

TANNERY INTERNATIONAL

TANNING, TECHNOLOGIES & C



OMW
(OLIVE MILL WASTEWATER)
TECHNOLOGY

From olive mill wastewater to leather



THE OLIVE MILL WASTEWATER FROM WHICH THE TANNING METAL-FR

SHOES & BAGS

Xti
THE URBAN BRAND

New Collection by
BARRELLI



OUTERWEAR

STYLE



STYLE

2023 FEBRUARY N°02 - ITALY ONLY €50,00 - ITALIAN/ENGLISH TEXT - Periodico mensile

NEXT SEASON'S
FASHION GUIDE

FOCUS ON
technology
& chemicals



mpa_style

MATERIALS - COMPONENTS - TECHNOLOGY

SAFETY FIRST

APRIL

mpastyle.it

SHOES, MATERIALS, COMPONENTS & GREEN PRODUCTS
CALZATURE, COMPONENTI, MATERIALI E PRODOTTI GREEN



DIADORA UTILITY FLY.
STUNISTICHE DA POCO PIÙ DI 300 GRAMMI.
SHOES WEIGHING JUST OVER 300 GRAMS.



POWERED BY



PROFESSIONAL FASHION MAGAZINES
& ONLINE COMMUNICATION SERVICES
ADDRESSED TO SPECIALIZED BUYERS
AND TRADE OPERATORS

STYLE



SCAN ME

ENG 2023
MEDIAPAKIT



ISSUES PER YEAR: 4

February, June, September, December

ADDRESSED TO:

manufacturers, designers and in-house design studios, pattern makers, tanneries

EDITORIAL CONTENT:

advance trend information; trend setting colour palettes, materials and components; prototypes; unpublished previews; worldwide news; opinions and key events

DISTRIBUTION & AUDIENCE:

- At the major trade fairs of the world, including: Lineapelle, Simac, PV Paris, APLF Hong Kong, ACLE Shanghai, Futurmoda Alicante, IILF Chennai, Anpic Leon, EICI Bogotà, Fimec Novo Hamburgo, Mega Leather Lahore, S&L Guangzhou - Ho Chi Minh - Hanoi, Shoes & Leather Kiev, Inspiramais San Paolo
- at the most important fashion bookstores and international airports
- through newsletter, on mpastyle.it and social media
- upon digital and post subscription



ISSUES PER YEAR: 4

February, May, August, November

ADDRESSED TO:

tannery owners and managers; leather technicians; professional chemists; machinery suppliers; software developers; upholstery, automobile and clothing industries; leather buyers and international traders

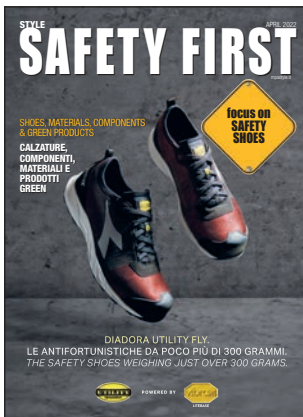
EDITORIAL CONTENT:

Report on leather and raw materials markets, focus on chemicals and sustainability, new technology, machinery and tanning automation, leather fashion, upholstery and design forecast, reports about fairs,

seminars and conventions, interviews, worldwide news and key events

DISTRIBUTION & AUDIENCE:

- At the major trade fairs of the world, including: Simac / Tanning Tech, PV Paris, Fimec Novo Hamburgo, APLF Hong Kong, ACLE Shanghai, Lineapelle, ILF Jakarta, S&L Guangzhou - Ho Chi Minh - Hanoi, Anpic Leon, IILF Chennai, International Leather Shoe Materials & Shoe Machinery fair Wenzhou, Roslegprom Moscow, Aysaf Istanbul
- through newsletter, on mpastyle.it and social media
- upon digital and post subscription



ISSUES PER YEAR: 2

April, October

ADDRESSED TO:

shoe makers, retail buyers, components producers and raw materials manufacturers for the safety sector, machinery manufacturers

EDITORIAL CONTENT:

focus on work PPE, in-depth articles and product reports about employee protection, reports on worldwide fairs and international news about performing materials

DISTRIBUTION & AUDIENCE:

- At the major trade fairs of the world, including: A+A Düsseldorf, TOS+H Istanbul, CIOSH Shanghai, BIOT Moscow, Intersec Dubai, Anpic Leon, Expo Protection Paris, Safety Expo Bergamo, Sicurezza Milano, Préventica
- through newsletter, on mpastyle.it and social media
- upon digital and post subscription



ISSUES PER YEAR: 6

January, February, March, June, September, October

ADDRESSED TO:

buyers, shoes & bags factories, gloves & belts factories, accessories and raw materials manufacturers, specialized outlets and international malls

EDITORIAL CONTENT:

advance trend information, latest collections, colour palettes, opinions from industry leaders, general news and key events

DISTRIBUTION & AUDIENCE:

- At the major trade fairs of the world, including: Micam / Mipel, Micam Americas Las Vegas, Fashion Access Hong Kong, Gallery Düsseldorf, Obuv Mir Kozhi Moscow, Premiere Classe Paris, Pitti, White, Francal San Paolo, Momad Madrid, Chic Shanghai, Exporivaschuh, Aymod Istanbul, Fashion World Tokyo, Exposhoes Kiev, Supreme Munich - Düsseldorf
- At the most important fashion bookstores and international airports
- through newsletter, on mpastyle.it and social media
- upon digital and post subscription



