

# UNDERLINES MAGAZINE

## MEDIA DATA 2008

The First Choice for the Intimate Apparel & Swimwear Business in the UK

### UNDERLINES MAGAZINE:

The priority business publication for manufacturers, suppliers, retailers and distributors in the UK

01.12.2007



Photograph: Rod Howe

## MECHANICAL DATA

**Preferred format:** High resolution pdf

**Measurements:** All measurements quoted are height x width.

**Mono:** Bromide or finished positive film, right reading, emulsion side down (150 Screen minimum)

**Colour:** 4 colour separated, positive film, right reading, emulsion side down (300 Screen minimum)

**Digital Format:** Please ensure that all files are supplied in Apple Mac format, on a Zip 100MB or CD. Files must be saved in Quark Xpress 4.1 or InDesign CS2. Please note that all scanned images must be CYMK high-resolution minimum res 300 dpi at output size saved as a tiff or EPS. All fonts must be Apple Mac and supplied with screen and printer files, all logos must be supplied as EPS CYMK files with editable background. We cannot accept PC fonts. (A hard copy must be sent with all digital files in colour where appropriate).

**Spot colours:** £250 (€400) for 1st spot colour, £150 (€240) for 2nd spot colour

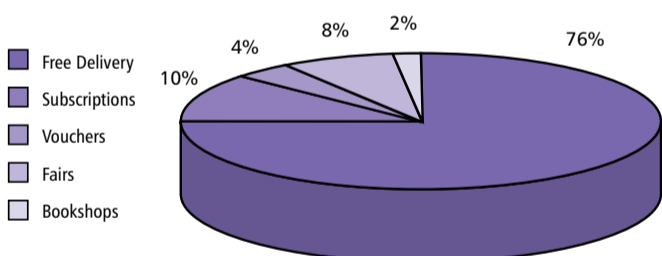
**Special colours:** including metallics £500 (€800)

Whilst photographs may be e-mailed to the Editor on [pamunderlines@aol.com](mailto:pamunderlines@aol.com) NO electronic transfers of advertisements will be accepted to this e-mail address unless as a high resolution pdf folder.

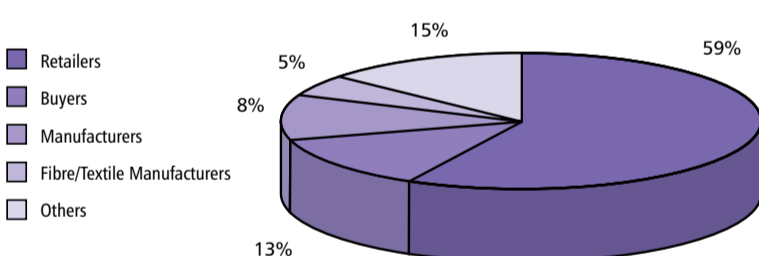
## UNDERLINES CIRCULATION DATA

THE HIGHEST CIRCULATION OF ANY UK SPECIALIST TRADE MAGAZINE! AVERAGE NET READERSHIP OF 18,000 PER EDITION

### Underlines Distribution: 6000 copies distribution



### Underlines Readership Type



## DISPLAY ADVERTISING: RATE CARD AND MECHANICAL DATA 2007

### STANDARD POSITIONS

#### RUN OF PAPER

	COLOUR		MONO	
Quarter Page	£1225	€1980	£925	€1500
Half Page	£1775	€2880	£1225	€2000
Full Page	£2750	€4450	£1900	€3085
Double Page Spread	£4500	€7300	£3200	€5190

#### SPECIAL POSITIONS (subject to availability)

Front Cover	£4750	€7700
Inside Front Cover as Gate-Fold	£4750	€7700
Inside Front Cover + P3 (1st DPS)	£5250	€8500
Inside Front Cover	£3500	€5680
Page 3 (1st Right Hand Page)	£2950	€4785
Pages 4 + 5 (2nd Double Page Spread)	£4750	€7700
Page 7 (Facing Contents/Right Hand)	£2950	€4785
Inside Back Cover	£3000	€4860
Outside Back Cover	£3950	€6400
Centre Spread	£4500	€7300
Early Right Hand Facing Matter	£2850	€4600
Bleed Advertisements	+10%	

#### ADVERTORIAL PROMOTIONS/PROFILES

Double Page Spread	£3800	€6165
Full Page	£2900	€4700

Cost is fully inclusive of editorial concept, design, layout, typesetting, reprographics, and plate making, utilising your supplied photography. Published to approval clearly devoted as 'advertising promotion'. Cost excludes agency commission where advertising agency is involved.

#### INSERTS

Bookmark, tip-on, bound-in: subject to availability. Prices on request.

Discounts: 2 = 4%, 3 = 5%, 4 = 8%, 5 = 10%

#### AGENCY COMMISSION

10% commission is given to recognised Agencies.

VAT is charged as applicable. Pre-Payment 5%.

<b>DOUBLE PAGE SPREAD</b>	
Type Area:	270mm x 390mm
Page Trim:	297mm x 420mm
Bleed Area:	303mm x 426mm
(includes 6mm gutter allowance)	

<b>FULL PAGE</b>	<b>FULL PAGE BLEED</b>
Type Area:	Bleed Area:
270mm x 186mm	303mm x 216mm
Page Trim:	Page Trim:
297mm x 210mm	297mm x 210mm

<b>HALF PAGE (Vertical)</b>	<b>HALF PAGE (Horizontal)</b>	<b>QUARTER BOX</b>
270mm x 87mm	134mm x 186mm	125mm x 87mm

## WHY CHOOSE UNDERLINES?

- the highest and best targeted circulation (6,000 minimum every issue – 18,000 readers);
- 17 years' experience in the sector;
- present at every international trade event;
- authoritative, informative and relevant;
- up-to-the-minute news and in depth reports;
- your window to Europe with membership of the Network Dessous: a group of 10 individual publishers at your service!

