

Canada's Voice for the Luggage, Leathergoods, Handbags and Accessories Industry

# TGFA

Travel Goods, Fashion  
& Accessories Magazine



# 2009/10

## Media Planner

[www.mediaedge.ca](http://www.mediaedge.ca)



# About TGF&A Magazine

We are proud and excited to launch a new industry magazine dedicated to delivering all the latest news and views to professionals involved with all aspects of the **Travel Goods, Luggage, Handbags, Leathergoods, Fashion and Accessories Industry**. As the first, official voice of the **LLHA Association**, this magazine will serve as an invaluable resource delivering timely and informative editorial content inside a platform that will allow the industry to share ideas and information. The magazine has been designed to provide current, practical information for retailers as well as for manufacturers, distributors, suppliers, wholesalers and agents. **TGF&A** is the new voice of the industry!

Together with our Editorial Advisory Board, we have developed an exciting range of editorial features to provide readers with unsurpassed content. One of the primary goals of **TGF&A** is to provide the industry with valuable input on what to buy, when to buy and how best to sell. The magazine will also provide topical, business-oriented information on issues such as procurement best practices, regulatory updates, marketing, budgeting, and more. The **LLHA** will also add content related to the many activities they have underway, their planned future projects, and other topics of interest to their members and the industry at large.

We look forward to developing marketing programs for all organizations interested in selling their products to retailers. The opportunity to create customized marketing programs via magazine advertising, **LLHA Show** exposure, customized mailings, literature inserts, electronic media and special events can now all be achieved through one single provider – MediaEDGE Communications, the new media partner of the **LLHA** and publisher of **TGF&A Magazine**.

## About the LLHA



**LLHA SHOW**  
LUGGAGE, LEATHERGOODS, HANDBAGS & ACCESSORIES SHOW

The **Luggage, Leathergoods, Handbags and Accessories Association of Canada (LLHA)** was founded in 1982 to bring together the industry from across Canada. As a member-driven organization, the **LLHA** serves to connect and enrich business professionals with the skills, information, contacts and services needed to ensure continued success. Today, the **LLHA** is the leading advocate in Canada for the industry and continues to reach out through such successful promotional avenues as the annual **LLHA Show** which draws over 1,500 suppliers, buyers and exhibitors from across Canada, the United States and the world. All exhibitors are approved members of the **LLHA**, and utilize the show to launch thousands of new products to the industry's premier retailers.

## TGF&A Editorial Advisory Board

The magazine's Editorial Advisory Board will help to shape the content of each issue. As industry insiders, they know what challenges businesses face, understand the importance and the benefits of sharing information within the industry and want to help connect colleagues and peers to celebrate achievements and recognize milestones.

**We are honoured to present the Editorial Advisory Board for TGF&A Magazine:**

**Christine Beben** – Owner, Just Bags • **Pierre Caestagne** – National Sales Director, Les Diffusions Joanel and Director, LLHA • **Sandra Cassivi** – Director of Sales and Marketing, OutSource Aim Imports • **Catherine Genge** – Executive Administrator, LLHA • **Paul Hanley** – Director of Sales and Marketing, Samsonite Canada and President, LLHA • **Perry Mogus** – Owner/President, Urban Traveller and Past President, CLLDA • **Harry Restoukian** – Director of Sales, The Sample Room and Vice President, LLHA • **Thelma Watts** – Sales Representative, Watts Lines • **Jeff Williams** – Brand Manager Canada, OGIO

