

# APPARELIST

*Connecting the Decorated Apparel Community*

## MEDIA KIT 2022

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



POWERED BY

**PRINTING UNITED**  
ALLIANCE



# Welcome to the 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 look 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, 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 the *Apparelist*, you gain meaningful connections with our strong community that goes beyond apparel decorating into all sectors of the print industry. We will accomplish our mission through multiple touchpoints, all designed to deliver those 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, the following pages are designed 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 2022 and being a part of what success means to you and your team.

Sincerely,



**JOSH CARRUTH**  
*Director*



**CASSIE GREEN**  
*Senior Content Editor*

# OVERVIEW

## WHO WE ARE

A core goal of the *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, the *Apparelist* has been created to connect print and promo distributors, screen printers, and the entire apparel decoration community.

## WHO WE INFLUENCE



APPAREL  
DECORATORS



PRINT  
DISTRIBUTORS



PROMO  
DISTRIBUTORS



DESIGNERS

## WHAT WE DO



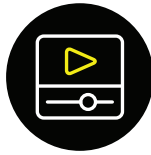
NEWSLETTER



RESOURCES



WEBINAR



VIDEO



RESEARCH

## 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 the *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.

## OUR AUDIENCE

The convergence of the print, promo, and apparel decoration markets come together to promote growth, expand business opportunities, and connect the markets that already have countless synergies. *Apparelist* is a community of like-minded people in all of these markets. Our audience is comprised of apparel decoration professionals whether that is traditional apparel decoration, print or promo distributors or commercial print service providers. We welcome everyone in the industry to consume our content, attend our events, and ultimately be the go to source for them in all aspects of their professional lives.

## 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

# DIGITAL PRODUCTS

## WEBSITE

### Resource Library

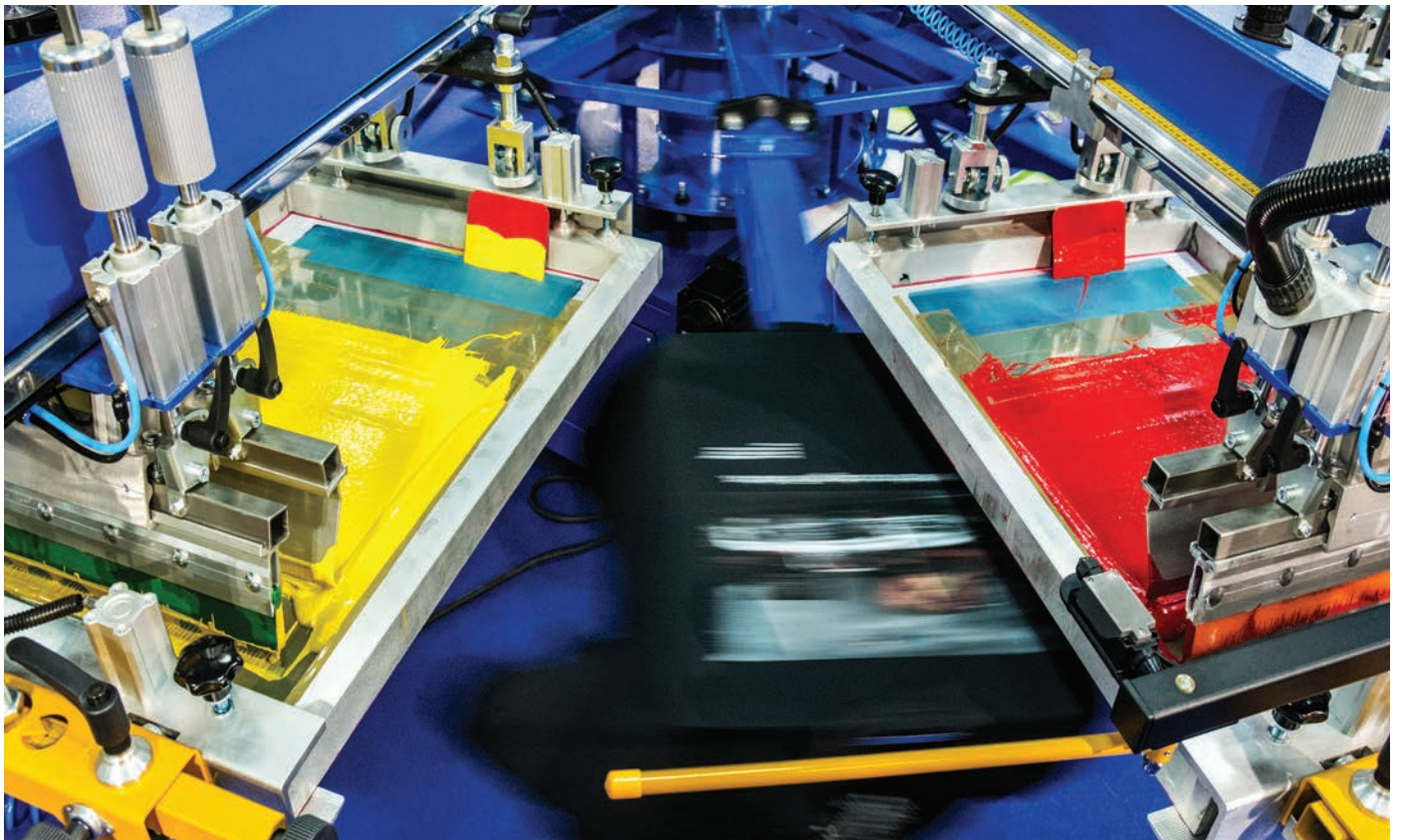
- Sponsor Content PDFs hosted on our site and promoted via several channels for Lead Generation
- 12 month listing and promotion

