



# RIVET

2017 MEDIA KIT

**MISSION**

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From the mills in Turkey, Italy and China, to the curated boutiques in New York, California and Amsterdam, Rivet is the only online and print publication that makes sense of the global denim market for a distinguished audience of industry leaders, designers and denim heads.

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**FAST FACTS**

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**17,500** READERS

**250,000** IMPRESSIONS

**20,000** EMAIL SUBSCRIBERS

**4.66** PAGES PER SESSION

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“Rivet is the only online daily publication that connects the jean’s industry. I read daily and love it. Kingpins looks forward to a long and robust relationship with Rivet, both here in the U.S. and globally.”

Andrew Olah, Kingpins Show Founder

“Rivet is a tremendously important source of current market news and has also offered our company an opportunity to connect directly to the industry’s most important decision makers. Rivet’s daily content is ‘must know’ information for everyone in the denim supply chain.”

JAMES W. MCKINNON, COTSWOLD INDUSTRIES INC. CEO



## THE AUDIENCE

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**45%** SOURCING, PRODUCT DEVELOPMENT, SUPPLY CHAIN

**24%** BUYERS, PLANNERS, ACCOUNT EXECUTIVES

**16%** DESIGNERS, MERCHANDISERS

**8%** C-LEVEL EXECUTIVES

**7%** FACTORIES, MILLS



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“Rivet is my one-stop-shop for all the latest news related to my industry.  
It is as vital to me as my morning coffee.”

Henry Wong, Artistic Fabric & Garment Industries Director, Product Development & Marketing (North America)



## PLATFORMS

Rivet fuses facts and inspiration with unrivalled editorial. Anytime, anywhere, any platform.



Rivet covers brands, mills, trends and innovation in the denim industry.



### REPORT: SUSTAINABILITY TO DRIVE GROWTH IN PREMIUM DENIM MARKET

CHRISTIANE SCIBETTA • OCTOBER 11, 2016

Not only a win for Mother Earth, sustainably produced denim will prove to be good for brands' bottom lines. Sustainability in manufacturing, new shipping patterns, and an increase in the use of sustainable production methods, the global premium denim market will be produced to grow 5.09% by 2020, according to a report by analyst firm Technomic.

Technomic report indicates that the increase of required materials for jeans being sold in denim, whether men or women, for stretch jeans (wearing both men and women), will be the primary factor driving the growth in the market.

As the sustainability of denim becomes more and more apparent to consumers and manufacturers, both denim companies and consumers will push for the use of recycled materials in jeans.

"Sustainable jeans are not only a concept for the developed nations but are also gaining prominence in developing countries, including India and China. Indian designers have developed eco-friendly denim that is manufactured using 100 percent organic cotton without using bleaches," said Joseph Kumar Choudhry, Technomic lead analyst.

Choudhry also cites the innovations Levi's has employed for sustainability as evidence of changes in the market. Levi's cutting-edge technology helps to ensure consumer satisfaction because 95% using 98 percent less water than regular denim production.

According to Technomic, the demand for stretch denim will only increase. While the cost of producing stretch denim is 10-15 percent higher than non-stretch denim, consumers want the comfort and style that stretch provides.

Technomic also claims that the growth of the upper-middle class and high-net worth individuals (HNWI) has spurred the expansion of the men's luxury market. The Asia Pacific region is now home to the largest HNWI population, replacing North America with a population of 4.6 billion in 2014. With an increase of 8.2%, China and Japan are the top two emerging countries in the global market and are experiencing a double-digit growth in HNWI population and ultra-HNWI wealth growth.

China's HNWI are now contributing to about 20 percent of the luxury spending globally, followed by America with 25 percent and Europe with 14 percent in 2014. Key Technomic fashion brands like Gucci and Bottega Veneta have reported their first full-year reporting losses in China, and others like Dior and Alexander McQueen have followed suit.



