

SOURCING JOURNAL 2023 MEDIA KIT

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BEAUTYINC



SOURCING
JOURNAL

rivet



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SOURCING JOURNAL IS...

Sourcing Journal is the largest, most comprehensive and authoritative B2B resource for executives working in the apparel, textile, home and footwear industries.


Hyper focused on delivering timely news, insightful analysis and revealing data, Sourcing Journal is empowering industry leaders to make informed business decisions.

Our readers rely on Sourcing Journal to navigate every aspect of this dynamic, complex and vast business, including supply chain, raw materials, sustainability, logistics, fulfillment, product development, compliance, retail and technology.

SOURCING AND BEYOND



HOME



DENIM



SUPPLY CHAIN



SUSTAINABILITY



RETAIL TECH



APPAREL
& FOOTWEAR



LOGISTICS



RAW MATERIALS

AUDIENCE

600,000+

EXECUTIVE LEVEL READERS

700,000+

MONTHLY WEBSITE VISITORS

GLOBAL

NORTH AMERICA.
ASIA
EUROPE

60%
21%
19%

INDUSTRY

APPAREL	78%
FOOTWEAR	42%
ACCESSORIES	38%
HOME TEXTILES	27%

77% of SJ Readers are

DECISION MAKERS

C-SUITE	18%
TOP MANAGEMENT	30%
MANAGEMENT	29%

RESPONSIBILITIES*

PRODUCT DEVELOPMENT	68%
SUPPLY CHAIN	66%
PRODUCTION	59%
QUALITY	53%
OPERATIONS	42%
BUYERS	38%
TECHNOLOGY	38%
COMPLIANCE	37%
LOGISTICS	36%
DESIGN	35%
RAW MATERIALS	34%
SUSTAINABILITY	33%
GLOBAL TRADE	29%
INSPECTIONS	28%
SALES	26%
MARKETING	21%
DATA ANALYTICS	16%

**percentages of SJ readers who said their responsibilities include each of the following job functions.*

2023 REPORT CALENDAR

DATE	REPORT	PUBLISH	AD DEADLINE
JANUARY	SOURCING OUTLOOK 2023	JANUARY 31	DECEMBER 16, 2022
MARCH	DIGITAL FIRST: THE CHANGING LANDSCAPE OF RETAIL TECHNOLOGY	MARCH 28	FEBRUARY 17
APRIL	LOGISTICS PAIN POINTS	APRIL 25	MARCH 17
MAY	SUSTAINABILITY NOW	MAY 30	APRIL 14
JUNE	GLOBAL OUTLOOK	JUNE 27	MAY 19
JULY	MATERIAL INNOVATION	JULY 25	JUNE 16
SEPTEMBER	SUSTAINABILITY: BENCHMARKING, TRACEABILITY & ACCOUNTABILITY	SEPTEMBER 26	AUGUST 18
OCTOBER	FALL SUMMIT COMPANION REPORT	OCTOBER 31	SEPTEMBER 19

Note: All event themes and dates subject to change

2023 WEBINAR CALENDAR

TIMING WEBINAR

Q1

- SUSTAINABLE MOMENTUM: TRACKING PROGRESS
- IS YOUR COTTON SAFE?
- REDUCING LOST REVENUE (WITHIN YOUR SUPPLY CHAIN)
- DIVERSIFICATION IN DENIM SOURCING (RIVET)
- RETAIL TECH: BRINGING DIGITAL TO PHYSICAL

Q2

- THE METAVERSE. NFTS. WEB3. BLOCKCHAIN.
- GREEN MONEY: SUSTAINABLY-BACKED FINANCE
- DATA-DRIVEN DESIGN DECISIONS, STAYING ON TREND
- DENIM DESIGN, BEFORE THE RUNWAY (RIVET)
- THE SIZE OF THE PRIZE, FIT TECH TO 3D DESIGN

TIMING WEBINAR

Q3

- COMPLIANCE AND REGULATION
- UTILIZING 3D TO IMPROVE EFFICIENCY
- LESS TALK, MORE ACTION, SUSTAINABLE DENIM (RIVET)
- THE DELIVERY DILEMMA: TIMING, COST, CUSTOMER
- STAFFING YOUR SUPPLY CHAIN

Q4

- LOGISTICS UPDATE: CAPACITY, COSTS & CONGESTION
- COLOR STORY : INNOVATION IN DYEING (RIVET)
- TRAIN, EDUCATE & EMPOWER... YOUR TEAM, USING TECH
- CONSUMER SENTIMENT: DO YOU KNOW YOUR CUSTOMER?