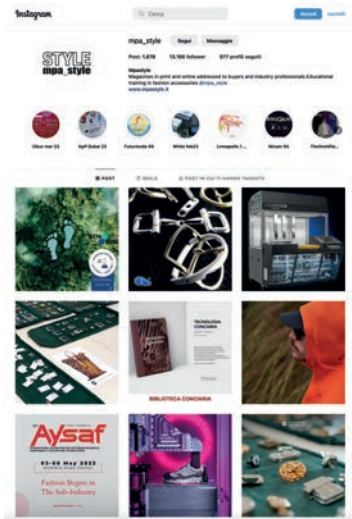
ISSUES PER YEAR: 2

February, September - Special chapter published in the magazine SHOES&BAGS focusing on mid/high-end clothing, leather apparel, fur garments

DISTRIBUTION & AUDIENCE:

- At the major trade fairs of the world, including: TheOne, LeShow Moscow - Istanbul, Studios@ILOE, Leather&Fur Kiev, Soft Gold of Russia, KIFF Kastoria, CPM Moscow, Hong Kong Fur Fair, PV Paris

BANNERS & POSTS



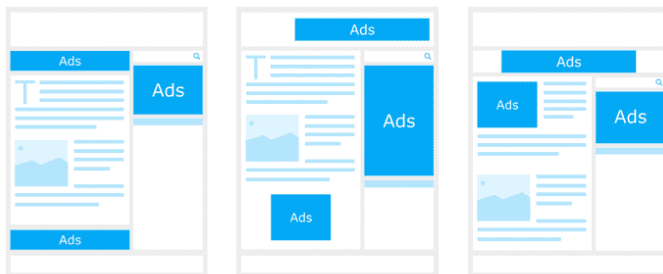
MPA_Style's website and social channels are visited by more than 5,000 users a week, with an average session duration of one minute, and it's rated as source of information by Google News. Every day, one or more articles or news are published both on the website and the social channels.

NEWSLETTER & DEM



MPA_Style's weekly newsletter and customized newsletters (DEM) are sent to over 25,000 trade operators and have an opening rate of 15%. MPA_Style's newsletter subscribers are 13,000 (Dec. 2022 data).

WEB CAMPAIGNS

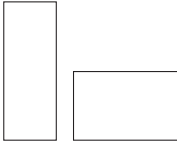


MPA_Style carries out personalized marketing campaigns with Facebook Ads and Google Ads. The advertiser's ad will appear randomly on Google search page (SERP), socials (Facebook and Instagram) and selected websites, according to the chosen keywords, location and dates.



A detailed report will be issued at the end of each advertising operation upon request. MPA_Style also offers customized web and social assistance, such as creation of digital contents or digital marketing consultancy.

ADV:



Vertical half page:
115x297 mm
Horizontal half page:
145x297 mm
+ 5 mm bleeding,
300dpi, CMYK, JPG/PDF



Single page: 210x297 mm
+ 5 mm bleeding,
300dpi, CMYK, JPG/PDF

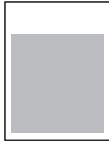


Double page: 420x297 mm
+ 5 mm bleeding,
300dpi, CMYK, JPG/PDF

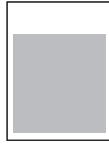


Foldable double-flap cover:
417x297 mm + 5 mm bleeding,
300dpi, CMYK, JPG/PDF

COVER:



cover image SHOES&BAGS
193x210 mm,
300dpi, CMYK, JPG



cover image STYLE
190x194 mm,
300dpi, CMYK, JPG



cover image
TANNERY and
SAFETY 210x297 mm,
300dpi, CMYK, JPG

RATES:

Half page	€ 1.800,00
Single page	€ 3.500,00
Double page	€ 6.800,00

SPECIAL POSITIONS:

Cover	€ 6.000,00
Inside cover	€ 3.900,00
Page 1	€ 4.400,00
Inside back cover	€ 3.900,00
Back cover	€ 5.000,00
Foldable double-flap cover	€ 9.000,00

FIRST 20 PAGES: 10% SURCHARGE

BANNERS & POSTS

Homepage banner	monthly 300€	yearly 3000€	1200 x 628 pixels, GIF (even animated), PNG, JPG
Fairs section banner	monthly 100€	yearly 1000€	160 x 120 pixels, GIF (even animated), PNG, JPG
Website & Socials posts	single post 350€	6-post package 1800€	short text (around 300 words) or a press release Picture (1080 pixels)

NEWSLETTER & DEM

Newsletter banner	single blast 150€	4-blast package 500€	1200 x 628 pixels, GIF (even animated), PNG, JPG
Newsletter's top article	single blast 250€	4-blast package 800€	short text (around 300 words) or a press release Picture (1080 pixels)
DEM	single blast 300€	4-blast package 1500€	HTML file

WEB CAMPAIGNS

Banner	700€ (+clicks)	2-campaign package 1200€ (+clicks)	1080 x 1080 pixels
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The prices, heavily discounted compared to the market average, are reserved for advertisers.

STYLE



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