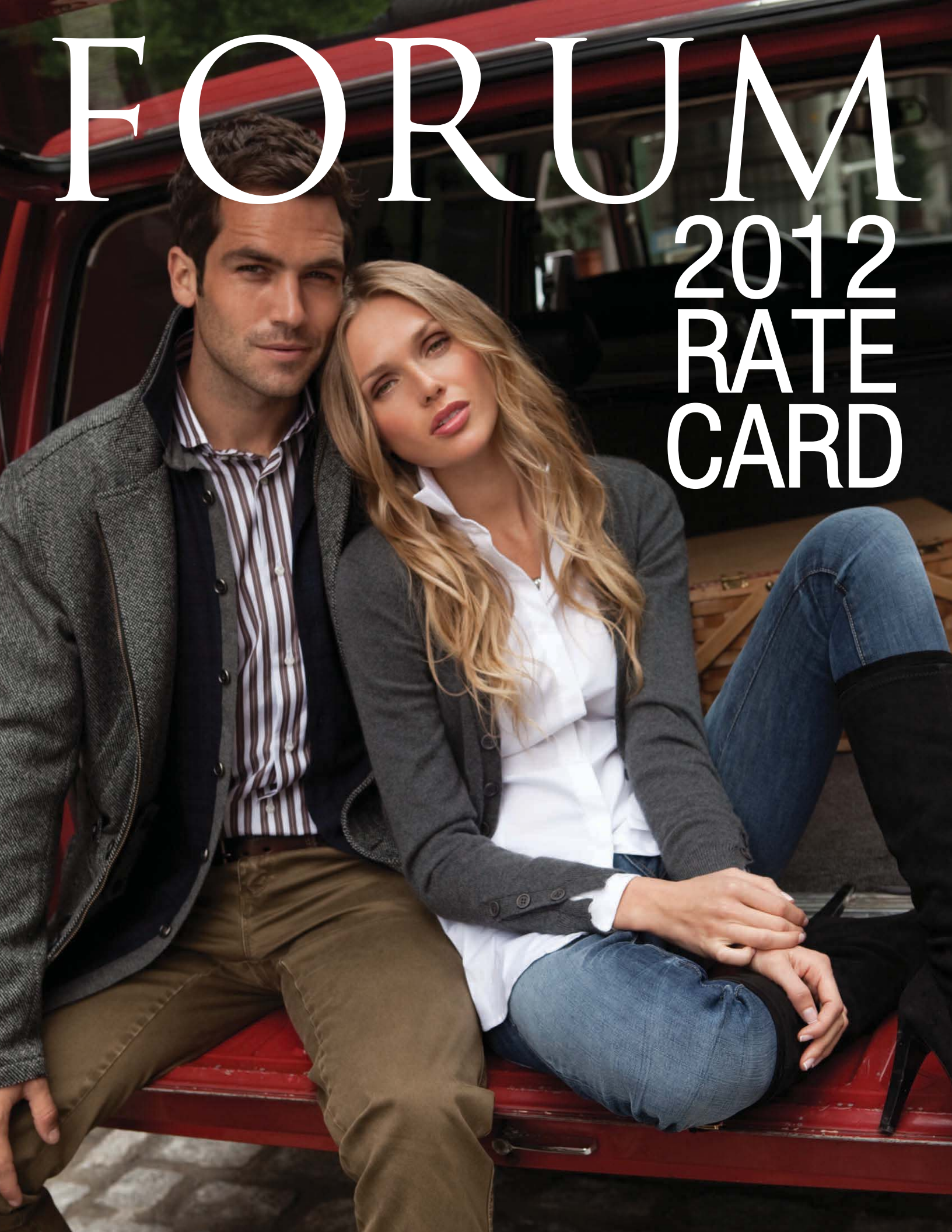


FORUM

2012
RATE
CARD



FASHION
FORUM
THE SUBSTANCE OF STYLE

Your direct connection to over 150,000 of America's best customers for luxury clothing, sportswear, furnishings, accessories and gifts.



Sophisticated, Well-Dressed, Selective, Impressive

These adjectives describe the customers who shop at America's finest independent clothing stores. They also describe the readers of FORUM, the magazine mailed each season to the top customers of these Forum member stores:

Andrisen Morton, Denver, CO
Garys, Newport Beach, CA
Hubert White, Minneapolis, MN
Kilgore Trout, Cleveland, OH
Larrimor's, Pittsburgh, PA
Malouf's, Lubbock & Southlake, TX
Mario's, Portland, OR & Seattle, WA
Mitchells, CT & NY
Oak Hall, Memphis, TN
Rodes, Louisville, KY
Wilkes Bashford, San Francisco & Palo Alto, CA

