

# MADE TO MEASURE

THE UNIFORM MAGAZINE

Exclusively Serving the Uniform and Career Apparel Industry



Media Kit  
**2007**

# MADE TO MEASURE

Helping Uniform Manufacturers and Dealers  
Grow their Businesses Since 1930

For more than 75 years, Made to Measure magazine has served uniform manufacturers and dealers. By providing education and marketing opportunities that continue to grow with the industry, readers count on Made to Measure to be the voice of the uniform business world.

## The Recognized Source

By exclusively serving the uniform and career apparel market, Made to Measure has become the industry's primary source of buying information. Published semi-annually since 1930, each issue features advertising from the leading suppliers to this important market. Their continued presence, year after year, is testimony to how valuable Made to Measure magazine is to these companies and their customers.

## Hit Target Markets

The 25,000 national circulation of Made to Measure includes the finest prospects for advertisers interested in the thriving, specialized markets represented in our readership categories. Whether they are new to the business or veterans, thousands of retailers, dealers, distributors and end-users rely upon this periodical as a valuable reference tool for product information.

## A Focused Investment

There's no more direct means to developing new business than to advertise in Made to Measure. Our coverage and product representation are so thorough, readers retain their copies for reference. They know their customers will be requesting particular merchandise or services, and they know the solutions lie in the pages of each issue. Advertisers also find current active accounts further enhanced by having their sales message seen in the industry's leading publication. Considering the repeat exposure during the use of each issue, the cost of advertising in Made to Measure is a terrific value.

**Current & back issues available at:**  
[www.mademomeasuremag.com](http://www.mademomeasuremag.com)



"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

## Industry Specific Editorial

Each issue of Made to Measure spotlights current trends and innovations in the uniform industry. Styles and uniform programs of note are prominently displayed. And informative editorials on emerging markets and other topics directly relating to sales are always featured. In fact, many industry professionals contribute their expertise by writing for Made to Measure.

One or more uniform dealer is spotlighted with a story and photos in each issue. The Uniform News Section and separate calendar page are a must for news and events. Other regular sections include industry member profiles and features on the marketing and selling of successful uniform programs.

## 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 industry. Includes web sites and phone numbers right in the directory.

### Product Sizing Chart:

A detailed resource covering our advertisers' various sizes, materials and styles.



## Circulation

Readership Categories included in our

# 25,000 National Circulation

### COVERING THE ENTIRE VERTICAL UNIFORM AND CAREER APPAREL INDUSTRY

#### MANUFACTURERS

Uniforms	Career Apparel
Textile Mills	Accessories
Sportswear	Formalwear

#### DEALERS, DISTRIBUTORS, RETAILERS

<b>Retail Uniform Stores</b>	<b>Catalog Houses</b>
<b>Industrial Laundries</b>	<b>Screenprinters</b>
<b>Embroiderers</b>	<b>Promotional Product Distributors</b>

#### END-USERS

Government (Police, Fire, etc.)
Hospitality (Restaurant, Hotel, etc.)
Transportation (Airline, Bus, etc.)
Industrial (Factory, Utility, etc.)
Education (Schools, Universities, etc.)
Corporate (Customer Service, Security, etc.)
Health Care (Hospital, Doctor's Office, etc.)

### DEALERS, DISTRIBUTORS, RETAILERS

**Retail Uniform Stores**  
**Promotional Product Distributors**  
**Industrial Laundries**  
**Embroiderers & Screenprinters**

**LARGEST CATEGORIES**

## Sales Channels

The uniform industry is, typically, a traditional vertical industry. With uniform and career apparel manufacturers selling their products to dealers, distributors and retailers, who resell the goods to end-users.

These dealers may add "value" to the merchandise, such as embroidery, alterations, etc. Or, they may simply present ready-made uniform items to their customers. In either case, the customer works with the uniform dealer to purchase a range of products, often choosing from multiple manufacturers. This arrangement is referred to as a "uniform program" and is inventoried and serviced by the dealer for as long as agreed—months, years, or even decades.

The uniform dealer has evolved, however. A retail storefront may be likely, but is no longer required. Many successful dealers solely manage toll-free numbers, along with their large warehouses and published catalogs.

The industrial laundry operation is also a significant buyer and reseller of uniform apparel and accessories. Embroiderers and screenprinters represent another growing segment of uniform dealers, with many employing an outside sales force to carry catalogs and visit prospects. The promotional products distributor, or ad specialty dealer has made the uniform business a component of their operations, as well.

