

APPARELIST

Connecting the Decorated Apparel Community

MEDIA KIT 2024

Apparelist.com



POWERED BY



Welcome to APPARELIST

Connecting the Decorated Apparel Community

Our mission is to gather expert-level business management resources to help apparel decorators of all sizes navigate the challenges of growing their businesses. We strive to build a trusted community between our audience and our clients. *Apparelist* differentiates itself from other industry groups through our community of apparel decorators, our invaluable membership to PRINTING United Alliance, consistency of editorial excellence, custom content, e-learning, video services, research, and white-glove experiences — both online and in person.

Our services are designed to deliver value and provoke actions that generate measurable results. Your success is our primary objective.

When you partner with *Apparelist*, you gain meaningful connections with our strong community that go beyond apparel decorating into all sectors of the print industry. We accomplish our mission through multiple touchpoints, all designed to deliver meaningful connections and quantifiable results. We've constructed this media kit to further define who the *Apparelist* is and how we can serve as the connection between the audience you seek and your company's solutions.

With that in mind, we have constructed the following pages to help you meet your definition of success by offering a multitude of channels and methods to reach our audience and educate them about your product, solution, or service.

We look forward to partnering with you in 2024 and being a part of what success means to you and your team.



CASSIE GREEN
Content Director



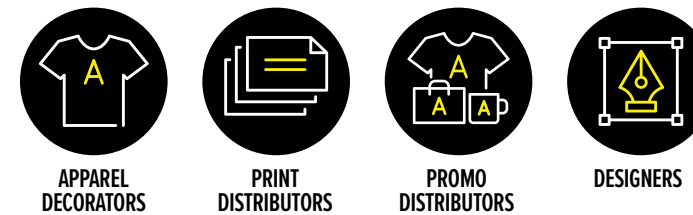
BRANDY JAMISON-NETH
Brand Director

OVERVIEW

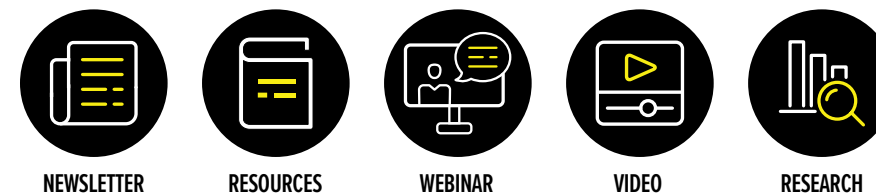
WHO WE ARE

A core goal of *Apparelist* (apparelist.com) is to help apparel decorators optimize the combination of traditional screen-printing methods with emerging technologies; have a trusted community where they can access resources, events, webinars, and a weekly e-newsletter; and so much more. Founded by PRINTING United Alliance and NAPCO Media LLC, *Apparelist* was created to connect print and promo distributors, screen printers, and the entire apparel decoration community.

WHO WE INFLUENCE



WHAT WE DO



OUR MISSION

We gather expert-level business management resources to help apparel decorators of all sizes navigate the challenges of growing their businesses.

ABOUT US – APPARELIST

As the apparel decorating industry continues to change and evolve, we at *Apparelist* recognize that businesses of every size must stay on top of those changes as well as trends and disruptive events. We provide a community that not only addresses these changes, but also offers resources and information that is trusted and reliable. Apparel businesses across the industry can turn to this community as a genuine and authentic voice of support.