## UNDERLINES OFFERS YOU...

An unrivalled medium for advertising and promotion in a unique and stylish format:

- First for Future Forecasts;
- First for Fashion Photography;
- First for Market Reports;
- First for International Catwalks (Style File);
- First for Show Previews & Reports (Show Update);
- First for Retail Developments (Inside Retail & Shopping Around);
- First for Fabrics and Technical News (Infotex);
- First for New Design and Talent (I Spy);
- First for News and Gossip (Insider).

## STARS: UNDERLINES BEST SHOP AWARDS 2008

Underlines Magazine will continue to stage the Best Shop Awards after the successful inauguration in 2007. Over 200 shops took part nominated by 18 leading brands in the British market. Categories include Best Reference Shop, Best Personal Touch Shop, Best Concept Shop and Prize for Excellence and Outstanding Contribution.



Underlines Magazine is a founder member of the Network Dessous, a group of independent publishers in Europe, Asia and South America.



# UNDERLINES MAGAZINE

## UNDERLINES DEADLINE DATES – AT A GLANCE:

ISSUE NUMBER	ISSUE DATE	PUBLICATION DATE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	FINAL PDF/ CD-ROM
<b>Issue No. 91*</b>	Dec 2007 – Jan 2008	17/12/2007	03/12/2007	05/12/2007	07/12/2007
<b>Issue No. 92**</b>	Feb – March 2008	15/02/2008	04/02/2008	05/02/2008	06/02/2008
<b>Issue No. 93</b>	April – June 2008	23/05/2008	09/05/2008	14/05/2008	16/05/2008
<b>Issue No. 94**</b>	July – August 2008	21/07/2008	07/07/2008	09/07/2008	11/07/2008
<b>Issue No. 95*</b>	Sept – Oct 2008	22/08/2008	08/08/2008	11/08/2008	13/08/2008
<b>Issue No. 96*</b>	Dec 2008 – Jan 2009	19/12/2008	05/12/2008	08/12/2008	10/12/2008
<b>SWIMWEAR YEARBOOK</b>	2009 Edition	18/07/2008	04/07/2008	07/07/2008	09/07/2008

Note: Swimwear: The Book (resource listing) has an earlier deadline of 23rd June 2008

\* International Show Edition \*\* National Show Edition

## UNDERLINES MAGAZINE – FEATURES LIST FOR 2008

### ISSUE DATE

**ISSUE NO. 91**  
Dec 2007 - Jan 2008 Published 17/12/2007

### FEATURES

**International Show Edition;** Salon International de la Lingerie/Interfilere Preview; Designer Lingerie & Nightwear – BestSellers S/S 2008 Underwear – BestSellers Swimwear 2008; **Special** – Mens Underwear; **Special** – European Market Report **ANNUAL WALLPLANNER FOR 2008.**

**ISSUE NO. 92**  
Feb - March 2008 Published 15/02/2008

**National Show Edition;** Preview Harrogate Lingerie Show; Review of Salon International/Interfilere/Hosiery A/W 2008; A/W 2008 Underwear & Nightwear – photographic and editorial preview; I Spy – Who's who in innovative design.

**ISSUE NO. 93**  
April - June 2008 Published 23/05/2008

**Hosiery & Underwear Special;** The Best Dressed Legs – report on legwear A/W 2008; BestSellers in Underwear A/W 2008; Special preview – Intimate London Body & Beach (July 2008); **Special** – Mens Underwear; **Special** – Special Sizes/Shapewear; Entry to Stars – Underlines Best Shop Awards 2008.

**ISSUE NO. 94**  
July - Aug 2008 Published 21/07/2008

**National Show Edition;** Full preview – Intimate London Body & Beach; Harrogate Lingerie and Swimwear Show; Swimwear & Beachwear 2009 – Forward Trends; Finalists in Stars – Underlines Best Shop Awards 2008.

**ISSUE NO. 95**  
Sept - Oct 2008 Published 22/08/2008

**International Show Edition;** Lyon Mode City – Show Preview inc. Interfilere; Legwear for S/S 2009; I Spy – Who's who in innovative design; **Special** – Maternity Underwear and Swimwear; Announcement of 2008 Winners of Stars – Underlines Best Shop Awards.

**ISSUE NO. 96**  
Dec 2008 - Jan 2009 Published 19/12/2008

**International Show Edition;** Salon International de la Lingerie/Interfilere Preview; Designer Lingerie & Nightwear Bestsellers 2008 – Underwear, Nightwear and Swimwear; **Special** – Mens Underwear; **ANNUAL WALLPLANNER FOR 2009.**

**SWIMWEAR YEARBOOK**  
2009 (8th Edition) Published 18/07/2008

**International Swimwear Resources and Trends;** Swimwear & Beachwear for 2009; International preview of all leading swimwear exhibitions; Fabrics and Styling Trends; International Best Swimwear Shops; European Swimwear Market Survey.

**SWIM:THE BOOK**  
Published 18/07/2008

The Definitive Guide to Swimwear and Beachwear with the most comprehensive listings of swimwear brands and fabric resources.

### EVERY ISSUE

**Infotex** (fabrics); **Style File** (from the Catwalk); **Shopping Around;** **Newslines;** **Inside Retail;** **Network News** (from around the world).