### Audience Retargeting

- Banner retargeting and targeting of our audience off site
- Sold by CPM or CPD (sponsorship by month).

### Video Pre-roll

- Pre-roll on our editorial video content hosted on site.



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

SPECIAL FIRST TIME RATES AVAILABLE – [CALL US!](#)

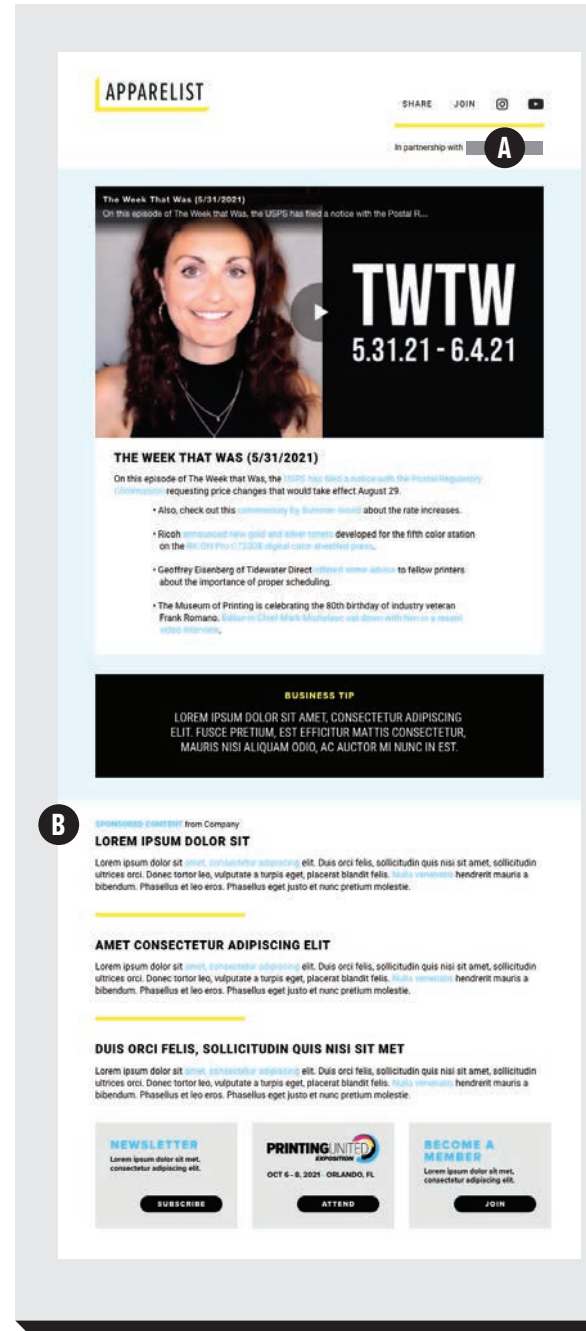
## LEADS, LEADS & MORE LEADS!