AUDIENCE

APPARELIST'S TOTAL AUDIENCE = 20,000+



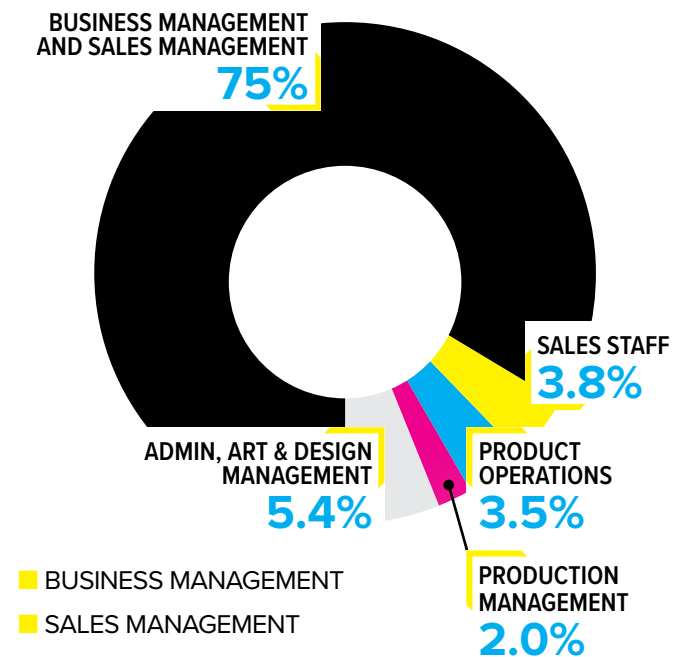
AUDIENCE BREAKDOWN:

75% OF OUR AUDIENCE ARE APPAREL DECORATORS OR PROMOTIONAL PRODUCTS DISTRIBUTORS

PRIMARY AUDIENCE BUSINESS TYPE

- APPAREL DECORATOR
- PROMOTIONAL PRODUCTS DISTRIBUTOR
- PROMOTIONAL PRODUCTS SUPPLIER
- COMMERCIAL PRINTER
- WIDE-FORMAT PRINTER
- IN-PLANT PRINTER
- OTHER

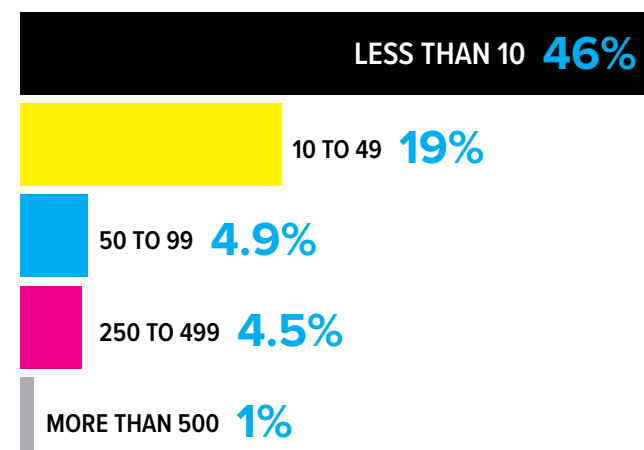
PRIMARY AUDIENCE JOB FUNCTIONS



- BUSINESS MANAGEMENT
- SALES MANAGEMENT
- SALES STAFF
- MARKETING MANAGEMENT
- ART AND DESIGN MANAGEMENT
- CUSTOMER SERVICE MANAGEMENT
- PRODUCTION MANAGEMENT
- PRODUCTION OPERATIONS
- PRODUCT SOURCING/PROCUREMENT
- IT/WEB DEVELOPMENT

55% OF OUR TOTAL AUDIENCE HAS A REVENUE OF \$1 MILLION TO OVER \$50 MILLION

NUMBER OF EMPLOYEES



2024 CONTENT CALENDAR

EACH MONTH WILL FEATURE ONE TOPIC WITH SEVERAL PIECES OF CONTENT HIGHLIGHTING DIFFERENT, SPECIFIC SUBTOPICS

January 2024 – APPAREL TRENDS

- Sales Strategies – Why paying attention to trends is crucial to your sales and marketing
- Decorating Trends – Placement, pattern, special effects, etc.
- **Big Picture** – Retail and global economics' influence on the apparel decoration industry

February 2024 – SCREEN PRINTING

- Pricing Strategies – How to properly price your screen-printing jobs
- How to make digital and screen coexist in your shop
- How to find a screen-printing partner to work with