## Customer Base

How many workers in the U.S. wear a uniform to work every day? It depends on how you define a uniform. There are certain occupations (police officers, fire fighters, pilots, etc.) that require a uniform—identifiable and counted by census reports. Other segments considered part of the uniform market have exploded and are not as easy to quantify. For example, uniform dealers now sell promotional products, corporate casual apparel and school uniforms.

Made to Measure estimates that one-fourth of all employees in the U.S. wear a uniform of some type. Note the U.S. Dept. of Labor figures on the right as a few of the most obvious markets for uniform sales.

## Manufacturing Base

The number of manufacturers serving the market is a variable based on changing uniform specifications and career apparel fashions. Many firms have serviced the industry for decades, while others enter and exit as clothing styles for the workplace evolve. Made to Measure, by projection and from general industry analysis, estimates the number of suppliers serving the uniform industry between 700 and 1200 manufacturers.

The U.S. Census Survey of Manufacturers figures shown on the right include those manufacturers exclusively devoted to uniforms and career apparel as well as others who market a portion of their production to the industry.

# The Uniform Market

## An Ever-Growing Vertical Industry

### MARKET SIZE

Made To Measure Magazine - 2004

Range: Between \$8 to \$12 Billion

"There is no concrete method to assign a number to the entire industry, as there are too many privately held businesses in the industry. We base our estimate on a factor of the number of employees who likely wear a uniform to work each day (30 to 40 million) multiplied by a low-ball estimate of annual cost per employee to purchase and/or maintain their uniform program."

Investor's Business Daily - 1999

Range: \$13.5 Billion

"The top five suppliers comprise more than 64% of the \$5.5 billion uniform rental market, analysts say. Some 700 smaller firms make up the rest. The purchased uniform industry is worth about \$8 billion. It is expanding at a slower rate than the rental side of the business, analysts say."

### U.S. DEPARTMENT OF LABOR - 2000 CENSUS FIGURES

CATEGORY	OCCUPATIONS	WORKERS
Food Preparation And Serving Related	Chefs, Cooks, Waiters, Waitresses, Servers, Counter Attendants, Dishwashers, Bartenders, etc.	9,955,060
Transportation and Material Moving	Pilots, Bus Drivers, Service Station Attendants, Railroad, Subway Operators, Delivery	9,592,740
Healthcare Practitioners and Technical	Doctors, Nurses, Therapists, Veterinarians, Paramedics, Medical Administrators, etc. Services, etc.	6,041,210
Protective Service	Police/Sheriff Patrol Officers, Fire Fighters, Security Guards, Correctional Officers, etc.	3,009,070
Personal Care and Service	Flight Attendants, Gaming Dealers, Ushers, Bellhops, Tour Guides, etc.	2,700,510
<b>TOTAL*</b>		<b>31,298,590</b>

\*Current size of entire national workforce is 130 million

### U.S. CENSUS BUREAU - SURVEY OF MANUFACTURERS 2000

CATEGORY	SALES VOLUME
Men's, junior boys', and little boys' separate dress and sport, trousers, pants, and slacks, including military-type uniform pants (excluding jeans)	\$2,282,093,000
Men's and boys' cut and sew work clothing	1,795,685,000
Men's and junior boys' work clothing (except shirts and jeans and washable service apparel, including work pants, overalls, and work jackets)	1,208,827,000
Men's junior boys', and little boys' woven dress and sport shirts, including military-type uniform shirts	738,276,000
Men's, junior boys, and little boys' suits, including uniforms	665,635,000
Men's and junior boys' tailored dress and sport coats, including uniform and separate leisure-type, and tailored vests	600,560,000
Men's and junior boys' work shirts	535,921,000
Women's, misses', and little boys' washable service apparel, including aprons, smocks, hooovers, uniforms for maids, nurses, etc. and patient hospital wear	206,331,000
Men's and junior boys' overcoats, topcoats, and tailored car and suburban coats, including uniform and wool water-repellent, excluding raincoats	98,033,000
Receipts for contract and commission work on men's and junior boys' work clothing (except jeans and jean-cut casual slacks)	53,593,000
<b>TOTAL</b>	<b>\$8,184,954,000</b>

# MADE TO MEASURE

online

Made To Measure's Online Edition goes beyond just mirroring the print publication. The Online Buyers' Guide and Product Sizing Chart feature searchable databases of suppliers to the Uniform and Career Apparel industry (exclusively listing our advertisers). Users can query by product, category, company, keyword, etc. and retrieve listings of appropriate vendors and manufacturers.