### FITCODE ANNOUNCES PARTNERSHIP WITH HUDSON JEANS

MATT VITONE • OCTOBER 7, 2016

Hudson Jeans company Fitcode has announced a new partnership with premium denim brand Hudson Jeans. Fitcode, which helps consumers find their perfect pair of jeans by focusing on fit rather than size, has partnered with the California-based brand to offer users to Hudson jeans website to use Fitcode's fit guide.

After finding their exact fit, Hudson jeans customers can then shop curated denim recommendations within their Fitcode without ever leaving the site.

Ben Buckley, Fitcode co-founder and CEO, said: "We're excited that the goal of the Hudson partnership was to help give its customers more options. Fitcode already works brand like T11 for Athleisure and Levis, which helps customers drive sales and decrease returns."

"The decision to partner with Hudson jeans was a no-brainer," said Buckley. "Hudson is a thought leader and an innovator, and they get that consumers want to shop with confidence. Plus, they make great styles that focus on fit. The partnership is a logical extension of the Fitcode experience and a benefit for both brands. We're excited to help improve the buying experience for Hudson's loyal consumers."

For now, Fitcode is only available for women's jeans, but the brand says they're ultimately like to expand into men's denim and beyond.

"The man or team Fitcode will be very happy when that day comes," said Buckley.



### LEVI'S ANNOUNCES EXPANSION OF WORKER WELL-BEING PROGRAM

MATT VITONE • OCTOBER 14, 2016

Levi's is expanding upon its promise to improve the lives of the workers who make its jeans.

During a chat at the 2016 Fashion Technology Forum in Brooklyn, NY, Levi's President and CEO Chip Bergh announced the expansion of the company's worker well-being program, which launched in 2014 with the intention of creating a more sustainable and humane supply chain.

Five placed in five plants, Levi's plans to roll out the well-being program to its entire supply chain over the next decade, affecting some 300,000 of its workers. The program currently reaches about 130,000 of its workers in countries like India, Bangladesh, Egypt and more.

Through the program, Levi's partners with factory workers to help improve the lives of workers. The initiative includes annual assessment of engineering workers' health and following through on safety among employees.

According to Bergh, the program that far has been a success, resulting in lower absenteeism and higher worker retention, saving the company money. For every dollar invested in worker well-being, there is a five-fold return on investment, said Bergh.

Helping to offset change not just at its own factories, but in the industry at large, Levi's also announced earlier this year its worker well-being program with a new open source platform that other companies can use.

Through a partnership with the Harvard T.H. Chan School of Public Health, Levi's plans to build a benchmark that can be used by companies in any industry, as well as a dashboard that factory workers can use to track the progress of the program.

"We fundamentally believe we have to do the right thing. We believe where we lead, others will follow," said Bergh. "We couldn't keep it as a competitive advantage, but there's a much bigger advantage in spreading things up the industry."



### CATCHING UP WITH JASON DENHAM

BY LEO LEVIN • OCTOBER 19, 2016

As the denim world converges in Amsterdam for Kingsize (Oct. 24-27) and the Global Denim Awards (Oct. 27), Rivet caught up with Jason Denham, founder of Denham, the premium and local denim expert, to find out why the city's latest events are important to his life and how innovation is changing the denim game.

**RIVET:** Denham is one of the brands that represents Amsterdam as a denim city. Why is Amsterdam a special home for you?

**Denham:** I believe that right now Amsterdam is the denim capital of Europe. Amsterdam is absolutely a denim city. The Dutch eat jeans for breakfast, lunch and dinner—it's in the culture. Amsterdam is the home of some great global denim brands as well as niche denim start-up concepts. There are great denim stores and even the world's first denim university to fully educate the future of denim.

**RIVET:** Does the Amsterdam denim consumer?

**Denham:** In the past year, the Dutch denim consumer is very educated about denim. It's part of the culture therefore they know, for example, what selvage is and what loom they appreciate it.

