

FASHION TRADE PUBLICATIONS

Women's Wear Daily

The "Bible of the Industry", **WWD** is the only trade publication that covers the entire fashion industry in one place, at one time every business day. **WWD** provides timely news of design, retailing, manufacturing, textiles, finance, trade, job listings and more! You receive 250 issues/yr plus supplements plus WWD The Magazine! Cover Price: \$500.00! Our Prices:

Retailers	Wholesale/ Mfg.	All Others
1-Year \$109.00	1-Year: \$145.00	1-Year, \$205

Special Educator & Student Rate: \$109.00.



Retailers: 1 Year \$59.00,
Manufacturers/ Wholesalers: \$72.00
Students: \$49.00
Weekly / 52 Issues / Year



Trade Rate: \$85.00
Students: \$49.00
Weekly, 52 Issues / Year

the newsmagazine of men's retail and fashion

Accessories magazine is the leading publication in the world of accessories. *Accessories* has 600 annual pages of editorial are devoted to nothing but accessories giving retailers the information they need, when they need it, and allowing them to better plan their accessories programs. *Accessories* provides timely fashion trends and forward-looking directions, in-depth statistics, insightful roundtables, retail profiles, consumer surveys, merchandising and display tips, as well as information on the leading products in all categories. 12 issues. Cover Price \$66.00; **Our Price: 43.75.** Trade & Education

California Apparel News

California Apparel News provides weekly in-depth coverage of the California apparel industry, the world's most comprehensive fashion-sourcing destination. Your subscription to California Apparel News also includes special sections on trade shows, technology, sourcing, textiles, lingerie, real estate, finance, education, findings & trimmings, tags & labels, fusions & bondings, business opportunities, job listings and more!

Weekly. 1-Year Print Version \$71;

On-Line Version, \$72; Total Access (BOTH), \$106.00

SPORTSWEAR INTERNATIONAL

Sportswear International is the only worldwide trade magazine that covers jeanswear, sportswear, activewear, outerwear, contemporary clothing, young designers, new menswear, footwear and the textile market. Its fashion photography and incisive, informative writing is offered in a large, glossy format. It is "the magazine that brings international sportswear to your door".

Mailed from Germany, 6 Issues / Yr, \$105.00

Special Rate with Student I.D.: \$52.50!

FASHION ACCESSORIES Published for executives in the manufacturing, wholesaling and retail buying of fashion jewelry and accessories. Newsprint, 1 Yr, 12 issues, \$24.00

VM+SD (Visual Merchandising and Store Design) is the leading magazine for retail designers and store display professionals. Every month, VM+SD showcases the latest store designs and visual presentations, presents merchandising strategies and new products, and reports on industry news and events. **Our Price: \$41.00**



MORE ON PAGE 2 AND ONLINE AT WWW.THEISABELLCOMPANY.COM



Yes! Please send me:
Publications

	New	Renew	Price
_____	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	

Total

NOTE:

*Listed prices are correct as of September, 2007.
Publishers reserve the right to change prices
without notice.*

See Complete Terms & Conditions on Reverse

PUBLICATION SALES GROUP



E-Mail: Info@TheIsabellCompany.com

P.O. Box 33606
SEATTLE, WA 98133
Fax: (206) 546-4943
Tel: 1-800-733-2292

Mail To:

Name: _____
Company: _____
Address 1 _____
Address 2 _____
City: _____ State: _____
Zip Code: _____ Telephone: (____) _____
E-Mail: _____

Payment Options

- Enclosed - **Make Checks Payable to The Isabell Company**
- Please Charge to Credit Card - Circle type of Credit Card

American Express; MasterCard; Visa; Discover

Please tell us your credit card billing address if it's different from your mailing address!

Card # _____
Expiration: _____ Security # _____
Cardholder Name _____
Signature _____ Date _____



ABOUT US

The Isabell Company specializes in providing leading periodicals for the retailing, fashion merchandising, fashion design and home products industries. We are independent sales representatives, and carry periodicals produced by a number of leading publishers. We started in 1985 by representing Fairchild Publications at Seattle area trade shows and are proud to feature their industry leading publications today. Our company expanded in 2005; we now carry many more trade publications and a multitude of consumer fashion and general interest publications. A few are featured in this flyer; hundreds more are listed on our web site. All are offered at very competitive rates and you receive our unmatched personal service.