March 2024 – DIGITAL PRINTING

- How to produce the perfect DTF transfer
- Equipment Purchases – When to purchase new equipment, financing options, etc.
- Hybrid Printing – What is it and who should consider it
- Training – How to cross-train employees on digital equipment

April 2024 – COLOR

- Training and Certifications
- Best Color-Matching Practices
- Artwork – Copyright laws, licensing, and trademark
- AI Guidelines and Tools

May 2024 – HEAT-APPLIED GRAPHICS

- How to print a mixed-media design
- Working with special effects transfer vinyl
- Opportunities in Sublimation – Print more than soft substrates
- Building a Business – How to get started with heat press equipment

June 2024 – PRINT-ON-DEMAND

- How to create a custom product experience
- How to successfully manage short-run and POD orders
- **Big Picture** – OSHA and legislation surrounding apparel and hard goods

July 2024 – PROMOTIONAL PRODUCTS

- Legislature updates and overview of advocacy efforts within the apparel industry
- Why it makes sense for decorators to explore the world of promo
- What apparel decorators wish their distributors knew when placing apparel orders
- Beyond the left chest logo – How to elevate promotional apparel for that “wow” factor

August 2024 – EMBROIDERY

- How to bring embroidery in-house
- Special Effects Embroidery – Benefits and challenges
- Top Challenges in Embroidery – Just because it's been around forever doesn't mean it's perfect every time

September 2024 – SUPPLIES (INKS, THREAD, PLATENS, SOFTWARE, ETC.)

- Why you should never purchase the cheapest supplies
- Software Essentials – What are the bare necessities needed
- Sustainability and Safety – Why you should pay attention to what inks and chemicals you use
- Keep Your Supply Chain Open – Sourcing multiple vendors and how to vet them

October 2024 – WORKFLOW AND PRODUCTION

- Staff Tips – Balancing front of office with production for better workflow
- Large-Run vs. Short-Run – Successful management tips for order size
- **Big Picture** – Understanding the chemistry of inks, adhesives, and other chemicals for better production and troubleshooting

November 2024 – BUSINESS PLANNING

- Evaluating Finances – How to do it and what data to pay attention to
- How to keep an OSHA-compliant shop
- Sustainability and Profitability – How to achieve both
- **Big Picture** – Economic planning and forecasting

December 2024 – OVERVIEW OF APPAREL INDUSTRY AND TRENDS

- What styles, cuts, and colors are on tap for 2025
- Application Process – Tutorials for screen printing, embroidery, DTG, and heat transfer

DIGITAL PRODUCTS

BRAND SPONSORSHIP

Maximize your visibility across multiple Apparelist channels with our Brand Sponsorship packages. The monthly sponsorship combines several high-impact advertising units:

Pre-Scroll Banner

This 970 x 250 banner will display above the masthead on the first page a visitor views upon entering the site.

Medium Rectangle

This 300 x 250 banner will display on every page of content in our site, positioned after the third paragraph of every article.

