

RATE CARD 2010

Advertising
Rates &
Information

HAT LIFE



REACHING OVER 75,000 PEOPLE THROUGHOUT THE WORLD

Hat Life, established in 1892, is the only publication in the world that covers every facet of the headwear industry. With a loyal readership of retailers, manufacturers, designers, and buyers, the 300+ page book, published yearly, straddles a groundbreaking editorial section and a detailed, robust directory of thousands of companies in America, Asia and beyond.

The Hat Life website is a dynamic extension of the print directory, featuring more than 10,000 users and thousands of online listings. This extraordinary website works as a virtual meeting place connecting everyone from manufacturers to buyers in an easy to navigate online setting. The Hat Life Showrooms are an electronic version of advertiser's print ads along with detailed company information.

The Buzz, our marquee email product, lands in the in-boxes of almost 15,000 industry giants every other week. This award-winning newsletter is penned by industry mainstay Diane Feen, a former fashion buyer and award winning journalist.

Advertising is available in the Buzz, as well as on our website at www.hatlife.com allowing you to effectively and economically market your business or service all year.

Call Today to
Reserve Your Ad

562.252.4010

www.hatlife.com

CIRCULATION: 28,300 READERSHIP: 79,400

We will produce 30,000 copies of the 2010 edition of Hat Life. They will be distributed throughout the year starting in January 2010. In addition, we have an average of more than 30,000 hits per month on our Web site.

THE BOOK

Hat Life has over 125 pages of rich editorial content with sections like the Accessory Hall of Fame, Color My World, Texture, Trend Watch and International Flavor.

Creative Confidential includes our ever popular Great Minds section which gives readers an inside track on what the best and brightest in the industry see coming for 2010. The directory portion of the book has over 40 classifications with thousands of wholesalers, suppliers and retailers. For over 138 years it has been the must-have resource offering complete information on hatwholesaling, manufacturing, retailing, supplying, emerging trends, upcoming events and new product releases.



TEXT LISTINGS

As an advertiser you'll receive an expanded text listing in the section that applies to your business or service. Expanded listings allow us to fully describe your program or service and its benefits. A special advertiser symbol will be placed next to the listing to highlight your information.

GETTING HELP WITH YOUR AD

We would be happy to prepare an ad for you, or make changes to your existing artwork. Just let us know at the time of your order. Complex design work or changes may be subject to a \$50 minimum charge.

MATERIALS

Artwork should be provided in the following formats: JPEG, PDF, TIFF or EPS. Resolution should be set at 300 dpi.

Arrangements may be made for alternate formats.

AD LOCATION

You may choose to locate your ad in one of over 30 subject-specific chapters. Space reservations are taken on a first-come, first-served basis. Many categories fill up fast, so it's best to reserve your space early.

SEE NEXT PAGE FOR: RATES • SPECIFICATIONS • SPECIAL DEALS • DISCOUNTS

#1

BUMP UP

Increase the size of your existing ad and we'll add **Full Color** for FREE.

Wow!

That could be close to a \$500 value.

#2

GO COLOR

Get maximum visual value from your ad. Upgrade your existing full page ad to **FULL COLOR** for only \$250.

#3

ADD THE WEB

Advertise on our Web site that receives an average of 30,000 hits each month. Listing: \$50 for 6 months Ad: \$65 per month

#4

ADD THE BUZZ

Our popular bi-weekly e-letter is sent to thousands of our most dedicated readers.

Spotlight: \$35

Sponsor: \$65

Feature: \$75

per issue

ADVERTISEMENT SIZES

2010 AD RATES

FULL PAGE
With Bleed
5 3/4" x 8 3/4"

FULL PAGE
No Bleed
4" x 7"

1/2 PAGE
4" X 3 9/16"

1/4 PAGE
4" X 1 3/4"

FULL PAGE

Black	\$625
Black + one color	\$725
Black + two color	\$795
Full Color	\$1,350
Add \$35 for Full Bleed	

HALF PAGE

Black	\$395
Black + one color	\$445
Black + two color	\$495
Full Color	\$725

QUARTER PAGE

Black	\$325
-------	-------

Quotes for prime positions and inserts are available.

**2010 EDITION
DEADLINES & DISCOUNTS**

Art Deadline - October 31st, 2009

Early Bird Deadline - September 30th, 2009

Early Bird Receives 15% Off Paid Ads