**RIVET:** What makes you feel like you're most popular in your line?

**Denham:** The man and following the women in California. The big brand is still slim and slinky, however for the women, they are now stepping in to more relaxed, loose and cropped fits.

*To be honest, the denim industry and innovation is moving so fast these days that too many great fabrics and ideas are not reaching maximum potential because we are moving on to the next thing so quickly.*

**RIVET:** What is your approach to sourcing fabric? Do you have a core group of suppliers?

**Denham:** Absolutely you do it. You build confidence and relationships with denim mills. We are a small brand and we need trusted partners to help us create and deliver the best products we can. It's a partnership and we are in this together. Today our core European supplier is Candiani from Italy. We have a great understanding of one another's company and Candiani has been a fantastic support since we started our own when our suppliers were far better than most others. The support has paid off and we support each other.



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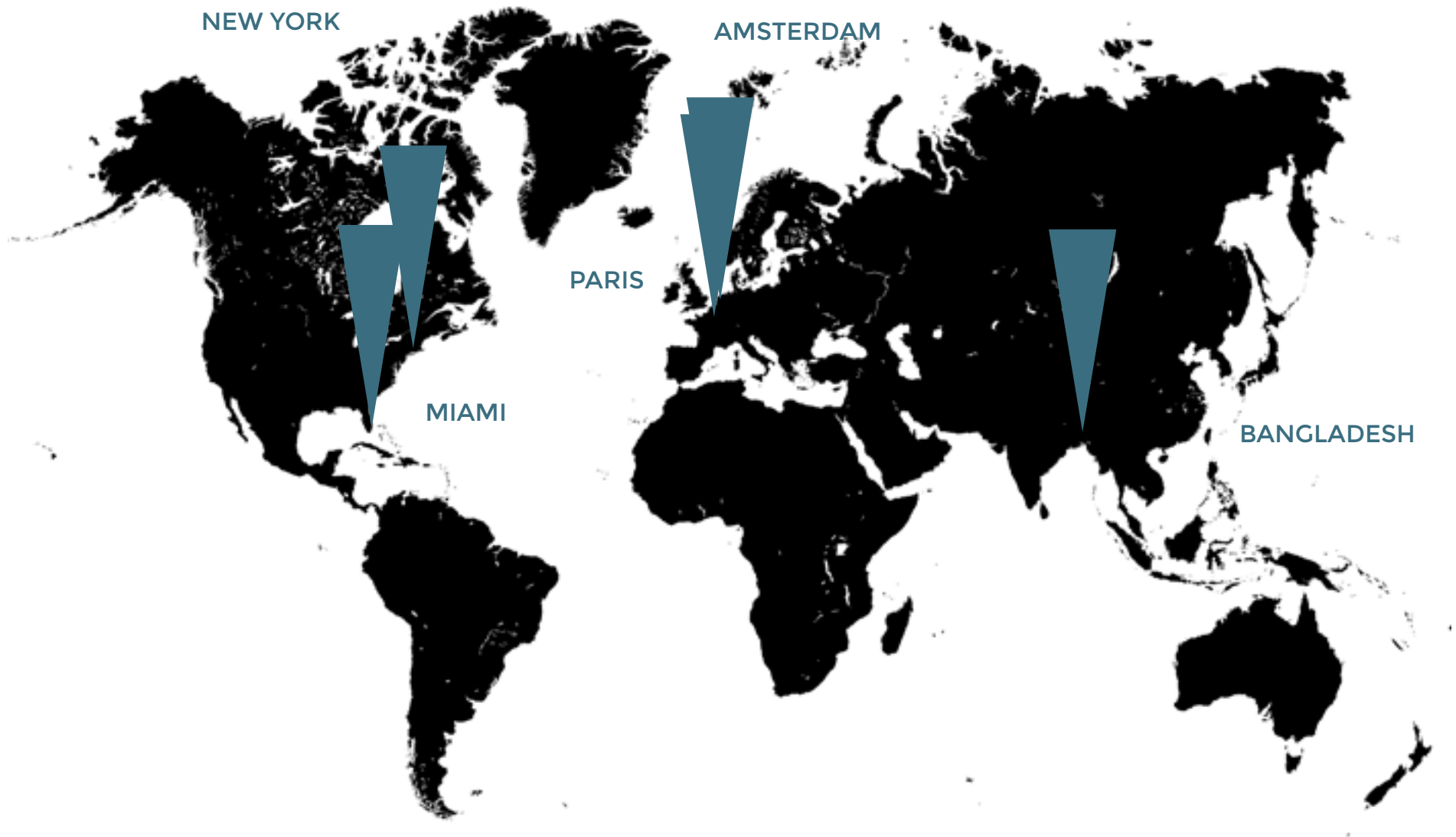
“Why do I like Rivet? It has everything I need in one page: latest market news, innovation, design, technology, mills, global coverage. And if I want to dig deeper, Rivet provides research. Trend and brand information considers the side of the consumer, the wholesaler, the brand and the retailer. What else can I ask for?”