Audience Retargeting

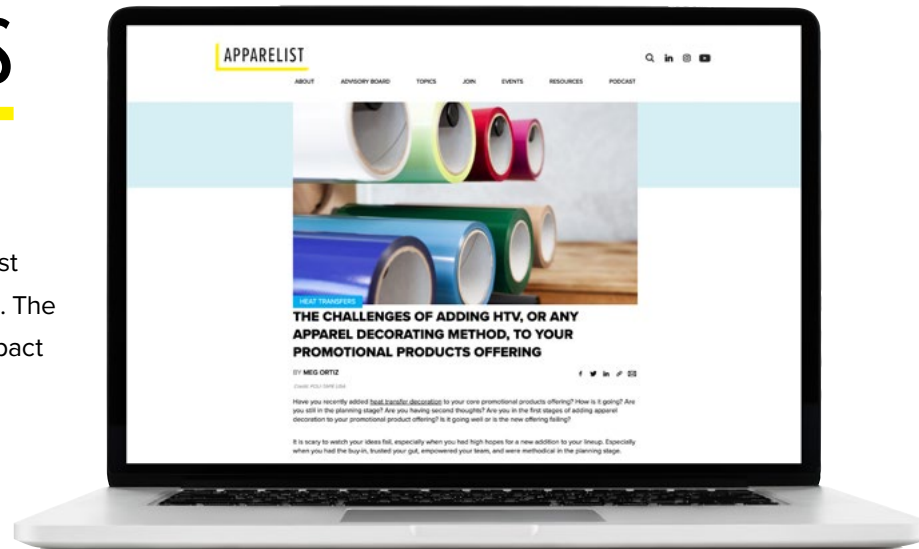
Scale up your campaign by reaching the Apparelist audience across the web on other websites, social media platforms, and e-newsletters.

- Address top-of-funnel audience with components designed for brand awareness AND lead generation.
- Increase contact with your branding using multiple touch points across many contexts to help increase conversion.
- Target our unique audience in the digital channels where they interact most.
- Use targeted creative materials to reach our uniquely qualified audience based on where they are in the buying cycle.

Newsletter Banner

Each Apparelist newsletter contains just one banner advertisement, a 970 x 250 marquee that will appear in every edition during the month of your sponsorship.

PRICE — **\$2,495/MONTH**



PARTNER VOICES

Our exclusive Partner Voice articles allow you to engage with our audience and tell your story from a trusted, 3rd party perspective. Each Partner Voice is produced in cooperation between our

clients and our special projects team, and includes several design elements to support your messaging. Partner Voices remain evergreen on apparelist.com for maximum ROI.

Deliverables

- Your story professionally edited by the Apparelist editorial staff (1,000 - 1,500 words).*
- Up to two (2) relevant embedded links
- Up to two (2) relevant embedded images
- One (1) relevant embedded video
- Roadblock Banners:
 - A 728x90, 970x250 or 970x90 banner ad.
 - A 300x250 or 300x600 banner ad.

Distribution

- Evergreen placement on apparelist.com
- Up to three (3) placements in Apparelist eNewsletter.
- Social channel distribution
- A 120x60 logo.

NEWSLETTER

DEMAND GEN | LEAD GENERATION | THOUGHT LEADERSHIP | BRANDING

The *Apparelist* newsletter is designed to help apparel decorators, brands, print and promo distributors, agencies, and designers maximize their outreach with opti-channel marketing insights.

