If you are looking to promote your brand and products to the merchant and significant uniform buyers then advertising in UniformMarket’s print and online magazines is your best investment.

It might be the uniform merchant who receives a call from a large customer looking for new options in hi-visibility.

Or the company that services hospitality accounts within a 100 mile radius. They don’t normally sell outerwear but an existing customer has asked them to provide jackets, caps and vests for the new valet service they are creating.

Perhaps a retailer specializing in medical scrubs gets a call from a government agency in need of new public safety uniforms. They are requesting a local supplier rather than an unknown source online.

For these uniform specialists and thousands more, Made to Measure is the surest way to begin their search.

And you’ll want to be there when they begin their search.
Praise For Our Publications

“When I first opened after getting out of the menswear business, I got your magazine, called everyone in there, and was done stocking my store.”
:: Minnesota Retailer

“Over the years, we have opened more business from Made to Measure than any other place we’ve advertised.”
:: Texas Wholesaler/Distributor

“If we don’t have a stock item for a customer, our service department refers them to Made to Measure. They know all the suppliers.”
:: Michigan Manufacturer

“We make sure all of our sales reps get a copy of Made to Measure each issue. It’s a valuable resource for them.”
:: New York Importer

“We have been in business servicing fire departments, EMS and law enforcement departments with their station wear needs. Such as uniforms, caps, t-shirts, jackets, sweat shirts, polo shirts, boots, etc. We also do custom embroidery and screenprinting. The Made To Measure magazine is a great tool for us to use.”
:: California Uniform Dealer

“I was getting news via Google alerts but UniformMarketNews.com has already filtered everything I care about. I visit the site but the email magazine once a month is great.”
:: Illinois Uniform Sales Rep
Every day across the United States a dealer, supplier or manufacturer in the uniform, footwear and gear industry turns to Made to Measure and UniformMarketNews.com to solve their particular business need.

Even in today’s Internet age our print magazine’s coverage and product representation is so thorough that once an issue lands on the desk of anyone in the business, it will stay close by and be turned to for reference many times.

Industry insiders know that when their customers request particular merchandise or services, the solutions lie in the pages of Made to Measure and UniformMarketNews.com. And current advertisers benefit from being a presence in the industry's leading publication.

Made To Measure Magazine stays in the merchant’s and significant uniform buyer’s offices as their primary print reference document.
The Industry Insiders

With 80 years of knowledge and relationships, no one can cover the uniform, footwear and gear industry like Made to Measure and UniformMarketNews.com. Our editorial is on top of the news, the current trends and exciting innovations. We explore emerging markets, follow the changes in existing business news and always feature styles prominently, especially focusing on uniform programs and awards of note.

Our editorials are written by industry professionals contributing their expertise exclusively to Made to Measure and UniformMarketNews.com.

In each issue, several uniform dealers, distributors and manufacturers are spotlighted with a story and photos. Readers count on articles related to the marketing and selling of successful uniform programs. The editorial coverage educates, inspires and brings motivated readers to your advertisement.
Made to Measure is the Indispensable Print Magazine for Brand and Product Information

Why do so many suppliers continue to count on Made to Measure and UniformMarketNews.com for their advertising goals?

Because only Made to Measure has a national circulation of 24,000+ of the best prospects for anyone interested in the thriving, specialized markets represented in our readership. Only UniformMarketNews.com features 10,000+ opt-in industry merchants.

From the new entrepreneur looking to stock his store to the veteran distributor searching to broaden his reach, and for every merchant and significant uniform buyer in between, Made to Measure is their indispensable print magazine for brand and product information.

Uniform, Footwear and Gear Merchants
Industrial Laundries
Embroiderers & Screenprinters
Uniform, Footwear and Gear Manufacturers
Promotional Product Distributors

24,000+
Made To Measure Magazine Subscribers

10,000+
UniformMarketNews.com Monthly Visitors

5,000+
UniformMarketNews.com Monthly Visitors

3,000+
MadeToMeasureMag.com Monthly Visitors

Significant Uniform Buyer Comments

“Please send us Made To Measure, we are looking for uniforms for our ambulance company with 250 employees.”
:: California

“I use it to keep track of the trends of uniforms for our airline.”
:: Georgia

“We are a new subscriber. We need to outfit our restaurant chain and are looking for new ideas.”
:: Minnesota

“Our department has a committee looking at redoing our uniforms and footwear. Your magazine has been very helpful.”
:: Florida
Who advertises with us?

Made To Measure and UniformMarketNews.com features brand building and the latest products and services from leading suppliers in the following market segments:

Public Safety  
Hospitality  
Medical  
Career Apparel  
Equipment  
Flame Resistant Gear  
Industrial Footwear  
Tactical  
Fabric Mills  
Accessories

User-Friendly Buyers’ Guides

Advertisers are organized to facilitate buyer inquiries in several resourceful ways.

Product Categories:
A well-used directory of advertisers organized by related product and service groupings.