HEBE SCHECTER, KALTEX AMERICA PRESIDENT & CEO



## WHERE YOU'LL FIND US

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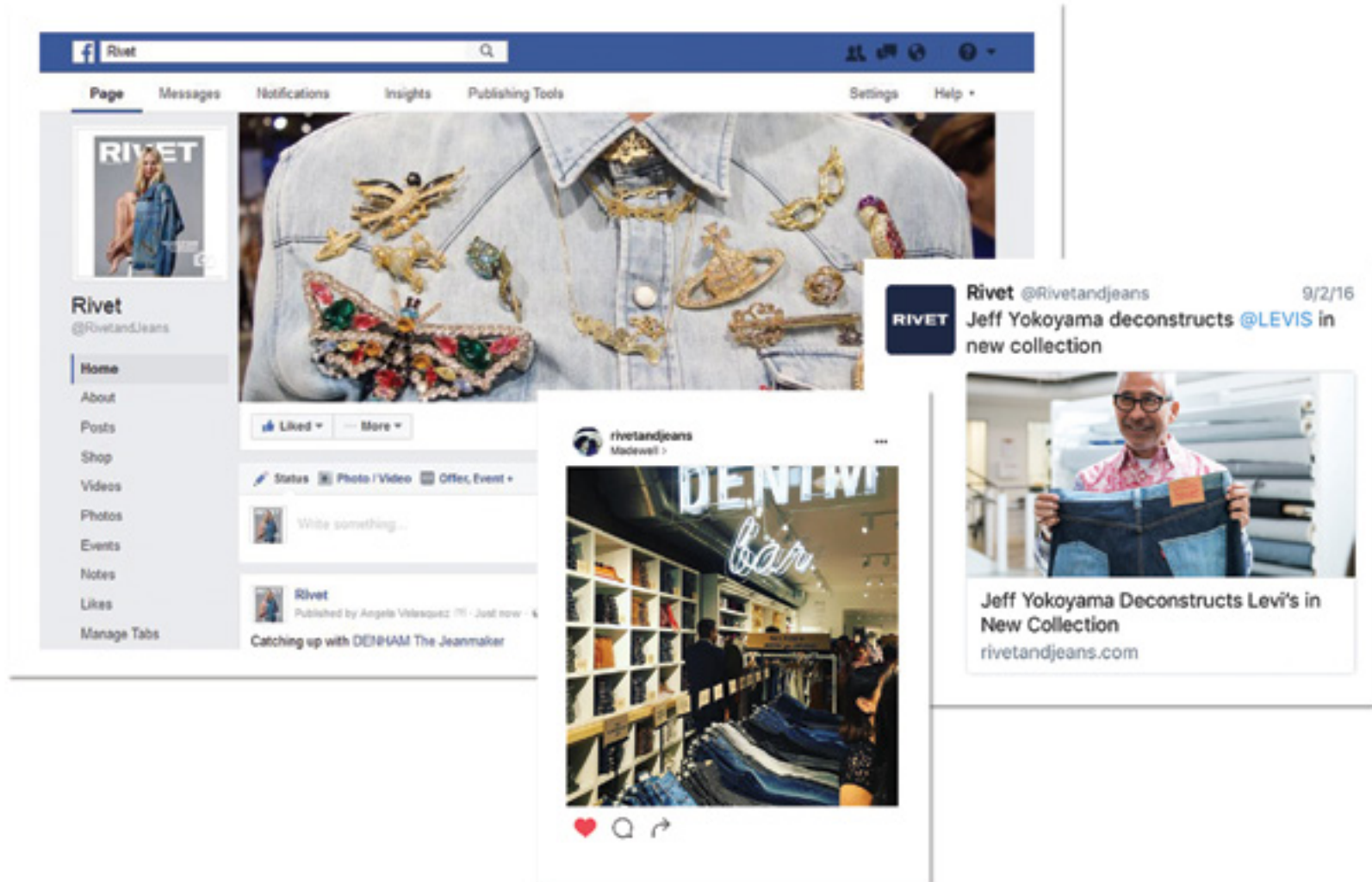
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“In a short period of time Rivet has become a leading information platform capturing the pulse of the global denim community. The combination of Rivet’s digital and print format provides Lenzing Fibers with a variety of marketing channels to reach the value chain.”