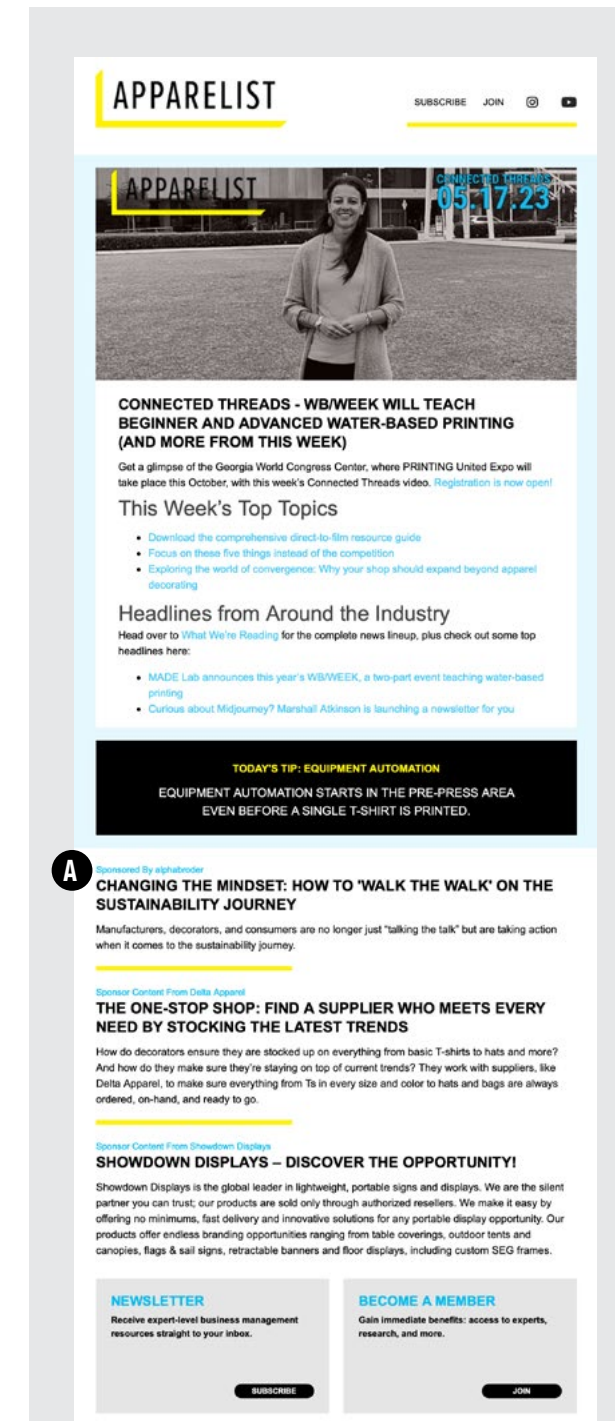
We highlight industry trends, research, and business strategies that focus on how to optimize each marketing channel in pursuit of maximum return on marketing investment. Cadence for the newsletter is once (1) per week.

FIRST TIME ADVERTISER RATES, **CALL US!**

LEADS, LEADS & MORE LEADS!

A Featured Resources – \$1500

- A Headline
- An Excerpt (Teaser)
- A 250x250 Thumbnail



RESEARCH

The *Apparelist* and PRINTING United Alliance Research team will deliver data-driven research studies that help you uncover needed marketing intelligence and help you publish branded thought leadership that generates leads, feeds content marketing programs, and builds buzz for your brand! This is your opportunity to gain access to PRINTING United Alliance's engaged audiences across the supply chain continuum.

PRINTING United Alliance Research team will partner with you to develop custom data-centric solutions that can help with business goal prioritization, opportunity discovery, market segmentation, landscape insight, user needs and wants, product features and functionality, content marketing strategy, research and development, market conditions, benchmarking, industry trends, and brand awareness.

WHAT CAN PRINTING UNITED RESEARCH DO FOR YOU?

- **PRINTING United Alliance Research CRAFTS** actionable data-centric solutions that leverage our highly engaged media audiences, industry subject matter experts, and in-house research expertise.
- We partner with our clients to **IDENTIFY** their unique business challenges and create solutions that **ENABLE** deeply informed decision-making and **DELIVER** results.
- Gain access to PRINTING United Alliance's engaged audiences of industry executives across key segments of the print industry.

PRINTING UNITED ALLIANCE RESEARCH DELIVERS...

Market Intelligence

- Landscape Analysis
- Competitive Assessment
- Analyst Presentations at Events
- Benchmarking
- Industry and Economic Trends
- User Research and Analysis

Business Development

- White Papers and Thought Leadership
- Lead Generation
- Sales Training
- Research-Based Webinars
- Brand Awareness
- Market Positioning
- Printer Growth Strategies and Capital Investment Research

ACCESS PRINTING UNITED ALLIANCE'S AUDIENCES & PANELS OF MORE THAN **700K+** FOR:

