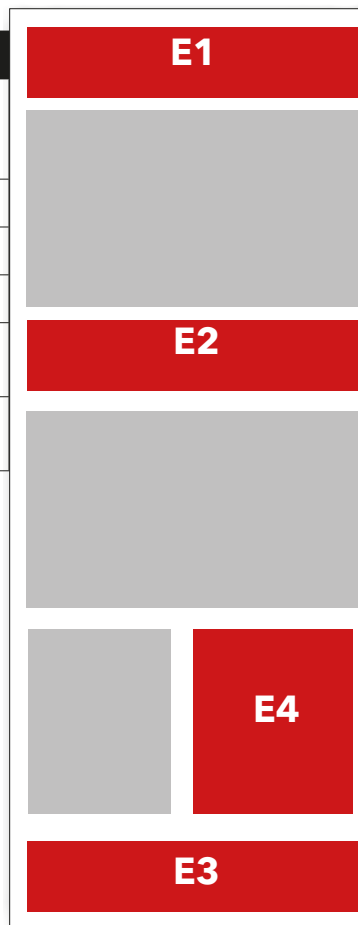
ADVERTISING FORMATS. E-MAILING

E-MAILING		
Format	Nº on the scheme	Price, USD
Upper banner in the newsletter	E1	450
Middle banner in the newsletter	E2	330
Bottom banner in the newsletter	E3	225
A company news in the weekly newsletter (second half of the frame)	E4	225
Banner in the "Topic of the month" newsletter		330

Valid until December 31, 2025

There are 30,000 addresses in the mailing database.

THE LAYOUT OF THE BANNERS



EXAMPLE OF AN E-MAILING

Ищете контрактное производство или ткани?

300 фабрик из 12 стран ждут вас на переговорах: Россия, Китай, Турция, Беларусь, Кыргызстан, Узбекистан, Армения, Индия, Тунис, и впервые — Таджикистан, Мьянма и Бангладеш!

4-5 ИЮНЯ ГЛАВНОЕ СОБЫТИЕ В СНГ
BEE-TOGETHER.RU Активное участие производителей

6-7 ИЮНЯ МЕЖДУНАРОДНОЕ ПРОИЗВОДСТВО

Международная бизнес-платформа по контрактному производству BEE-TOGETHER.RU выходит в активную фазу формирования графика переговоров!

Забронируйте время сейчас, чтобы не упустить встречу с лучшим для вас производителем.

Количество мест ограничено!

4 и 5 июня — [презентацию России и СНГ](#)
6 и 7 июня — [международные переговоры](#)

СМОТРЕТЬ ВСЁ КАТАЛОГ

BEE-TOGETHER.RU — это:

- эффективно** — новых партнеров находят более 90% посетителей;
- удобно** — записывайтесь на встречи заранее и работайте по графику;
- разнообразно** — свыше 20 товарных категорий, более 10 стран, любые товары и бюджеты;
- экономично** — с посетителями не возникает гонимая, а вы экономите на командировках;
- интересно** — рабочая атмосфера и профессиональные аудиторией вдохновляют на новые свершения.

ХОЧУ НА ВЫСТАВКУ

Для проведения встреч с крупносерийными производителями **необходима предварительная запись** на переговоры с конкретными фабриками! Посетить зону тканей и мелкосерийного производства можно **подробнее**

Не пропустите бизнес-встречи в рамках BEE-TOGETHER.RU! Обсудите важные отраслевые вопросы с ведущими экспертами.

