

APPARELIST

Connecting the Decorated Apparel Community

MEDIA KIT 2023

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



POWERED BY



Welcome to the APPARELIST

Connecting the Decorated Apparel Community

Over the past year, the entire team at the *Apparelist* have made it our mission to help apparel decorators of all sizes navigate the challenges of growing their businesses.

We are only getting started but we look to build a trusted community between our audience and our clients, and we at the *Apparelist* differentiate ourselves from other industry groups through our community of apparel decorators, our invaluable membership, consistency of editorial excellence, and more. We have so much to offer our audiences and clients and cannot wait to work with you!

We offer everything from custom content, e-learning, video services, and research, to white-glove experiences — both online and in person. We are hosting our first annual summit this year in Nashville, TN.

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 2023 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* was created to connect print and promo distributors, screen printers, and the entire apparel decoration community.

WHO WE INFLUENCE



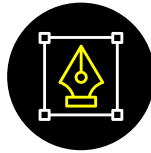
APPAREL
DECORATORS



PRINT
DISTRIBUTORS



PROMO
DISTRIBUTORS



DESIGNERS

WHAT WE DO



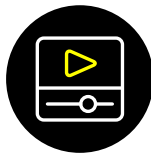
NEWSLETTER



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.



AUDIENCE

APPARELIST'S TOTAL AUDIENCE = 20,000+



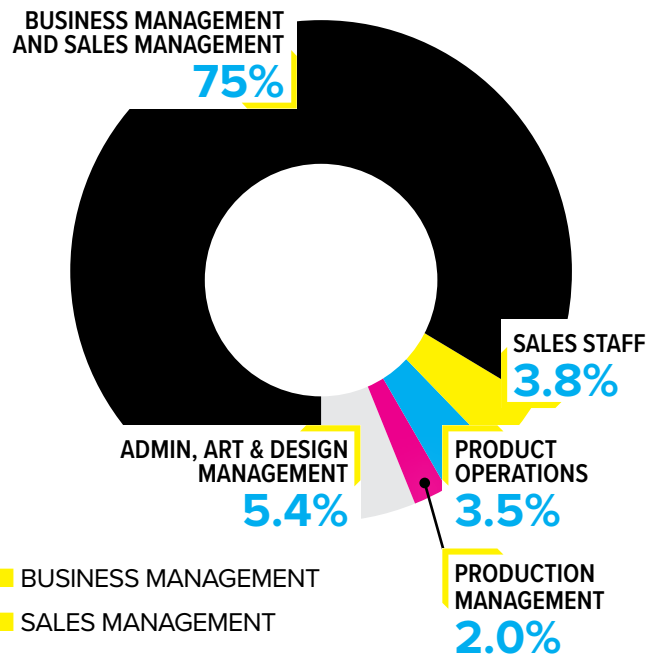
AUDIENCE BREAKDOWN:

