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"Driving the performance and styling industry forward"

Performance & styling retailer driving the performance and styling industry forward P&S has enjoyed great success since its launch. As the only trade magazine in this sector, it has provided a much called-for podium for our industry.

From the outset the magazine has aimed to provide the sort of editorial that retailers want to read and in the process has set itself up to be the central arena for retailers, distributors and manufacturers to come together, culminating in the first P&S Expo trade-only show in February, 2008. Contributors from every area have given their opinions and passed on their wisdom through these pages already with plenty more lining up to do the same in the future. And with P&S Expo a platform now exists for them to do that in person.

At the core of P&S's philosophy is the desire to help ensure the longevity and prosperity of the industry. Every month P&S looks at the topics that are affecting performance and styling retailers now, investigating the answers to the questions that are on their lips and using inside knowledge to help find the way forward. With regular features such as The Rant and Product Focus, the experienced P&S team thrives on the challenge of letting those in the industry have their say and let others know who they are and what they're doing. But it's not all niceties as the P&S Mystery Shopper proves!

In a fiercely competitive climate P&S is the only magazine that can help deliver you results. No other magazine speaks directly to your retailers and with over 7,000 of them receiving it every month it's the only place to really get your message across to them. Not only is it an effective way of keeping your customers informed but it can also be used to create new business opportunities which is a rare tool in this industry. Make use of it and you could soon be seeing just how powerful that tool is.

Andy Mills - Editor

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