Note: All event themes and dates subject to change

2023 FLAGSHIP EVENTS

SUSTAINABILITY SUMMIT

The second annual Sourcing Journal Sustainability Summit will bring together the leading executives who are shaping our greener future.

From new raw materials, to ESG finance and circular economy, this can't miss event will make sure your business is on the right track.

APRIL 25th 2023
SECOND FLOOR
NEW YORK CITY

GLOBAL OUTLOOK EVENT

Sourcing Journal's Global Outlook Event takes a world view at the ever-evolving landscape.

From shipping and logistics to consumer sentiment and outlook, this event shrinks the globe into a digestible understanding.

JUNE 15th 2023
VIRTUAL

FALL SOURCING SUMMIT

The annual Super Bowl of Sourcing in-person, in New York is the unrivaled meeting place for our community.

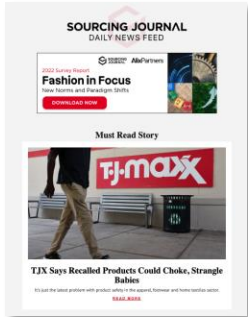
Covering the full spectrum of our industry, the full day of speakers and panels offers a 360 degree view of the current landscape and peers ahead for insight into what's coming next.

NOVEMBER 2nd 2023
CIPRIANI 42nd STREET
NEW YORK CITY

'ALWAYS-ON' ENGAGEMENT

NEWSLETTERS

192,000
subscribers



REPORTS

5,000+ Downloads



WEBINARS

6,000 Annual Viewers



SOURCING JOURNAL EVENTS AND SUMMITS



3 events
1,000+ annual attendees

SOURCING JOURNAL CUSTOM CONTENT

200 Collaborations in 2022



RIVET MAGAZINE

12,000 print
issues + 145,000
digital issues in
the hands of
denim
executives



BE HEARD



WEBINARS

Both educational and informational, these hour-long, interactive webinars provide sponsors the opportunity to educate and inform the industry and prospective clients.



FIRESIDE CHATS

Sourcing Journal's Fireside Chat Video Series features dynamic one-on-one discussions with in-the-know C-Suite executives, who add context to today's top concerns while offering actionable solutions.



PODCASTS

Podcasts allow industry executives to hear what they need to know...on the go. These Podcasts are moderated by Edward Hertzman, Founder and President of Sourcing Journal, whose dynamic personality and industry knowledge makes for a bold and engaging conversation.



VIDEOS

Sourcing Journal's content studio can create custom video content to help clients amplify their message in thought provoking and digestible ways that leave viewers engaged and educated. Video content can be showcased on Sourcing Journal's website, in our newsletters and across a client's respective media outlets. Clients may provide their own video content as well.

*pricing upon request

BE READ



BRANDED CONTENT ARTICLES

Sourcing Journal's Studio Team includes experienced, exceptional writers that can bring your story to life through well-articulated content. Choose from a single article or a multi-month series that interviews a company executive and reinforces your value proposition to Sourcing Journal's highly engaged audience.



CUSTOM SURVEYS

PMC's Research Team supports Sourcing Journal by advising, constructing and deploying data-rich surveys that provide clients proprietary research that can be used across various mediums. Surveys can vary in length and format. Report results can help drive sales initiatives, advise product strategies and differentiate companies from their competition.



PROPRIETARY REPORTS

In-depth reports leverage data from custom surveys and/or external interviews and inputs from industry executives, clients and industry leaders. Sponsors receive sole branding on the report, landing page and email takeover; mentions in all stories related to survey content; and an "about us" blurb in the report that helps further promote a client's capabilities.



STATE OF THE INDUSTRY REPORTS

Sourcing Journal's State of the Industry reports provide a deep dive on a range of topics facing modern supply chains. Through features, Q&As, spotlights, statistics and infographics, SJ provides fresh perspectives on the innovations, strategies, opportunities and obstacles related to today's apparel and footwear markets. Each report features fresh, timely editorial plus branded content from sponsors.

AN IN-DEPTH LOOK AT THE STATE OF THE INDUSTRY.