[www.MadeToMeasureMag.com](http://www.MadeToMeasureMag.com)



## UniformMarket News Magazine

UniformMarket News Magazine is published the first Tuesday of each month. The magazine is delivered via e-mail to industry members that have subscribed (opted-in) online.

Every monthly edition is also published online at [uniformmarket.com](http://uniformmarket.com). Both editorial and advertising live on long after the initial publication, as UniformMarket News Magazine back issues continue to receive traffic from site visitors.

### Topical Content

Each edition features articles of interest to both manufacturers and dealers. Monthly coverage includes uniform trends (June 04 - Tactical Style), industry challenges (Sept. 04 - China Quotas) and business strategy (Aug. 04 - Management Theory).

The e-mail broadcast news service covers the entire uniform industry. News is gathered from a variety of sources, including interviews, company press releases and newswires.

### Promotional Opportunities

Banner ad positions are available at the top of each issue. There are also featured product and classified listings included, all of which are taken from the UniformMarket MarketPlace and Classifieds service centers on UniformMarket .



[www.UniformMarket.com](http://www.UniformMarket.com)

# 2007 Advertising Rates:

# MADE TO MEASURE

Guaranteed Circulation 25,000

## BLACK AND WHITE

	1X RATE	2X RATE
Full Page . . . . .	\$2075 . . . . .	\$1900 . . . . .
1/2 Page . . . . .	1200 . . . . .	1140 . . . . .
1/3 Page . . . . .	940 . . . . .	895 . . . . .
1/4 Page . . . . .	745 . . . . .	700 . . . . .
1/6 Page . . . . .	595 . . . . .	570 . . . . .

## SPECIAL (Includes Four Color Process)

	1X RATE	2X RATE
Front Inside Cover . . . . .	\$4425 . . . . .	\$4100 . . . . .
Back Inside Cover . . . . .	4375 . . . . .	4045 . . . . .
Back Outside Cover . . . . .	4790 . . . . .	4475 . . . . .
Page No. 1 . . . . .	4285 . . . . .	3975 . . . . .

## COLOR

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

## BLEED

Bleed Pages: \$50 extra

## CLOSING DATES

### SPRING AND SUMMER ISSUE:

Published in February  
Reservations and Copy - December 10

### FALL AND WINTER ISSUE:

Published in August  
Reservations and Copy - June 10

## GENERAL REGULATIONS

**PAYMENT:** Due upon proof of publication. Terms: Net 30 Days.

**AGENCY COMMISSION:** A 15% discount is allowed to accredited agencies. No commission will be paid on accounts unpaid for more than 75 days.

**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 847-780-2900 or e-mail [mtmads@uniformmarket.com](mailto:mtmads@uniformmarket.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:

- Adobe PageMaker
- Adobe InDesign
- QuarkXPress
- Adobe Illustrator
- Adobe Photoshop
- PDF, eps, tif, jpg (high resolution)

### QUALITY CONTROL:

- Color: CMYK (no RGB)
- Type: 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: Halper Publishing Company  
210 Skokie Valley Road, Suite #4  
Highland Park, IL 60035
- e-mail: [frontdesk@halper.com](mailto:frontdesk@halper.com)
- FTP: Call 847-780-2900 for instructions

**FULL PG.**  
STANDARD  
5.75" x 8.75"  
  
BLEED  
6.75" x 9.75"  
(see right)

**1/2 PG. VERT.**  
2.75"  
x  
8.75"  
  
2.75"  
x  
2.75"  
  
↓  
**1/6 PG.**

**1/4 PG.**  
2.75"  
x  
4.25"  
  
**1/2 PG.**  
5.75" x 4.25"

**1/3 PG. VERT.**  
2.75"  
x  
5.75"  
  
**1/3 PG.**  
5.75" x 2.75"



## UniformMarket News Magazine

### BANNER ADS

UniformMarket News Magazine

**30 Days**

\$120

**60 Days**

\$200

### POSITIONS AVAILABLE

**News North:** Top right-hand position on UniformMarket News Magazine.

### RESERVATIONS

Call 847-780-2900 or e-mail [banners@uniformmarket.com](mailto:banners@uniformmarket.com)

## BANNER AD SIZES & REQUIREMENTS

### Standard Banner Ad

200 x 75 pixels

Measurements: 200 x 75 pixels  
(2.778 inches wide by 1.042 inches tall)

Maximum graphic file size: 30K

File formats: .jpg .jpeg .gif .swf



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[www.madetomeasuremag.com](http://www.madetomeasuremag.com)

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