

Beat: Business

## UBM Buys Business Journals Inc, US Fashion Show Portfolio

**fashion trade shows New York & Las Vegas**

PARIS - LONDON, 22.04.2016, 21:07 Time

**USPA NEWS** - UBM Plc announced on April 22, the acquisition of Business Journals Inc (BJI), a producer of fashion trade shows in New York and Las Vegas, for \$69m in cash. BJI serves the men's apparel and women's apparel and accessories markets under the following leading tradeshow brands:...

UBM Plc announced on April 22, the acquisition of Business Journals Inc (BJI), a producer of fashion trade shows in New York and Las Vegas, for \$69m in cash. BJI serves the men's apparel and women's apparel and accessories markets under the following leading tradeshow brands: AccessoriesTheShow, EDIT, FAME, Moda, MRket and Stitch. These shows run multiple times a year and in some cases are located in the same venues as UBM shows. BJI also operates several websites and publications serving the fashion sector. In 2015, BJI's revenues were approximately \$40m - \$33m from Events and \$7m from Other Marketing Services.

BJI is highly complementary to UBM's existing fashion tradeshow portfolio. The combination of BJI and UBM will provide an improved experience for both attendees and exhibitors and generate material synergies in areas such as event operations, property and cross-marketing opportunities.

BJI is expected to make a modest post tax contribution this year. In 2017, with a full year of contribution and strong operational and financial synergies, the acquisition will achieve a return on investment in excess of UBM's weighted average cost of capital.

Source : UBM

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

### Article online:

<https://www.uspa24.com/bericht-7758/ubm-buys-business-journals-inc-us-fashion-show-portfolio.html>

### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

### Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

### Editorial program service of General News Agency:

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)