BE SEEN

WOMEN'S WEAR DAILY

BEAUTY INC

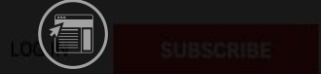
FAIRCHILD MEDIA

FOOTWEAR NEWS

SOURCING JOURNAL

 SURVEY REPORT: SOURCING JOURNAL + PARTNERS
FASHION IN FOCUS
NEW NORMS AND PARADIGM SHIFTS - DOWNLOAD NOW

 SOURCING JOURNAL

 SUBSCRIBE

EMAIL TAKEOVERS

Reach Sourcing Journal's 600K executive-level readers with a dedicated email that can highlight your company in a manner appropriate to your marketing needs. Direct readers to your latest research, newest products launches or general information about who you are and what you do.

NEWSLETTER ADS

Our readers depend on Sourcing Journal for daily information. Our strategically cadenced newsletters are widely read (with above-average open rates) and a vital for communicating the latest news impacting the industry. Choose from one newsletter to zero in on your target audience or combine various newsletters to gain maximum exposure. SJ topic specific newsletters include those focused on Sustainability, Denim, Home and Logistics.

INTERSTITIAL ADS

Interstitial ads that pop-up on the site provide a rich and interactive experience for readers on the Sourcing Journal Website. Our Interstitial ads are placed site wide (except for the Homepage) and remain for 8 seconds, or until the user closes the ad. The interstitial can direct a reader to a homepage, event page or specific content of the client's choosing and provide an excellent way to engage our audience.

WEBSITE ADVERTISING

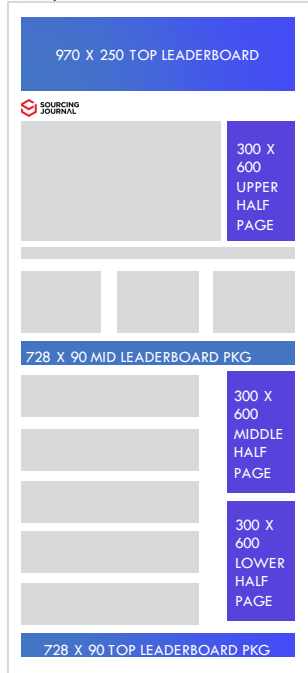
Advertising through Sourcing Journal provides brands with boosted awareness across the supply chain. Our various digital ad formats allow your campaign to show up in multiple versions that catch the eye of our readers. Website advertising is the easiest way to gain visibility and drive brand awareness.

PARTNERSHIP

*pricing upon request

DIGITAL SPECS

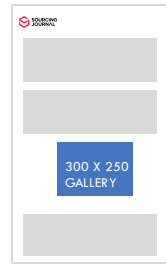
Desktop



Article

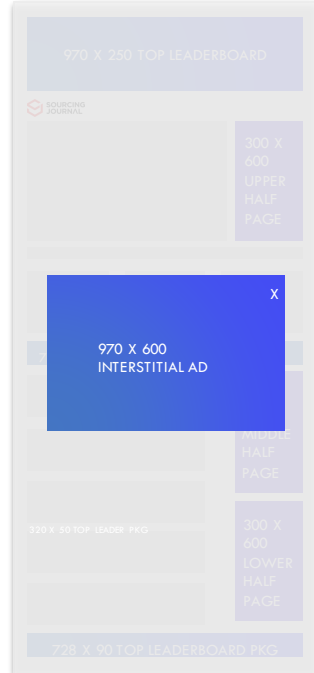
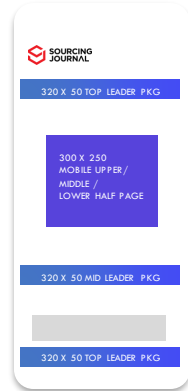


Gallery



600K +
SJ READERS

Mobile



WEBSITE

Priced per week

TOP LEADERBOARD

MIDDLE LEADERBOARD

INDIVIDUAL

Upper Half

Middle Half + Gallery

Lower Half

INTERSTITIAL

Webpage (desktop only)

NEWSLETTER SPECS

NEWSLETTER

Priced Per Day

DAILY NEWSLETTER INDIVIDUAL ADS

eNews Top Leaderboard
600x200px & CTURL

eNews Middle Leaderboard
600x200px + CTURL
Sponsored Post
600x600 px; 50-70 words
CTA and CTURL