- Surveys, focus group
- Distribution of thought leadership for lead generation

THE PRINTING UNITED ALLIANCE RESEARCH **DIFFERENCE**



AUDIENCE



INDUSTRY EXPERTISE



RESEARCH EXPERTISE



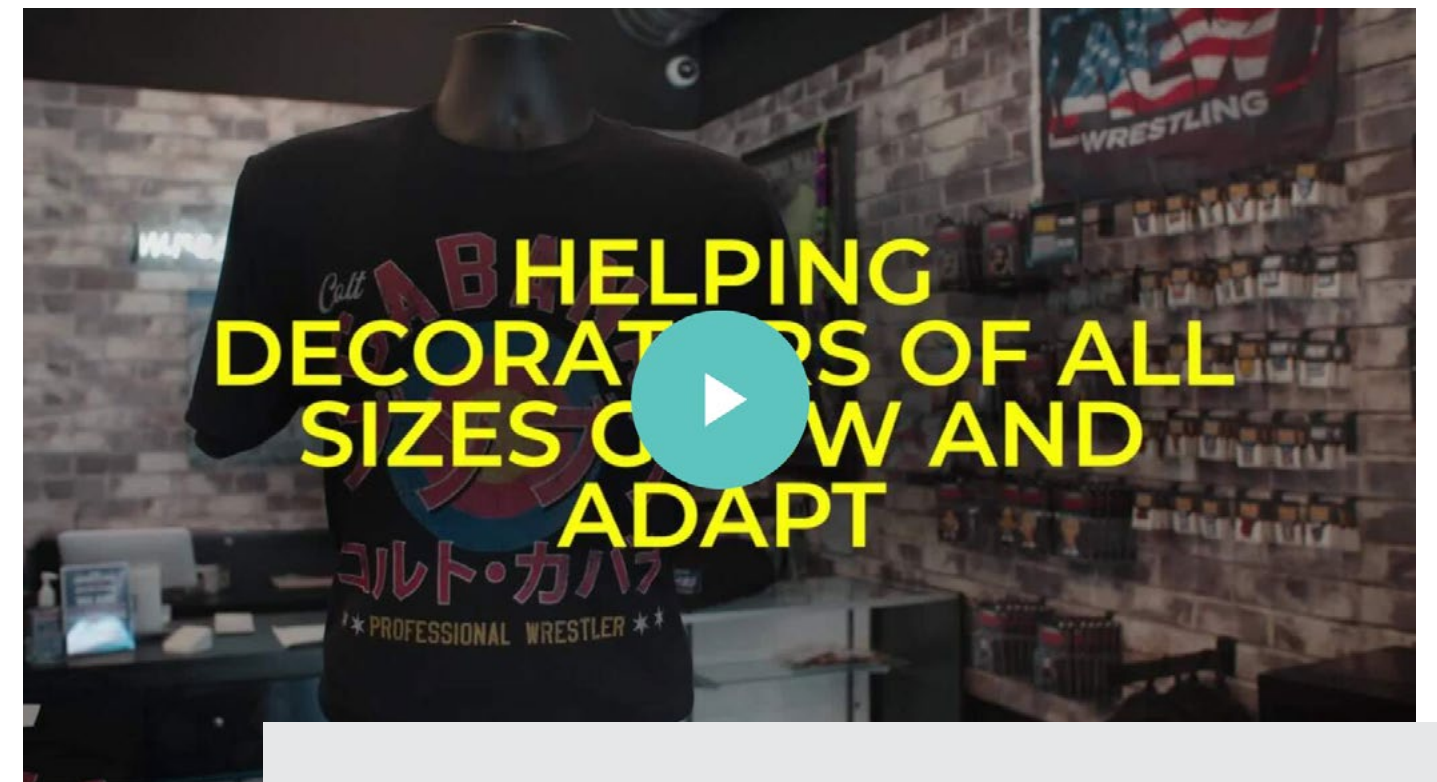
MARKET REACH & EXPOSURE

VIDEO SERVICES

Bring your brand to life and interact with customers and prospects in a whole new way via video marketing powered by *Apparelist*. Let our award-winning video team produce your brand video from pre- to post-production, whether it is for your product line, company profile, educational content – whatever you imagine.