## Editorial Planner

CONTENTS	FALL 2009	WINTER 2010	SPRING 2010	SUMMER 2010
Cover Story	Researching, Buying and Selling New Lines	Hot Products for 2010	Interior Design – “Retail Store Makeovers”	Retail Fraud: Loss Prevention and Profit Protection
Special Feature	Annual Industry Forecast Report	Annual Industry Buyers Guide	2010 LLHA Show Issue	2010 LLHA Show Review and Product Spotlights
LLHA Trends & Fashion Forecast	Patterns and Winter 2009/2010	Fabrics and Spring 2010	New Technologies and Summer 2010	Versatility and Fall 2010
Business Centre	Hiring, Retaining and Compensating Quality Staff	National Review of Accounting and Taxation Laws	Inventory Control	Using Competitive Intelligence to Your Advantage
Marketing	Displaying your Wares for Optimal Sales	How to Get New Clients	In-store Special Sales & Events	Electronic Marketing and E-Commerce
Product Feature	Leathergoods	Handbags	Accessories	Luggage
On the Road Again	Meeting Follow-up Techniques	How to Work an Industry Trade Show	Venue Options & Requirements	It's a Wireless World – Staying Connected

# Why Advertise?

Produced by MediaEDGE Communications, the Managers of the annual **LLHA Show**, and endorsed by the **LLHA Association** – we have the industry experience and commitment to ensure your success. Advertising in **TGF&A** is a targeted and cost-effective way to reach the most qualified retailers – readers with proven purchasing power.

Size	1x	2-3x	4x Continuity
Full Page .....	3400	2950	2500
2/3 Page Ver.....	3150	2750	2350
1/2 Page Island .....	2750	2400	2050
1/2 Page Horiz./Ver.....	2475	2150	1825
1/3 Page Sq./Ver.....	2000	1750	1500
1/4 Page .....	1100	950	800
<b>Special Positioning</b>			
Inside Front Cover .....	3775	3275	2700
Inside Back Cover.....	3650	3175	2600
Outside Back Cover.....	3850	3355	2900
Front Cover Earlug .....	2300	2000	1500
Double Page Spread .....	4975	4325	3675

**Continuity Rates** require at least one ad in each of the four issues of **TGF&A**.



## Readership and Reach

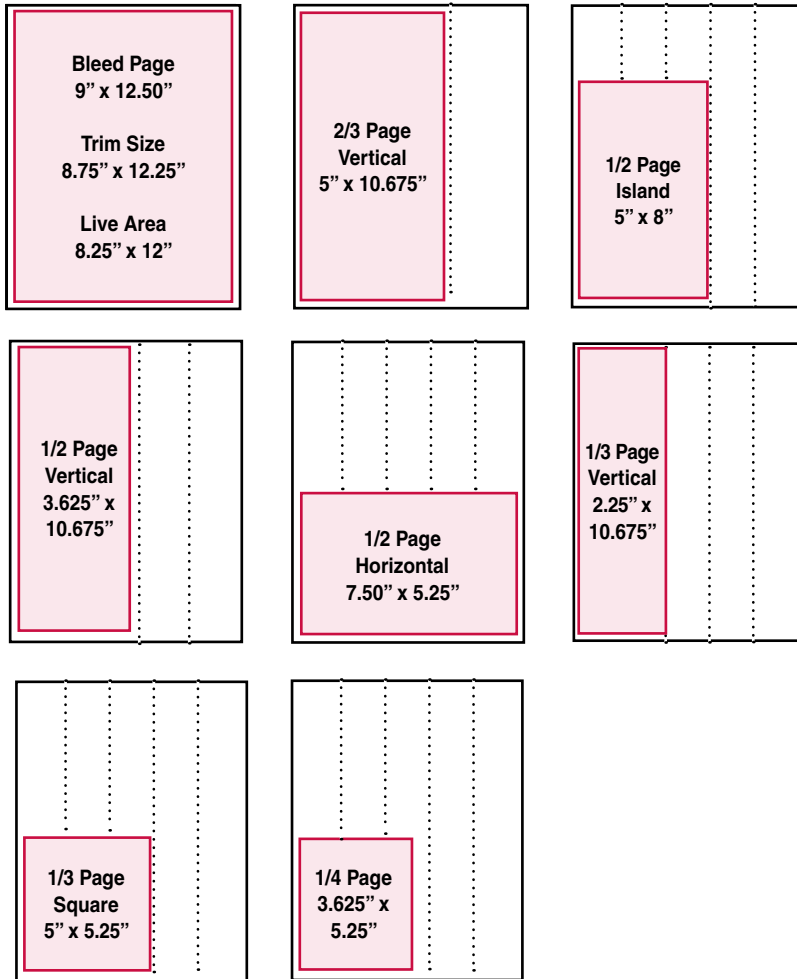
The primary circulation of **TGF&A** will consist of 3,000 Canadian retailers located from coast to coast. The readership will consist of decision makers representing all types of retail environments, including: large retail and department stores, national franchises, specialty stores, luggage and travel stores, fashion boutiques, gift stores, independent retail chains, spas, handbag stores, premium incentive buyers, shoe stores, and more. These readers purchase hundreds of millions of dollars of **LLHA** products and services each year, and will rely on **TGF&A** to keep up to date on all the latest industry developments and trends.