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

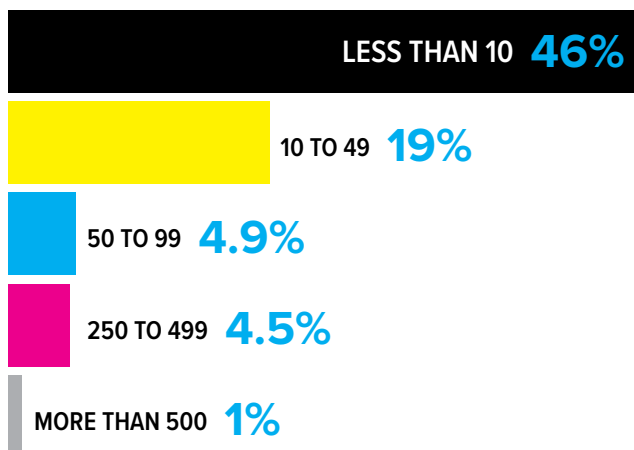
PRIMARY AUDIENCE JOB FUNCTIONS



- 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



DIGITAL PRODUCTS

WEBSITE

Resource Library

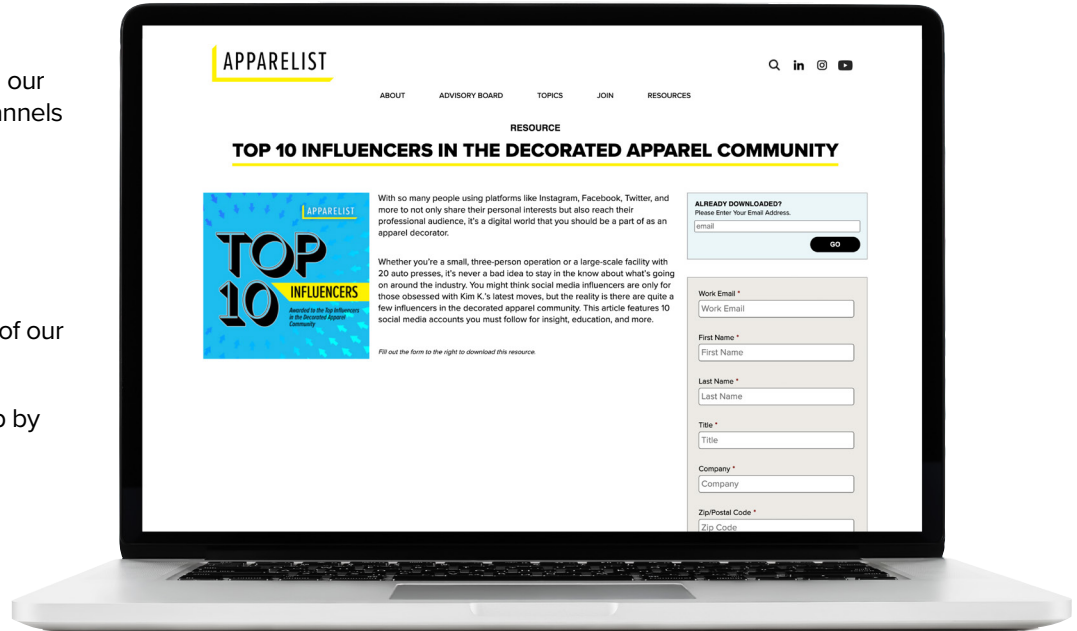
- Sponsor Content PDFs hosted on our site and promoted via several channels for Lead Generation
- 12 month listing and promotion

Audience Retargeting

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

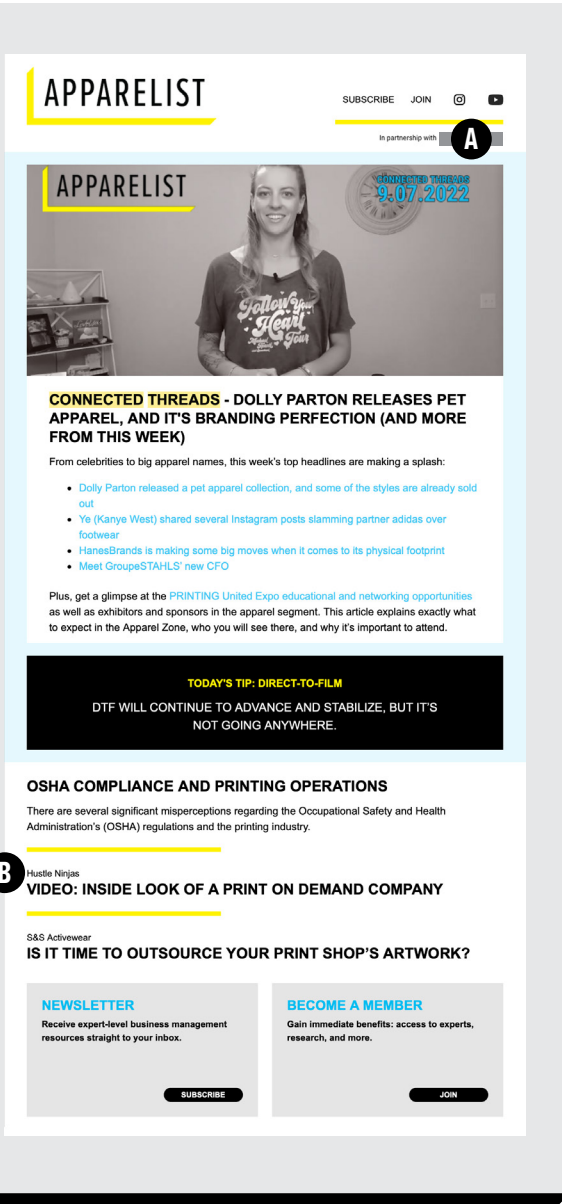
Video Pre-roll

- 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 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 + 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 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 NAPCO 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