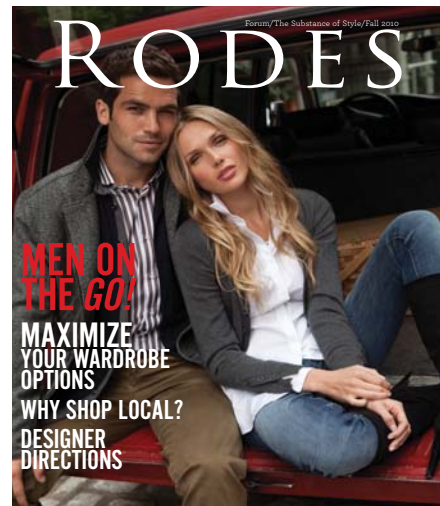
Readers of Forum magazine are frequent shoppers at the member stores of the Forum Group, America's most exclusive independent clothing retailers. Twice a year, the best customers of each retailer in the group get their own edition of Forum, completely customized by the individual merchant to focus on both their apparel and their lifestyle. In addition to great fashion visuals and clothing-related stories, each issue might include features on travel, food, culture and art, plus interviews with leading figures from corporate America, sports, entertainment or fashion.

FORUM magazine is printed on the finest 80 lb. coated paper stock with a 120 lb. cover, giving each issue a luxurious feel, and providing your advertising with the finest reproduction. It's the perfect atmosphere to reinforce your image and create sales.

TO RESERVE SPACE CALL

MICHELLE BROWN 212-710-7413
STU NIFOUSI 212-710-7407

Fashion Forum 2012 Rates



Rates are per insertion/per store edition. All rates listed are net cost and 4 color. There is no additional cost for bleed.

Insertion in 1-5 Store Editions

Multiply rate by number of editions

	Per edition	Mitchells	Mario's or Wilkes Bashford
Full page	\$2245	\$4990	\$2810
1/2 page	\$1560	\$3430	\$1950

Insertion 6-9 Store Editions

Multiply rate by number of editions

	Per edition	Mitchells	Mario's or Wilkes Bashford
Full page	\$1900	\$4210	\$2370
1/2 page	\$1350	\$3005	\$1690

National Rate

Applies only to ads running in 10 store editions or more. Rate listed is a flat rate.

	Per edition
Full page	\$20,540
1/2 page	\$14,300

Forum Store Editions

- Andrisen Morton, Denver, CO
- Garys, Newport Beach, CA
- Hubert White, Minneapolis, MN
- Kilgore Trout, Cleveland, OH
- Larrimor's, Pittsburgh, PA
- Malouf's, Lubbock & Southlake, TX
- Mario's, Portland, OR & Seattle, WA
- Mitchells, CT & NY
- Oak Hall, Memphis, TN
- Rodes, Louisville, KY
- Wilkes Bashford, San Francisco & Palo Alto, CA

Preferred Position

Available for advertisers in 10 or more editions only

- Back cover 25% of cost of space and color
- Inside front cover, page 1-9 20% of cost of space and color

Closing Dates

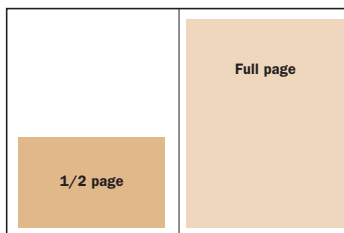
Spring 2012 Issue
(mailed March 1)
Ad Closing - November 15
Materials Due - December 15

Fall 2012 Issue
(mailed first week in September)
Ad Closing - May 15
Materials Due - June 15

Mechanical Specifications

Dimensions (inches)

- Full page
- Trim Size 8 3/4 x 10 3/4
- Bleed 9 x 11
- Non-bleed 7 1/2 x 9 3/4
- 1/2 PAGE 7 1/2 x 4 3/4
- 2 Page Spread Bleed: 18 x 11, trims to 17 1/2 x 10 3/4.



Mitchells and Wilkes Bashford Dimensions (inches)

- Full page
- Trim Size 10 x 13
- Bleed 10 1/4 x 13 1/4
- Non-bleed 9 x 12
- 1/2 PAGE 9 x 5 3/4
- 2 Page Spread Bleed: 20 1/2 x 13 1/4, trims to 20 x 13.

Important Advertising Guidelines

Forum retailers have requested that the following guidelines be observed in preparation of your advertising. Ad materials that do not meet these guidelines may be altered or rejected.

Do not include showroom addresses, phone numbers, website or e-mail addresses within the ad. Forum merchants mail to consumers within their trading area who know to come to the store for information.

Do not mention or tag the names of stores outside the Forum Group within your advertising.

If any of the above text is displayed in your advertising, it will be removed and you will be charged for the work.

Terms and Conditions

Cancellations will not be accepted after the advertising space closing date.

Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. Agency commission 15 percent. Production charges are non-commissionable. If contract is not fulfilled within 12 months, advertiser is short-rated to the frequency rate for the number of ads run. If invoice is paid within 10 days of billing date, 2 percent may be deducted from amount due. A delinquency charge of 1-1/2 percent per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full.

Advertisers with accounts more than 90 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Agency commission will also be forfeited. Advertisers sent for collections are responsible for all legal and collection costs.

Forum magazine will discard advertising materials one year after month of publication.