Tricia Carey, Lenzing Director of Global Business Development for Denim

## SOCIAL MEDIA

Across three social media platforms globally: Facebook, Twitter and Instagram.



“Providing content for Rivet helps our brand reach an engaged and diverse audience in the textile industry. Our contacts at the publication are very responsive and supportive of our marketing goals.”

Cindy McNaull, Global Cordura Brand and Marketing Director

## 2016 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>New Brands</p> <p>Branding Report</p>	<p>Fall '17 Denim Collections</p> <p>Men's Update</p> <p>SHOW COVERAGE: MAGIC, Project, Liberty</p>	<p>Technology Update</p> <p>Women's Update</p>	<p>Amsterdam Denim Days</p> <p>Kingpins Amsterdam Report</p> <p>Mill Report A/W 18-19</p>	<p>Sustainability Update</p> <p>Denim Premiere Vision Report</p>	<p>Trims Report</p> <p>BPD Expo Report</p>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Made in USA</p>	<p>Spring '18 Denim Collections</p> <p>SHOW COVERAGE: MAGIC, Project, Liberty</p>	<p>Children's Report</p> <p>Technology Update</p>	<p>Sourcing Report</p> <p>Import/Export Report</p> <p>Kingpins Amsterdam Report</p>	<p>Denim Premiere Vision Report</p> <p>Kingpins New York Report</p> <p>Mill Report Spring'19</p>	<p>Year in Review</p> <p>Retail Report</p>

**WEB**

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<b>Top Leaderboard</b>	<b>\$1,250</b>
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728x90 & 320x50

<b>Leaderboard B Section</b>	<b>\$1,000</b>
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970x90

<b>A Section</b>	<b>\$1,250</b>
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300x600

<b>B Section</b>	<b>\$1,000</b>
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300x600

<b>Branded Content</b>	<b>\$1,500</b>
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Provided by Company



**EMAIL**

<b>E-Newsletter Leaderboard</b>	<b>\$750</b>
598x74	

<b>Sponsored Post</b>	<b>\$500</b>
Branded Content + Logo + URL	

<b>Dedicated E-Blast</b>	<b>\$1,950</b>
HTML File	

**PRINT**

Full Page Ad	\$2,950
Half Page Ad	\$1,750
Back Cover Ad	\$4,000
Inside Cover Ad	\$3,250
Advertorial	\$4,000
Provided by Company	