



DEPARTMENT STORE YEARBOOK

The **Department Store Yearbook** is a *comprehensive directory* and *trend sourcebook* consisting of companies from the UK and abroad who aim to supply to the retail industry, specifically department stores across the UK. The book has been designed to aid in all buying decisions and make that process a smooth one for executives and buyers in the industry. Previously, we have had contributions from the **UK's best-loved department stores**, including Andy Street, Managing Director of John Lewis and Hugh Fenwick of Fenwick's. Don't miss the opportunity to book into the 2012 edition of the book, putting your company at the top of the list when buyers come to make their spending decisions for the year.

TARGET READERSHIP PROFILE

DSY is *targeted* to **every** buyer and senior executive at every department store in the UK, enabling you to tap into a sector that spends billions every year.

John Lewis
Debenhams
House of Fraser
Selfridges
BHS
Harvey Nichols
Fenwick

TJ Hughes
Co-Operative
Hoopers
Alders
Marks & Spencer
Harrods
Jarrold & Sons

Fortnum & Mason
Beales
Morley Stores
W Boyes
Argos
Liberty
Owen Owen

SUPPLIER DIRECTORY

The comprehensive supplier directory is colour-coded and listed according to **product area**, making this sourcebook completely accessible. Sections include; Babyware, Clothing and Fashion, Gifts, Cosmetics and Grooming, DIY and Garden suppliers and much more. Just one **expanded listing** can provide you with coverage for the entire year. Your products and services will be displayed in a stylised format that is easily identified on the page. Your entry can include a logo, colour photograph, contact details and a 50-word company profile. At just £145, it is a cost-effective and practical way to market your brand.

PASSIGATTI



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Passigatti stands for Passionate and Trendy accessories. With their three collections "Passigatti", the men's line "Uomo by passigatti" and the evening fashion collection "Sposa by passigatti" the line is setting up new accessory trends, inspired by the important fashion places in the world. Taking accessories as an expression of personality, Passigatti combines trends, design and quality.

Expanded entry - actual size.

COMPANY PROFILE

The directory begins with a select collection of company profiles on the UK's **most successful suppliers**. As the first thing readers see it is the chance to really **make an impact** and take pride of place.

Your company profile can be up to two pages, with 350 words, 6 photos and your logo, making it the perfect opportunity to increase your exposure.



Expanded entry - actual size.



UNIQUE SOURCEBOOK

As well as all the supplier information buyers will ever need, the **Department Store Yearbook** is crammed with invaluable editorial features, trend information and analysis, making it the one-stop reference source for buyers and executives throughout the sector. Over the years, the Department Store Yearbook has become the industry 'bible', enabling buyers to easily locate new suppliers and source great product lines.

FEATURES INCLUDE:

Foreword: Previously we have had **Andy Street**, MD of **John Lewis** and **Hugh Fenwick** of **Fenwicks** department store contribute to the book by writing the foreword.

Trend predictions: Whether they are trend analysts or buying professionals, we have some of the best industry

minds on board to discuss evolving trends and forward-thinking designs.

Market analysis & retail statistics: Experts offer insight on how the market has changed over the last year and what lies in store, helping retailers prepare for the future.

2012 Year Planner: Every event, exhibition and conference that a buyer won't want to miss over the next year.

Trade Association Listings: A useful source of all the industry bodies and associations.

Directory of suppliers: The most important contacts retail buyers ever need: an A-Z of the leading companies able to supply this major retail sector, under easy-to-find product classifications.

ADVERTISING RATES (effective October 2009)

Colour DPS Co. Profile	£990
Colour DPS Advertisement	£1200
Full page colour	£690
Full page mono	£650
Half page colour	£490
Half page mono	£450
Third of a page	£270
Cover positions	£poa

Expanded Entry Logo, Picture and 50 words	£145
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TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

MECHANICAL DATA (mm)	Bleed	Trim	Type
DPS	216x303	210x297	n/a
Full page	216x155	210x148	200x139
Half page (L)	n/a	105x148	95x139
Third page (P)	n/a	n/a	38x185

ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

CANCELLATION POLICY

- Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.
- A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.
- A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of publications in the retail sector, including the highly regarded and well established **Department Store Buyer** magazine, *Garden & Hardware News* and *Interior Design Today* as well as a *dominating* online presence, Media One Communications has a wealth of experience and contacts both in terms of business to business publishing and the retail market. From *yearbooks* and *magazines* to *online news* sites, our evolution in the publishing sector has built a **loyal** customer base and a **dedicated** readership, and strengthened our stance in the sector. Other titles published by Media One Communications include *Interior Design Yearbook*, *Commercial Interiors*, *Architects Choice*, *British Builder & Developer*, *Packaging Gazette*, *FMCG News*, and many more.