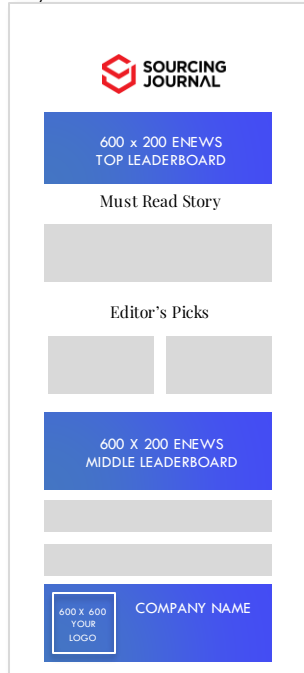
DEDICATED EMAIL

600x800 px + CTURL

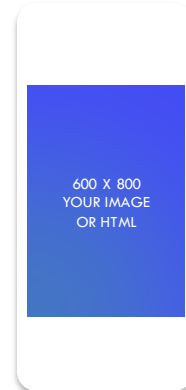
BREAKING NEWS EMAIL

600x200px + CTURL

Daily Newsletter



Dedicated Email



Breaking News



AD SPECS

AD UNIT	DIMENSIONS	ADDITIONAL INFO	MAX FILE SIZE	RICH MEDIA?	LEAD TIME	RUN TIME
Interstitial (SJ Only)	DESKTOP:970X600 PX	JPG OR PNG	200 KB	NO	7 Business Days	1 Week
Top Leaderboard Package	DESKTOP:970X250PX, 728X90PX,MOBILE:320X50PX	JPG, PNG, GIF, OR 3RD PARTY TAGS	200 KB	NO	7 Business Days	1 Week
Middle Leaderboard Package	DESKTOP:728X90PX, 300X250PX, MOBILE: 320X50PX	JPG, PNG, GIF, OR 3RD PARTY TAGS	200 KB	NO	7 Business Days	1 Week
Upper Half Page	DESKTOP: 300X600PX MOBILE: 300X250PX	JPG, PNG, GIF, OR 3RD PARTY TAGS	200 KB	NO	7 Business Days	1 Week
Middle Half Page	DESKTOP: 300X600PX MOBILE: 300X250PX	JPG, PNG, GIF, OR 3RD PARTY TAGS	200 KB	NO	7 Business Days	1 Week
Lower Half Page	DESKTOP: 300X600PX MOBILE: 300X250PX	JPG, PNG, GIF, OR 3RD PARTY TAGS	200 KB	NO	7 Business Days	1 Week
E-news Top Leaderboard	DESKTOP AND MOBILE: 600X200PX	JPG, PNG, GIF*	100 KB	NO	7 Business Days	1 Day
E-news Middle Leaderboard	DESKTOP AND MOBILE: 600X200PX	JPG, PNG, GIF*	100 KB	NO	7 Business Days	1 Day
Sponsored Post	DESKTOP AND MOBILE: 600X600PX LOGO, 50-70 WORD HYPERLINKED CTA.	JPEG OR PNG; 50-70 word CTA should be sent separate from 600X600PX IMAGE.	100 KB	NO	7 Business Days	1 Day
SPECIAL NEWSLETTERS/SOCIAL MEDIA	DIMENSIONS	ADDITIONAL INFO	MAX FILE SIZE	RICH MEDIA?	LEAD TIME	RUN TIME
Topical Newsletters	DESKTOP AND MOBILE: (E-NEWS TOP LEADERBOARD) 600X200PX; (SPONSORED POST) 600X600PX LOGO, 50-70 Word Hyperlinked CTA.	FOR ENEWS TOP LEADERBOARD: JPG, PNG, GIF* FOR SPONSORED POST: JPEG OR PNG; 50-70 word CTA should be sent separate from 600x600px image.	100 KB	NO	7 Business Days	1 Day
Branded Content Images	FEATURED IMAGE: 1000PX	JPEG OR PNG; additional images in the article can fluctuate				

THE TEAM

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A woman with dark hair is leaning against a wooden A-frame ladder. She is wearing a black crop top, a dark necklace, and an olive green jacket. Her pants are black with a high slit. The background is a black studio backdrop. To the right, there is a large window with a metal grid, showing a view of trees and buildings outside. The lighting is dramatic, highlighting the woman and the ladder.

rivet

2023 MEDIA KIT



The blueprint for the denim industry

From mills to runways, Rivet has a pulse on the game-changing designers, innovators and retailers influencing the future of the global denim market.