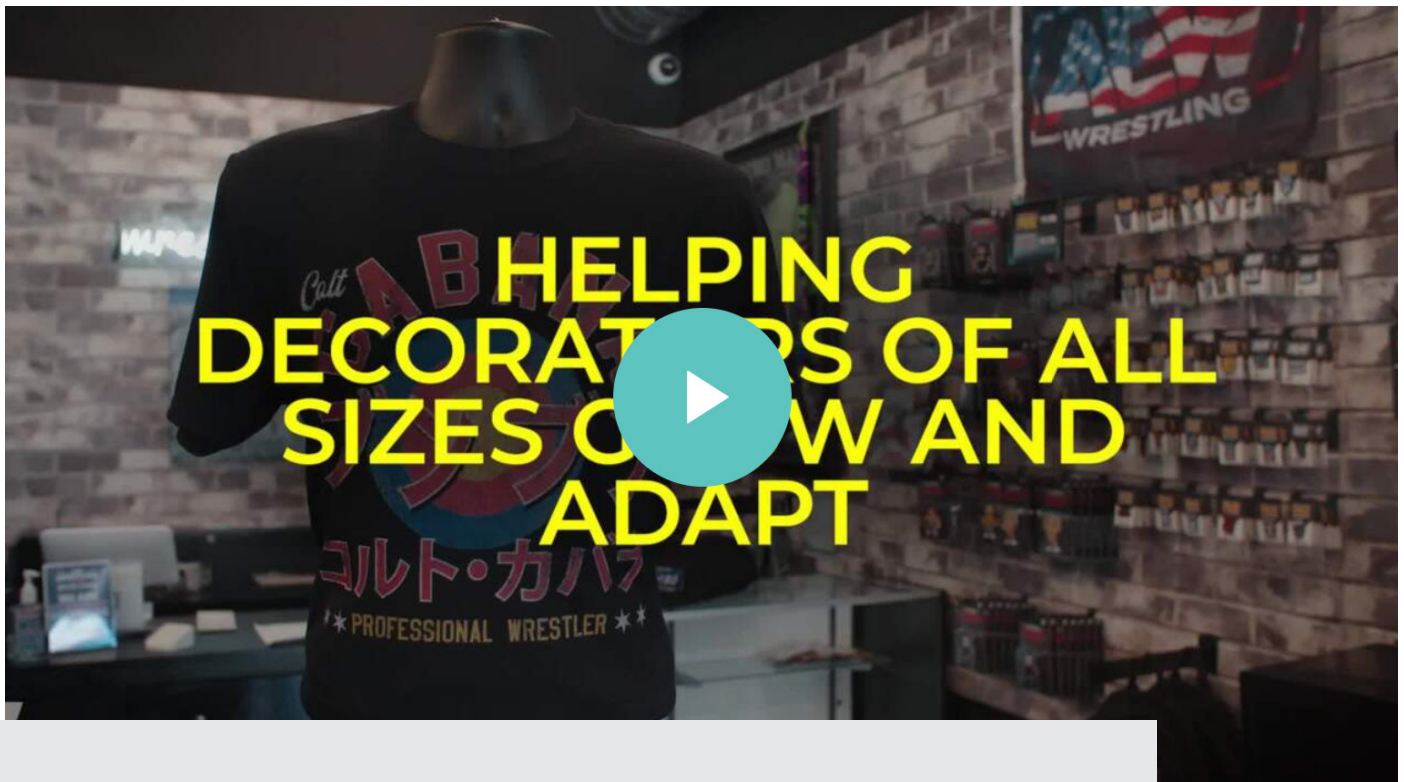
MARKET REACH & EXPOSURE

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



WHAT IS THE APPAREL DECORATION SUMMIT?

The Apparel Decoration Summit is an invitation-only, hosted-buyer format that brings together the industry's leading suppliers and decorators providing a valuable experience for attendees to acquire knowledge from the "who's who" in the garment decoration space through keynote sessions, user panels, focused breakout boardroom sessions, and numerous networking activities and receptions.

summit.apparelist.com

Join the *Apparelist*, **PRINTING United Alliance**, and more than **10's of thousands of printers** in Atlanta, GA on Oct 12-14, 2023 for the largest printing expo in North America.



EVENTS

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

NETWORK. ENGAGE. DISCOVER.



Created for the industry's elite, 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.



Josh Carruth is PRINTING United Alliance's Managing Director for the decorated apparel community. Josh is responsible for

overseeing and advocating for community needs across the organization's media, events, and membership business units.

[404-915-8426](tel:404-915-8426) | 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](tel:970-481-1065) | 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](tel:312-543-0860) | cdanby@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](tel:215-238-5398) | 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](tel: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](tel:404-444-7512) | lwright@printing.org

CONNECT WITH US!



SUBSCRIBE

@apparelist_

SAVE THE DATE

OCTOBER 18-20, 2023
ATLANTA, GA



**GET NOTIFIED
WHEN 2023
REGISTRATION OPENS**