TERMS AND CONDITIONS

1. Please allow 4 - 12 weeks from the date we receive your order for your first issue to arrive. Publications such as *California Apparel News* and *WWD* are faster and could arrive anywhere from 3 to 8 weeks after we receive your order. Weekly, monthly and quarterly publications take successively longer depending on the publisher's printing cycle. Delivery is at the mercy of the publishers regardless of where you purchase your subscription. We pledge to get your order to the publisher promptly and provide our expert help if a problem arises.
2. All subscriptions purchased at our discount rates must be prepaid, with a check, money order, or credit card. Checks should be made payable to The Isabell Company. We will be happy to accept your purchase order and issue an invoice, but the publisher will not process your order until payment is received.
3. Trade publishers require that all subscribers complete the demographics check sheet. There is no such requirement for consumer publications.
4. The Isabell Company and all of its publishers reserve the right to change prices or cancel an offer without notice. The Isabell Company will contact you if there is a pricing or fulfillment problem prior to processing. The prices on this form were published and valid in August, 2007.
5. The information that you provide is forwarded to the publishers and is subject to their privacy policies. The Isabell Company does not rent or sell it's mailing lists to any other party.

MORE GREAT TITLES & 1-YEAR RATES

<i>Title</i>	<i>Issues / Year</i>	<i>Rate</i>
W Magazine	12	\$16.95
Vogue	12	\$18.00
Elle	12	\$14.00
Glamour	10	\$16.00
Allure	12	\$16.00
Latina	10	\$12.00
Self	12	\$12.00
Nylon	10	\$19.97
Men's Vogue	10	\$18.00
Details	10	\$9.97
GQ	12	\$20.00
Maxim	12	\$17.94
City	6	\$14.00
New York Magazine	46	\$29.90
Architectural Digest	12	\$24.00
Metropolitan Home	10	\$29.00

TRADE PUBLICATION DEMOGRAPHIC INFORMATION

PLEASE CHECK ALL THAT APPLY.

Student or Educator

List School: _____

Retailer or Manufacturer / Other

Please complete the following Sections

- | <i>Your Job Title / Function</i> | <i>Your Type of Business</i> |
|---|--|
| <input type="checkbox"/> Pres/VP/Owner | <input type="checkbox"/> Specialty Store |
| <input type="checkbox"/> Store Manager | <input type="checkbox"/> Department Store |
| <input type="checkbox"/> General Merchandise Mgr | <input type="checkbox"/> Furniture Store |
| <input type="checkbox"/> Divisional Merchandise Mgr | <input type="checkbox"/> Mass Merchant / Discounter |
| <input type="checkbox"/> Buyer | <input type="checkbox"/> Mail Order / Catalog |
| <input type="checkbox"/> Advertising / Display Mgr | <input type="checkbox"/> Resident Buying Office |
| <input type="checkbox"/> Sales / Marketing Mgr | <input type="checkbox"/> E-Commerce |
| <input type="checkbox"/> Manufacturing / Production Mgr | <input type="checkbox"/> International Retailer |
| <input type="checkbox"/> Purchasing Manager | <input type="checkbox"/> Wholesaler |
| <input type="checkbox"/> MIS | <input type="checkbox"/> Apparel Manufacturer |
| <input type="checkbox"/> Sales Associate | <input type="checkbox"/> Affiliated Products Manufacturer |
| <input type="checkbox"/> Manufacturers Rep | <input type="checkbox"/> Textile Mills / Converters/ Fiber |
| <input type="checkbox"/> Designer | <input type="checkbox"/> Other Manufacturer |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Educational Institution |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Media |
| | <input type="checkbox"/> Ad Agency |
| | <input type="checkbox"/> Finance / Legal |
| | <input type="checkbox"/> Freight |
| | <input type="checkbox"/> Technology / Computers |
| | <input type="checkbox"/> Trade Show Organizer |
| | <input type="checkbox"/> Association |
| | <input type="checkbox"/> Other _____ |