We'll execute a social media and optimized online video strategy to launch your video through *Apparelist* and our sister brand's various media channels, gaining maximum exposure.

BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY



OUR END-TO-END **DIGITAL VIDEO PRODUCTION SERVICES** OFFER A SOPHISTICATED BLEND OF CREATIVITY AND INSIGHT

EVENTS

PRINTING UNITED ALLIANCE PRESENTS:

APPAREL DECORATION SUMMIT

JUNE 3-5, 2024 HILTON DOWNTOWN NASHVILLE | NASHVILLE



A unique 3-day business development and networking event that brings together industry-leading suppliers and high-volume decorators who are actively in the buying cycle. The Apparel Decoration Summit is where suppliers will have the opportunity to grow/create relationships and sales pipelines with some of the industry's largest decorators through various interaction, such as keynote presentations, boardroom-style focus groups, and numerous networking activities and receptions.

WHY SPONSOR:

Our 1:1 meeting and boardroom session approach has a proven record across multiple other print industry segments of delivering results at a fraction of the cost of traditional customer acquisition methods. The exclusive invite format also allows for a more intimate/personal experience/connection for both suppliers and printers.



- **Pre-scheduled 1:1 meetings** with pre-qualified senior executives are the ideal way to drive sales and solidify partnerships. Sponsors will begin scheduling meetings 3-4 weeks before the event through our online scheduling system, as well as onsite.

- **Private Boardroom Presentations:** Sponsors rotate between breakout rooms containing groups of 10-12 senior executives who are segmented by content track. Presentations can be tailored specifically to the audience in each room. For example, these presentation times can be used as focus groups to gain valuable insights or to deliver case studies to illustrate how an existing customer found success with a sponsor's products or approach.

- **Networking Opportunities:** A significant amount of time at the event is devoted to networking in order to create and grow relationships outside the meeting rooms and presentations. These activities range from meals, breaks, and receptions to off-site activities and special events based on the location each year.

- **Keynote Presentations:** In-depth presentations and panels led by industry experts and sponsor executives on topics such as emerging technologies, future trends, success stories, and the overall state and direction of the industry.



WHO IS THE APPAREL DECORATION SUMMIT FOR?

Senior managers and executives of high-volume apparel decorators and other print service providers entering the market at a commercial level who are looking to understand how current and future printing technologies, substrate options, market trends, and data management solutions will impact their businesses and investment decisions.

This Summit provides strategic-level insights into what industry leaders must do to grow, improve, and optimize their businesses during their current buying cycle.



PRINTING UNITED EXPO

JOIN APPARELIST

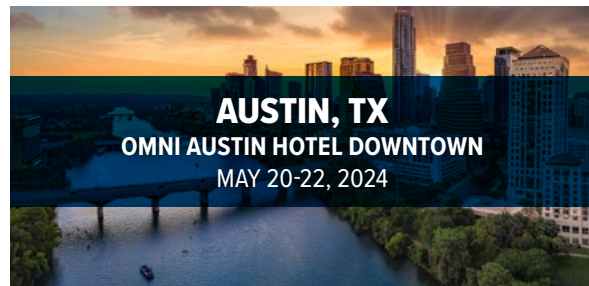
at the PRINTING United EXPO in Las Vegas, NV on September 10-12, 2024. The most dynamic and comprehensive printing event in the world.



EVENTS

RESULTS-DRIVEN BUYER EVENTS FOR A-LIST DISTRIBUTORS AND SUPPLIERS

NETWORK. ENGAGE. DISCOVER.



Created for the industry's elite, Print & Promo Marketing Power Meetings and Power House are exclusive relationship-building events. The conference format features pre-scheduled, one-on-one sessions between distributors and suppliers. Each meeting session is held in an exclusive supplier suite, securing privacy and improving business opportunities. Discover more benefits of attending as a distributor or supplier.