### **A + B** Premium Newsletter Sponsor

- Supporting Partner Logo and a Newsletter Native Ad
- Sold flat-fee by week
- Exclusive weekly

### **B** Standard Newsletter Sponsor

- Newsletter Native Ad
- Sold flat-fee by week
- Exclusive weekly



# RESEARCH

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

NAPCO Research 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 NAPCO RESEARCH DO FOR YOU?

- **NAPCO 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 NAPCO Media's and PRINTING United Alliance's engaged audiences of industry executives across key segments of the print industry

## NAPCO 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 NAPCO MEDIA LLC & PRINTING UNITED ALLIANCE'S AUDIENCES & PANELS OF MORE THAN **700K+** FOR:

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

## THE NAPCO 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.

Gain maximum exposure and get in front of thousands of promotional product professionals

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



POWERED BY

**APPARELIST**

OUR END-TO-END  
DIGITAL VIDEO  
PRODUCTION SERVICES  
OFFER A SOPHISTICATED  
BLEND OF CREATIVITY  
AND INSIGHT  
**STARTING AT \$500**

# EVENTS

Join the *Apparelist*, **PRINTING United Alliance**, and more than **32,000 printers** in Las Vegas, NV on October 19 - 21, 2022 for the largest printing expo in North America.



# MEET THE TEAM

## CONTACT YOUR SALES REPRESENTATIVE TODAY.



**Joshua Carruth** is PRINTING United Alliance's Managing Director for the decorated apparel community. Joshua 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](mailto:jcarruth@printing.org)



**Cassie Green** is the Senior Content Editor for the *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](mailto:cgreen@napco.com)



**Chip Danby** is the EVP of the *Promo Marketing* brand. Chip's experience in a variety of business segments, from uniforms to licensing to retail, allows him to provide

invaluable insight to promotional distributors and apparel decorators.

**312-543-0860** | [cdanby@napco.com](mailto:cdanby@napco.com)



**Sean Norris** is Editor-in-Chief and Content Director for *Promo Marketing*, the *Apparelist*'s sister brand, and has covered the promotional products

industry for 10+ years. With the *Apparelist*, he specializes in content connecting the promo distributor and apparel decorator communities. In his free time, he enjoys running, watching sci-fi movies, and listening to the greatest rock-and-roll band of all time, Thin Lizzy.

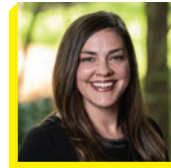
**215-238-5463** | [snorris@napco.com](mailto:snorris@napco.com)



**Patrick Farrell** is the Ad Operations Manager for *Promo Marketing*, the *Apparelist*, *Print+Promo*, *NonProfit Pro*, *Total Retail*, *Women In Retail*, and *Women Leading*

*Travel & Hospitality* brands. He is responsible for the production of the brands' magazines, managing and maintaining their newsletters and websites, as well as many other brand related duties. He has 35+ years of experience covering the multiple brands and their publishing and multi-media needs.

**215-238-5398** | [pfarrell@napco.com](mailto:pfarrell@napco.com)



**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](mailto: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.

## CONNECT WITH US!



SUBSCRIBE

[@apparelist\\_](https://www.instagram.com/apparelist_)