Index of Advertisers:
An alphabetical listing of every advertiser. Many refer to the magazine as “the phone book” for the uniform, footwear and gear industries. Includes web sites and phone numbers right in the directory.
### Advertising Rates:

![Made to Measure Logo]

**Guaranteed Circulation 24,000+**

<table>
<thead>
<tr>
<th>BLACK AND WHITE</th>
<th>1X RATE</th>
<th>2X RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2320</td>
<td>$2120</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1370</td>
<td>$1260</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1050</td>
<td>$1000</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$825</td>
<td>$780</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$670</td>
<td>$640</td>
</tr>
</tbody>
</table>

**SPECIAL** *(Includes Four Color Process)*

<table>
<thead>
<tr>
<th>1X RATE</th>
<th>2X RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Inside Cover</td>
<td>$4985</td>
</tr>
<tr>
<td>Back Inside Cover</td>
<td>$4920</td>
</tr>
<tr>
<td>Back Outside Cover</td>
<td>$5380</td>
</tr>
<tr>
<td>Page No. 1</td>
<td>$4825</td>
</tr>
</tbody>
</table>

**OTHER**

- Second Standard Color on regular inside pages: $350 extra
- Special Match Colors: rates upon request.
- Four Color Process: $1,300 extra
- Bleed Pages: $50 extra

**BLEED**

**CLOSING DATES**

<table>
<thead>
<tr>
<th>SPRING AND SUMMER ISSUE:</th>
<th>FALL AND WINTER ISSUE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Published in February</td>
<td>Published in August</td>
</tr>
<tr>
<td>Reservations and Copy - January 10</td>
<td>Reservations and Copy - June 10</td>
</tr>
</tbody>
</table>

**GENERAL REGULATIONS**

**AGENCY COMMISSION:** A 15% discount is allowed to accredited agencies.

**ADVERTISING COPY:** Publisher reserves the right to reject any copy deemed fraudulent in statement or harmful to other advertisers.

**PROOFS:** Proofs not returned promptly with approval and/or corrections will be considered OK as submitted. Contracts for advertising space are non-cancellable.

**RESERVATIONS**

Call 858-345-1212 x4000 or e-mail sales@madetomeasuremag.com
AD SIZES & REQUIREMENTS

MAGAZINE TRIM SIZE: 6.75” X 9.75”

BLEED PAGES:
- SIZE: Full Page: 6.75” x 9.75”
- BLEED: Add minimum 0.125” on all bleed sides
- SAFETY: Live reading matter must be at least 0.25” from all sides after trim

LAYOUT PROGRAMS/FORMATS ACCEPTED:
- PREFERRED: PDF, eps, tif, jpg (300+ DPI)
- Native Formats Accepted: Adobe Illustrator, InDesign and Photoshop

QUALITY CONTROL:
- Color: CMYK (no RGB)
- Type: Include in PDF or convert to outlines
- No Pantones (unless 2 or 5 color ad)

SENDING OPTIONS (CD, e-mail or FTP):
- Include all fonts, images, and artwork
- Printed proof required
- Ship to: UniformMarket
  633 Skokie Rd, Suite 490
  Northbrook, IL 60062
- e-mail: news@uniformmarket.com
- FTP: Call 858-345-1212 for instructions
### Advertising Rates:

**UniformMarketNews.com, MadeToMeasureMag.com & UniformMarket News eMagazine**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>PLACEMENTS</th>
<th>PRICE</th>
</tr>
</thead>
</table>
| **1 Top Standard Banner** | Top of the monthly eMagazine  
Top of UniformMarketNews.com  
Center of MadeToMeasureMag.com | Website: $300/month  
eMagazine: $200/month  
Both Media - $400 |
| **2 Premier Banner**      | Right column of monthly eMagazine  
Right column of UniformMarketNews.com  
Right column of MadeToMeasureMag.com | Website: $200/month  
eMagazine: $150/month  
Both Media - $300/month |
| **3 Full Skyscraper**     | Right outside of monthly eMagazine  
Right outside of UniformMarketNews.com  
Bottom left of MadeToMeasureMag.com | Website: $110/month  
eMagazine: $90/month  
Both Media - $170/month |
| **4 Bottom Standard Banner** | Bottom of monthly eMagazine  
Bottom of UniformMarketNews.com  
Right center of MadeToMeasureMag.com | Website: $130/month  
eMagazine: $100/month  
Both Media - $190 |
| **5 Leading Provider Buttons** | Right inside of monthly eMagazine  
Right inside of UniformMarketNews.com  
Right bottom of MadeToMeasureMag.com | Website: $50/month  
eMagazine: $50/month  
Both Media - $80/month |

### AD SIZES & REQUIREMENTS

**Top Standard Banner**
- a. Unit: 500x75 - Type: JPG, GIF
- b. Size: 30k max

**Premier Banner**
- a. Unit: 350x200 - Type: JPG, GIF
- b. Size: 30k max

**Full Skyscraper**
- a. Unit: 190x250 - Type: JPG, GIF
- b. Size: 60k max

**Bottom Standard Banner**
- a. Unit: 500x75 - Type: JPG, GIF
- b. Size: 30k max

**Sponsor Button**
- a. Unit: 120x60 - Type: JPG, GIF
- b. Size: 15k max

### CLOSING DATES

UniformMarket News eMagazine is published the 1st Tuesday of every month. Art deadline is Noon CST, one day before run date. Website placements are accepted anytime.

### GENERAL REGULATIONS

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### RESERVATIONS

858-345-1212 x4000  
sales@madetomeasuremag.com