YOUR PARTICIPATION IN POWER MEETING EVENTS INCLUDES:

- An upscale, one-bedroom suite for three nights
- All meals and entry to networking events
- Transportation to and from the meeting resort

Check out what your peers have to say...

“We have done MANY of these types of events over the past 10+ years, and have found that Power Meetings are our best option. They consistently provide EXCEPTIONAL service, venue selection, and staff support; and they attract quality distributors that are eager to find ways to do actual business! This format lends itself to our style of selling/presenting, and we have our strongest customer relationships as a result of Power Meetings.”

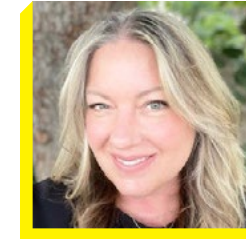
– BRANNON CRAIG, SOUTHERN PLUS

“We had lots of Power Meetings clients contacting us, but one client, their first order with us was around \$45,000. That was a first order! So I can't imagine how much they will place in the future.”

– CELIL KES, LET'S SUPPORT

MEET THE TEAM

CONTACT YOUR SALES REPRESENTATIVE TODAY.



Brandy Jamison-Neth is our Brand Director, responsible for defining and driving the audience, content, and sales strategy for *Apparelist*. In her role, she leverages her wealth of industry experience in B2B media and expos, including for the apparel decoration community, as well as her account management acumen and vast network of contacts.

303-875-9545 | bjneth@napco.com



Cassie Green is the Content Director for *Apparelist*, responsible for writing, editing, and curating content on the website as well as the brand's other media platforms. She has 10+ years of experience covering the apparel decorating industry.

970-481-1065 | cgreen@napco.com



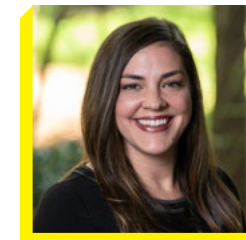
Steve Duccilli is Group Vice President overseeing *Apparelist*, *Wide-Format Impressions*, and the PRINTING United *Journal* media and events. He has 35+ years of experience as an editor, publisher, and advisor in the screen and digital printing industries.

513-315-4595 | sduccilli@napco.com



Josh Carruth is PRINTING United Alliance's Senior Vice President, Association. Josh is responsible for overseeing and advocating for community needs across the organization's media, events, and membership business units.

404-915-8426 | jcarruth@printing.org



Sarah Payne is an Account Manager for PRINTING United Alliance's decorated apparel community. Sarah is responsible for ensuring client needs are being met and understood across the organization. She has over 14 years' experience producing trade events and spent the last seven years involved with the apparel

decorating community. In her free time, she enjoys watching sports, traveling with her family, and anything outdoors.

770-617-7144 | spayne@printing.org



Lee Wright, Account Manager for PRINTING United, has spent the majority of his career involved with trade shows on one side of the aisle or the other. He enjoys the face-to-face time and relationships that live events offer. When he isn't at a show, he enjoys anything outside, most notably golf, boating (when it runs), and working in

the yard with his wife Tami and their dog Taco Belle.

404-444-7512 | lwright@printing.org



Chris Curran is Group President of our Publications team at Printing United Alliance. He and his teammates are responsible for all content, media placements, and events which are carefully curated for each of our distinct print communities. A perpetual student of printing's playground, he's been enjoying

and serving the market since his early teens.

803-807-0521 | ccurran@napco.com

CONNECT WITH US!



SUBSCRIBE

@apparelist_

APPARELIST

Connecting the Decorated Apparel Community

PRINTING UNITED
EXPO



SAVE THE DATE

SEPT. 10-12, 2024

LAS VEGAS

STAY IN THE KNOW

GET NOTIFIED WHEN 2024 REGISTRATION OPENS!



[Apparelist.com](https://www.apparelist.com)