DIGITAL NATIVE

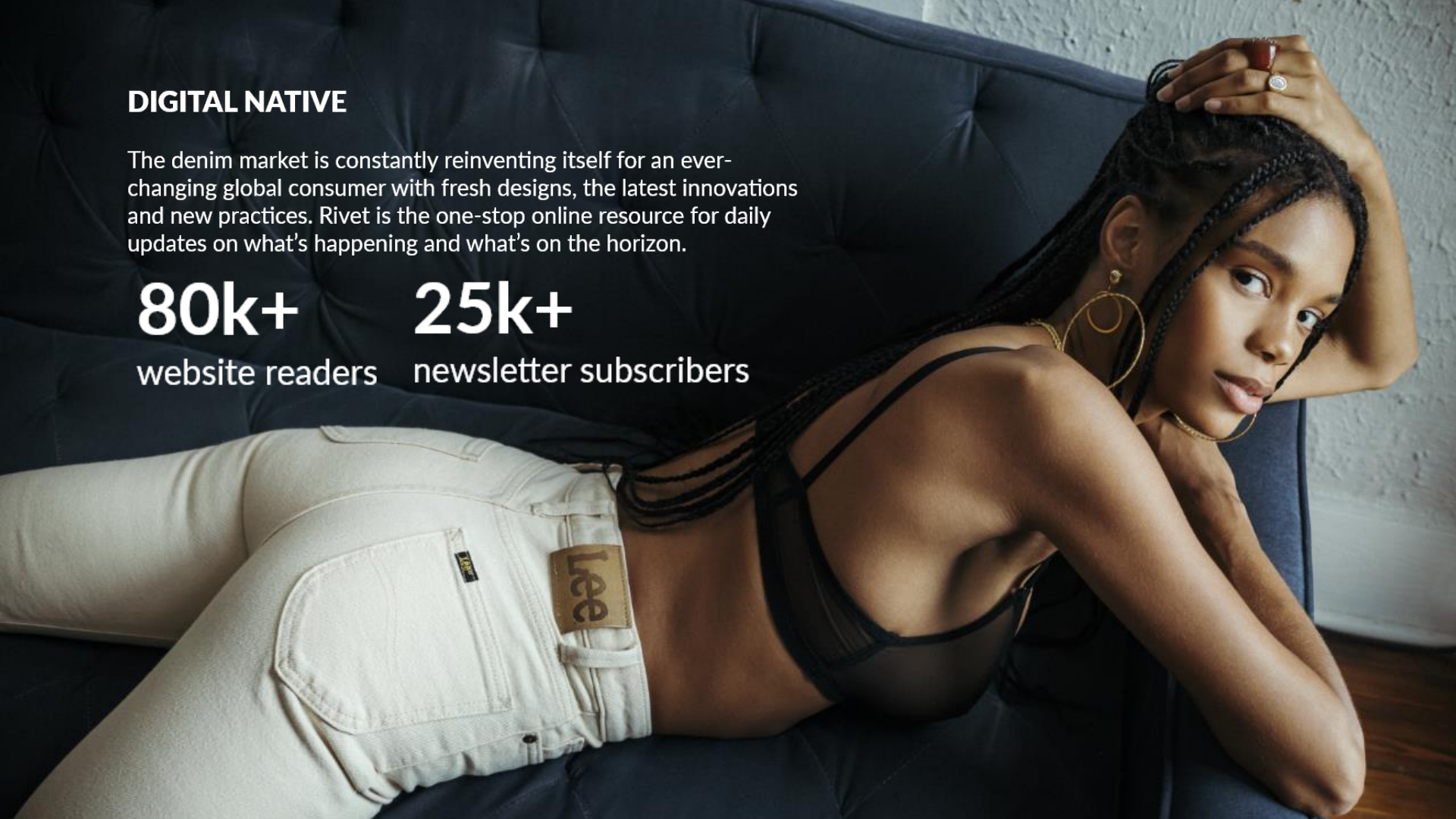
The denim market is constantly reinventing itself for an ever-changing global consumer with fresh designs, the latest innovations and new practices. Rivet is the one-stop online resource for daily updates on what's happening and what's on the horizon.

80k+

website readers

25k+

newsletter subscribers





THE MAGAZINE

Rivet magazine examines the topics that are the most relevant to the market. In-depth features, fashion editorials and conversations with key players are packaged in this award-winning premium product four times a year.

Print + digital issues: April + October

Digital issues: June + December

12,000
print copies a year

145,000
digital downloads a year

* Two-time winner of the GDUSA American Graphic Design Award



2023 PRODUCT CALENDAR

March Diversification in Denim Sourcing Digital Roundtable

April Print + Digital Magazine

May Designing for the Runway Digital Roundtable

June Digital Magazine

September Less Talk, More Action Digital Roundtable

October Print + Digital Magazine

December Digital Magazine

December Color Story: Innovation in Dyeing Digital Roundtable



rivet

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