5 июня 11:00 — [«Перспективы на маркетплейсах: как найти эффективного поставщика»](#)

7 июня 11:00 — [«Мировые тренды текстиля: актуальные решения для фабрик и производителей»](#)

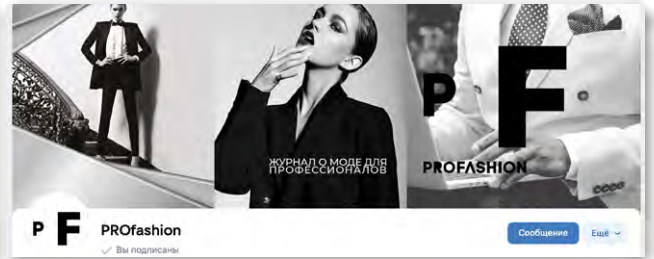
Для участия ассоциация РАБОТ действует скидка

SOCIAL MEDIA. ADVERTISING OPPORTUNITIES

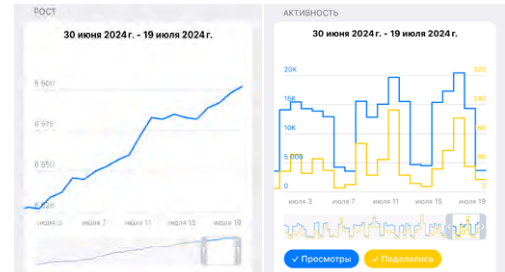


PROFASHION

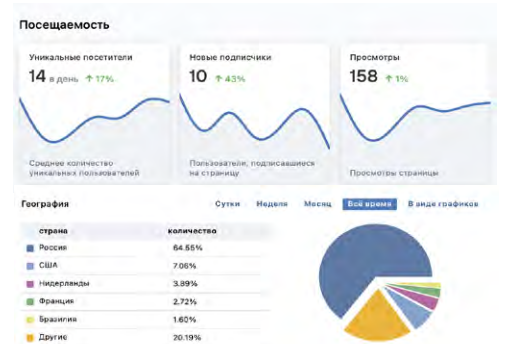
The package offer covers 2 social networks, i.e. the information support will be done in both social media channels - Telegram and V Kontakte.



PROfashion – 6000 + subscribers



PROfashion – 3000 + subscribers



	Type of AD	Price, USD
DIRECT ADVERTISING	The preliminary prepared materials are passing through the editing and special marking stages done by the PROFashion team. Then the post is published in prime time (at 18:00, Msk) and stays in the top position until the next morning. It also stays in the feed during a month.	110
NATIVE ADVERTISING	– the customer participates in preparing the materials:	
Weekly events selection	The customer provides information about the event and several photos. The selection is published every Monday at 12:00, Msk.	110
Selection of local brands	The customer provides key information about the brand and several photos. The brand is included in the selection of some other brands chosen by the editorial staff of PROFashion. The selection is published once in two weeks.	110
The brand of the week	The customer provides at least 10 photos and fills in a questionnaire to indicate: the concept of the brand, the materials used, distribution/retail points. Such AD is published every Wednesday at 12:00, Msk.	165
Case	The customer responds to the questions prepared by the PROFashion editorial team and provides at least 10 photos. Such AD is published once in two weeks.	165

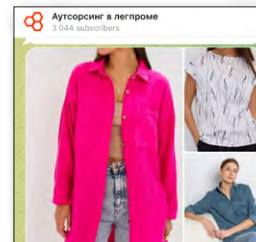
Valid until December 31, 2025

SOCIAL MEDIA. ADVERTISING OPPORTUNITIES

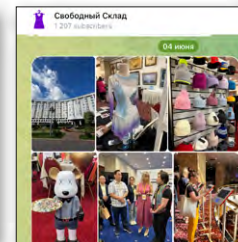


OUTSOURCING IN TEXTILE & APPAREL INDUSTRY		Price, USD
DIRECT ADVERTISING	The preliminary prepared materials pass through the PROFashion team editing. Then the post is published in prime time (at 18:00, Msk) and is kept in the top until the next morning.	80
СВОБОДНЫЙ СКЛАД		
DIRECT ADVERTISING	The preliminary prepared materials pass through the PROFashion team editing. Then the post is published in prime time (at 18:00, Msk) and is kept in the top until the next morning.	50

Valid until December 31, 2025



“Outsourcing in textile & apparel industry” –
3000 + subscribers



“Free Warehouse” –
1000 + subscribers



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