Publisher has the right to reject inappropriate advertising without explanation.

- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the publication.
- Customer understands that this publication is one of many different available alternate advertising sources and that occasional errors or omission or commission occur and can not be corrected until the next issue. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser notwithstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or printing of its publications shall be limited to the amount to be charged for such advertising.

The limitations of liability to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company and applies to claims in contract, tort, strict liability and specifically limit any claims for loss of business, profits, and additional consequential damages.

FASHION FORUM

Advertising & Editorial Offices

1384 Broadway, 11th Fl. New York, NY 10018

Phone: 212-686-4412 • Fax: 212-686-6821

Stuart Nifoussi - Publisher 212-710-7407 stunifoo@busjour.com
Karen Alberg Grossman - Editor 212-710-7422 karena@busjour.com

FASHION FORUM

THE SUBSTANCE OF STYLE

FORUM MAGAZINE PRODUCTION REQUIREMENTS

Digital Advertising Specs

MEDIA:

Zip 100, CD-R, CD-RW. Submitted media must be clearly labeled. (No Floppy discs accepted) One ad ONLY per disk Accepted. (Spreads can be on same disk BUT must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.)

E-MAILED ADS CAN NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES.

LABEL REQUIREMENTS:

Issue date, advertiser name, and contact name, telephone number and email address.

FORMAT:

Hi res PDF files (made ONLY through Acrobat Distiller) No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) and also 4.0 (3.0 will NOT be accepted)

The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale)
Never RGB or LAB or embedded color profiles.
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file.
(see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

The Following are the ONLY ACCEPTED PROOFS for (4 color ads):

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Only B/W ads can be submitted with contone proof.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.

Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%.

BACKUP WORKFOLDERS:

In addition to the Hi-res PDF —All supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be Postscript in nature, NO 'True Type' fonts. Any stylized fonts in Quark WILL NOT be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disc. A disc directory and proper proof must accompany each ad file.

All submitted images, and/or files must be converted to CMYK, no RGB. A Color proof of the digital files will be made if requested at cost to the advertiser or ad agency.

All ads supplied without a color proof will have one made (time

permitting) at advertiser or ad agency's expense. SINCE CLIENT WILL NOT BE ABLE TO SIGN OFF ON THE PROOF MADE, THE PUBLICATION IS NOT RESPONSIBLE FOR COLOR OF PROOF. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Dept. Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention. A color/content proof must be supplied.

QUARKXPRESS GUIDELINES

We support files generated from QuarkXpress using the specific guidelines below.

- Remember that Xpress files can be saved as an EPS, which can then be opened in Illustrator to convert type to vector graphics. The file can then be saved as an Illustrator EPS as described above.
We prefer this.
- If you must send an Xpress file, you must also supply all the elements that went into creating the files: FONTS - (both screen and printer font files, as Adobe Type 1 fonts are recommended).
ART FILES - vector EPS and high resolution CMYK or grayscale or bitmap TIFF or EPS images. Images should have a resolution of 300 DPI. Bitmap files should have a resolution of 1200 DPI.
- Custom effects need to be applied prior to importing a graphic into Xpress. Apply any colorizing, rotation, or special effects in a photo retouching or illustration program before importing. Do not use any third party Xtensions. Do not use Font Menu Styling. Do not use True Type Fonts.
- If you have created and are using any custom colors be sure they are CMYK and "Spot" is not checked.

MEDIA LABELING REQUIREMENTS:

All materials submitted should be clearly labeled with the following information.

- Advertiser
- Publication Date and Magazine Name
- Agency Name, Address, and/or
- Return Information for materials
- Contact Name and Phone Number
- An itemized list of contents of disk (files, images, fonts, etc.)

Mailing Instructions

Address all orders and printing materials to:

FASHION FORUM MAGAZINE

Lisa Montemorra, Project Manager
1384 Broadway, 11th Floor, New York, NY 10018
Telephone: 212-710-7416; Fax: 212-686-6821
e-mail: LisaM@busjour.com

FASHION
FORUM
THE SUBSTANCE OF STYLE

Advertising Order Form

Please reserve _____ in the Spring / Fall 2012 issue(s) of Fashion Forum.

Your Name _____

Company Name _____

Address _____

Phone _____ Fax _____

Signature _____ Date _____

PLEASE INCLUDE ME IN THE FOLLOWING EDITIONS:

- Andrisen Morton**, Denver, CO
- Garys**, Newport Beach, CA
- Hubert White**, Minneapolis, MN
- Kilgore Trout**, Cleveland, OH
- Larrimor's**, Pittsburgh, PA
- Mario's**, Portland, OR & Seattle, WA
- Malouf's**, Lubbock, TX
- Mitchells**, CT & NY
- Oak Hall**, Memphis, TN
- Rodes**, Louisville, KY
- Wilkes Bashford**, San Francisco & Palo Alto, CA



Total number of editions _____.

Total net cost \$_____.

Cancellations will not be accepted after the publishing closing date.