## Publishing Schedule

Issue	Advertising Close	Material Deadline	Publish Date	Bonus Feature
Fall 2009	Oct 16, 2009	Oct. 23, 2009	Nov. 2009	INDUSTRY FORECAST REPORT
Winter 2010	Jan. 22, 2010	Jan. 29, 2010	Feb. 2010	ANNUAL INDUSTRY BUYERS GUIDE
Spring 2010	March 12, 2010	March 19, 2010	April 2010	2010 LLHA SHOW ISSUE
Summer 2010	June 12, 2010	June 19, 2010	July 2010	2010 LLHA SHOW SUMMARY



# Mechanical Requirements



## AD REQUIREMENTS

All ads should be sent press-ready with an appropriate proof. Publisher assumes no responsibility for accuracy where no proof has been provided.

Printing Specifications  
Trim size: 8.75"x12.25"  
Half tones: 85-100 lpi  
Saddle Stitched

## DIGITAL FILES

Preferred format is InDesign CS3, QuarkXPress 6.5, Adobe Illustrator or PDF. Please include all image files and all fonts used in the document and a laser copy for reference.

## GENERIC PDF FILES

Generic PDF files, created with Adobe Acrobat Distiller using high resolution CMYK (no colour profiles), with all the fonts embedded. "Save-as" PDF files (Adobe Illustrator, Adobe Photoshop) and native application files (QuarkXpress, Adobe InDesign, Pagemaker...) are **not acceptable** for digital ad submissions. These files are not final material and can create problems with reproduction.

## WHEN SENDING MATERIAL

1. Submit files on a Macintosh formatted CD-ROM.
2. Include a Magazines Canada standards colour proof, for accurate reproduction.

**Four colour:** colour-corrected screened negatives, right-reading emulsion down with colour key or progressive proofs. **Digital files preferred.**

All colour files must be accompanied by a colour proof or a separated laser proof. Publisher assumes no responsibility for accuracy where no proof is provided.

3. Upload files to the FTP site.  
Host: ftp3.mediaedge.ca  
Username: me\_tgfa\_ad  
Password: artwork

## SHIPPING INSTRUCTIONS FOR ALL OTHER MATERIALS

Digital materials, film, artwork, etc. to be sent to:  
Production Manager, TGF&A  
5255 Yonge Street, Suite 1000, Toronto, Ontario M2N 6P4

## POLYBAG/INSERTS

Contact publisher for quotation and specifications.

## SHIPPING INSTRUCTIONS FOR INSERTS

Check with publisher for information. Send six samples of insert to production manager.

## Publisher

Richard Swayze  
Travel Goods, Fashion & Accessories (TGF&A) Magazine  
and Show Manager, LLHA Show  
416-512-8186 x 246 or Toll Free: 1-866-216-0860  
richards@mediaedge.ca

TGF&A is published by:

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*Our mission is to produce market leading, superior quality magazines, conferences and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.*

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THE B.C. EDITION

**CONSTRUCTION BUSINESS**

TGF&A  
Travel Goods, Fashion  
& Accessories Magazine

Food Safety  
& Quality

FOODSERVICE news  
The Industry's National Newspaper

CME  
corporate meetings  
and events

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